



6th February 2018

To the Editor,

There are few of us young or old who are not at least vaguely familiar with the famous recruitment poster from 1914 in which a demonstrative and glaring Lord Kitchener points right at us and proclaims that he and our country “needs you”.

It is one of the most iconic and enduring images of the First World War and serves as a reminder that military service back then – and during the second global conflict that followed 21 years later – was all-encompassing rather than the situation today where each and every one of us has a choice as to whether we wish to serve our country in this most important of ways.

It is the unspoken hope that our world will never suffer war on this scale ever again, but it is a stark fact of modern life that, as I write, there are countless conflicts taking place across the globe; many of which involving our brave servicemen and servicewomen.

We here at Poppyscotland are committed to providing life-changing support to the Armed Forces community. Many of your readers will be most familiar with us through the annual Scottish Poppy Appeal. The money raised from the Appeal allows us to provide tailored funding and assistance, and we also fund services in advice, employment, housing, mental health, mobility and respite.

This year, though, as we mark 100 years since the signing of the Armistice that heralded the beginning of the end of the First World War, it is Poppyscotland’s turn to say: “Your country needs you!” We have launched **The 1918 Poppy Pledge**; a fundraising quest that is inspiring groups, schools, businesses, clubs and organisations around the country to take on the challenge of raising £1,918 – or more – in 2018.

The Poppy Pledge – which can take *any* fundraising form the participants see fit – will be a lasting tribute to those who fell in the First World War, but, importantly, it will also allow us to make a step change in the scale of support Poppyscotland is able to provide those in the Armed Forces community who rely on our support today. Your brave troops and their families need you. Will you take The Pledge?

For more information, please visit: www.poppyscotland.org.uk/poppypledge.

With kind regards,

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PROVIDING LIFE-CHANGING SUPPORT TO OUR ARMED FORCES COMMUNITY

