

Peter Ashcroft <peter.ashcroft@rafbf.org.uk>

6/8/2019 19:46

# FW: RAF Benevolent Fund in Norfolk - Help us get more RAF veterans on our radar

Dear Parish Clerk,

By way of introduction I am the Welfare Projects Manager for the [Royal Air Force Benevolent Fund](http://www.rafbf.org). Given Norfolk's proud and historic links to the Royal Air Force you may well have heard of us as the leading welfare charity for those serving and those who have served in the RAF, as well as their families. We provide a range of support from financial assistance, independent living help to emotional and mental wellbeing support. In addition, we recently launched a new Community Connector service to tackle social isolation and loneliness amongst the RAF family across Norfolk (*based Downham Market but covering the whole county*) - <https://www.rafbf.org/news-and-blogs/raf-benevolent-fund-launches-new-community-scheme-help-isolated-raf-veterans>

We estimate that there are approx. 42,000 veterans living in Norfolk, a significant number of which will have an RAF connection. Our World War Two and National Service generation are a shrinking demographic and by 2030 we have lost 400,000 of them. It is vital therefore that we reach these individuals now and make them aware of the welfare support available to them. It is for this reason that Fund is about to launch a [major reaching out campaign](#) to raise awareness. We know that too often pride and self-reliance holds veterans back from seeking the support available. We are therefore reaching out to their families and friends - we estimate that 1 in 3 people in Norfolk has known someone who has served or is serving in the Royal Air Force – to get these veterans back on our radar.

It is with this urgent need to reach out and raise awareness that I am contacting and visiting Town, Parish and Borough Councils across Norfolk and the Armed Forces Covenant Group at the County level. As the most connected into your local communities, I am hoping that you may be able to play a role in getting these individuals – many of whom will be living in your community - back on our radar. This needn't be a significant effort; a poster on the parish noticeboard (*example attached, happy to send copies in the post*) an article in your parish newsletter (*press release attached*) or a link on your parish council website would be gratefully appreciated. Indeed, if any of your councillors are aware of any RAF veterans who may benefit from our support please ask them to call 0300 102 1919 or direct them to our campaign website at: [www.rafbf.org](http://www.rafbf.org). I can send out a guide to our services for your councillors if it would be useful. I would be happy to talk about this further and if you have any questions please do not hesitate to contact me at this email address or on 020 7307 3356.

Many thanks in anticipation,

Peter Ashcroft  
Welfare Projects Manager  
Royal Air Force Benevolent Fund  
67 Portland Place, London, W1B 1AR  
[www.rafbf.org](http://www.rafbf.org)

T: 020 7307 3356 | E: [peter.ashcroft@rafbf.org.uk](mailto:peter.ashcroft@rafbf.org.uk)



We rely on your support to make a difference to RAF personnel, past and present, and their families. You can keep in touch by visiting our website, joining us on Facebook and Twitter, or making a donation today: [www.rafbf.org/donate](http://www.rafbf.org/donate).



This is an email from the Royal Air Force Benevolent Fund. The contents of this email and any attachments are confidential to the ordinary user(s) of the email address(es) to which it is addressed. No one else may place any reliance upon it, or copy or forward all or any of it in any form. If you receive this email in error, please notify our systems administrator on [sysadmin@rafbf.org.uk](mailto:sysadmin@rafbf.org.uk).

The Royal Air Force Benevolent Fund is a charity incorporated by Royal Charter, Companies House Reference No RC 000773, Registered Charity Nos: 1081009 (England & Wales) SCO38109 (Scotland), Principal Office: 67 Portland Place, London W1B 1AR. For further information visit <http://www.rafbf.org>

Whilst this message has been scanned for viruses, the Royal Air Force Benevolent Fund accepts no responsibility for any loss or damage caused to your systems by this communication.

Please let us know if your information changes so we can ensure our records are up to date.

---

- CEW general press release (002) (002).docx (222 KB)
- DID YOU SERVE POSTER - PDF EXAMPLE.pdf (51 KB)
- image001.jpg (25 KB)
- 119080619463100823.png (8 KB)
- 119080619463101023.jpg (129 KB)
- 119080619463101223.png (8 KB)
- 119080619463101423.jpg (11 KB)