



## RBL seeks new Poppy Appeal collectors in Madeley

The Royal British Legion is seeking new volunteers for this year's Poppy Appeal across **Madeley** as the RBL celebrates its centenary in 2021.

Last year, the RBL lost millions of pounds in donations after face-to-face collections were cancelled for the first time in the charity's history due to the Covid pandemic.

The Poppy Appeal last year was forced to adapt to the threat of Covid-19, as the nation showed its support from home instead.

We have seen a reduction in the number of our collectors following the pandemic, with many still anxious about returning to their normal way of life, but the RBL still has a job to do and we are optimistic that the Appeal will look very different again this time around.

The RBL's work is even more vital than ever as we support people from all generations who have new hardships as a result of Covid -19, which has had a devastating impact on people's livelihoods right across **Telford and Wrekin**, leaving some in our Armed Forces community in dire need of help and support."

Every year our Poppy Appeal Organisers (PAOs) play a critical role across the country to meet the huge public demand for our poppies, the nation's symbol of Remembrance.

The Appeal raises about half of the funds we need for our welfare work every year and we will launch the Appeal on October 28, but there is a lot of planning before that date, of course. Anyone who volunteers will receive lots of support and enjoyment from taking part.

Red poppies are worn proudly by the British public from the launch date until Remembrance Sunday or 11 November, whichever is later.

Anyone who would like to get involved this year can **email Laura or Jayne on [poppyap.madeley@gmail.com](mailto:poppyap.madeley@gmail.com) or call 07873 868643**

### **About the Royal British Legion**

The Royal British Legion (RBL) is the UK's largest charity dedicated to supporting the needs of the Armed Forces community, past and present and their families. The RBL is the champion of Remembrance and safeguards the Armed Forces Covenant. It is well known for the annual Poppy Appeal and its emblem the red poppy. For further information, visit [rbl.org.uk](http://rbl.org.uk).

**Registered Charity Number:** 219279