

# PoppyScotland break the record for fundraising

✘ TV presenter and Poppyscotland Ambassador, Jackie Bird, announced last week that the 2010 Scottish Poppy Appeal was a record-breaking success – raising an impressive £2.34 million, a 5% increase on 2009.

At an event in Glasgow, Jackie Bird was joined by volunteers to proudly display the total of £2,343,150, which was raised thanks to the generosity of the Scottish public. The money will be used by [Poppyscotland](#) to provide life-changing support for ex-Service people and their families across Scotland.

Speaking at the event, Jackie said: “This is a wonderful result for Scotland’s veterans and their families. The theme of the 2010 Appeal was small things, big difference. The simple act of buying a poppy may seem like a small gesture but all money raised can make a huge difference to the lives of Scotland’s veterans.

“I have been privileged to spend time with Scots serving in Afghanistan and I have seen first-hand the dangers that they face every day. Sadly, some return with terrible injuries and it is heartening to see that the Scottish public is fully behind them by giving so generously to the Scottish Poppy Appeal.”

Although delighted with the result, [Poppyscotland](#) needs to recruit new volunteers to ensure that the 2011 Scottish Poppy Appeal will be as successful. A TV advert will be launched on 4th April to encourage people to volunteer for the 2011 campaign.

Appealing for new volunteers to step forward, Jackie said: “Poppyscotland’s volunteers work tirelessly to ensure that poppies are available in cities, towns and villages the length

and breadth of Scotland. They do a fantastic job but the charity always needs more people to help. I encourage anyone who has a few hours to spare to get involved – you could run the Poppy Appeal in your area or even collect for a few hours during Poppy Week. It all makes a difference.”

Poppyscotland Chief Executive Ian McGregor added: “The 2010 result is a fantastic achievement which reflects wonderfully well on the people of Scotland and I thank everyone involved. We could not have achieved this without the hard work of our loyal volunteers, many of whom are members of the Royal British Legion Scotland. Understandably, a number of these individuals are retiring after devoting years to our cause and we must recruit new volunteers to ensure the continued success of the Appeal.”

To find out more about volunteering [click here](#)

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