

Funeral directors raise £100,000 for Armed Forces community

Golden Charter's independent funeral director network raises £100,000 for Armed Forces community

Over the last year, Golden Charter and its network of independent funeral directors across the UK have raised £100,000 for The Royal British Legion and Poppyscotland – helping to provide life-long support to the Armed Forces community.



The funds raised will directly help the service community – including serving men and women, veterans, and their families – with a range of support. This could include respite care, employment opportunities, financial assistance, specialist housing or mental health support services, in communities across the UK.

Golden Charter and its network of independent funeral directors throughout the UK have been fundraising through a variety of local and national activities including hosting community events, award-winning window displays, working with schools, and donating £25 from every funeral plan taken out with Golden Charter and participating funeral directors to The Royal British Legion and Poppyscotland.

Ronnie Wayte, Chief Executive of Golden Charter, said: “We are delighted to announce that Golden Charter and our network of independent funeral directors across the UK have hit our fundraising target of £100,000 for The Royal British Legion

and Poppyscotland. While we are delighted to achieve this, we know there's a lot more that can be done and we're already planning for the next round of activity. I'd like to thank every independent funeral director business that contributed and their local communities for the part that their generosity has played in raising money for this great cause."

Claire Rowcliffe, Director of Fundraising at The Royal British Legion, said: "We are eternally grateful to the fundraisers and supporters at Golden Charter and its independent funeral directors across the country for raising this fantastic amount. The Legion will use this money to continue to provide life-long support to both serving men and women, and veterans, as well as their families, ensuring that our beneficiaries are able to live in comfort and with dignity."

Gordon Michie, Head of Fundraising at Poppyscotland, said: "This support from Golden Charter is something we value highly. Donations like this can make truly life-changing differences to those who have served, those still serving and their families who are in need of our help.

"We offer tailored support and funding for the Armed Forces community, including help with employment, mobility, respite and breaks, housing and mental health difficulties. We're proud of the work we do but we know that we can't do it alone. Without public donations, hard work and support from organisations like Golden Charter, this simply would not be possible."

Golden Charter is supporting The Royal British Legion and Poppyscotland, who provide life-changing support to serving men and women, veterans and their families. In recognition of their work, £25 will be donated to the charities for every funeral plan taken out with Golden Charter and participating funeral directors*.