

Wales, Midland & South Western Area

# Newsletter

**MAY 2014**

**THIS NEWSLETTER SHOULD BE DISPLAYED FOR THE USE OF ALL MEMBERS**

## 1. MEMBERSHIP

Whole Area Membership figures as at 29 April 2014 were as follows:

Annual	Life	Full Associate	Total	New Ann/Ass 14	Losses Ann/Life/Ass 14
6195	5493	2361	14049	405	1217

Here's the bit we'd really like you to focus on please!

Our Area is holding its own in respect of membership retention and we are working hard to ensure we achieve a minimum 97.5% retention rate. Please continue to do all you can to encourage lapsed members, to attract new members and to challenge your Branch to put in place a plan of attack for the remainder of 2014. Set yourself some small, achievable, goals for new members as well as those who have lapsed. The cumulative effect will be immensely positive. Meanwhile we are working very hard to increase our numbers from the serving RAF. Here are the facts:

- Area Membership as at 31 December 2013 – 15,168.
- Area Membership as at 29 April 2014 - 14,049.
- Minimum target by 31 Dec 2014 - 14,788.
- Still required to achieve minimum target - 739.

So – a minimum of 739 through 'unlapsing' or new subscription – spread across 90 Branches. Can we do it? Yes we can! You'll wish to know an updated 'Who We Are' booklet is now available in pocket size form through the usual RAFATRAD channels. This may help when you are looking to attract new people. Similarly it's a good idea to have a membership application form in your coat pocket! Thanks as ever for your support and assistance.

## 2. WE WILL REMEMBER THEM

It is with sadness that we report the passing of Mrs Edith Bone in her 87<sup>th</sup> year. Edith was a life member of the Association at Newcastle-under-Lyme Branch where she undertook secretarial duties for many years. Edith was also a long standing member of the Midland Area Council before taking her position on the wider Area Council following amalgamation. Our thoughts are with Edith's family at this time. A Funeral Service will be held on Friday 2 May 2014 at 1330hrs at the Church of St Anne, Brown Edge, Staffordshire, ST6 8TE.

### 3. DOOR TO DOOR FUNDRAISING

As you will know fundraising is becoming harder and harder as more charities fight for the general public's £1 in their collecting tins. We have also seen our RAF Association branches struggling to get to get volunteers out onto the streets to collect for Wings Appeal.

As our street collections become less effective, we need to replace the income to enable the Association to continue to offer friendship, help and support to the RAF Family now and in the future. We are writing to you as courtesy to give you advance notice that a professional fundraising company called Appco Group will be conducting a campaign of Door to Door fundraising on behalf of the RAF Association which will be taking place in parts of your area. Please be assured that the fundraising is being carried out by a professional fundraising company called Appco Group, who will uphold the highest standards under the relevant fundraising codes. We will train and observe the teams in the first instance until we are confident that they are performing professionally and with a conscious knowledge of the importance of maintaining the good name of the RAF Association.

The campaign involves a team of people knocking on doors to recruit new supporters to the RAF Association. The fundraisers will be smartly dressed and will wear a RAF Association tabard over their clothes. They will also carry an id card and a letter of authority from the Association. They will be asking for householders to sign up for a monthly donation of around £10 and will ask donors to supply their bank details on the individually numbered application forms.

This is a proven fundraising technique that delivers millions of pounds to other charities. If an individual agrees to take part the average income is forecast to be £10.00 per month, or £120 per year. This is significantly more than can be expected as an annual donation to the Wings Appeal. We are aware that this type of fundraising is not to everyone taste. Some people may be annoyed and we have taken a number of precautions to lessen the impact. There is a full complaints process in place to deal with these and we would encourage people to contact the Association:

RAF Association Freephone number – 0800 0182 361

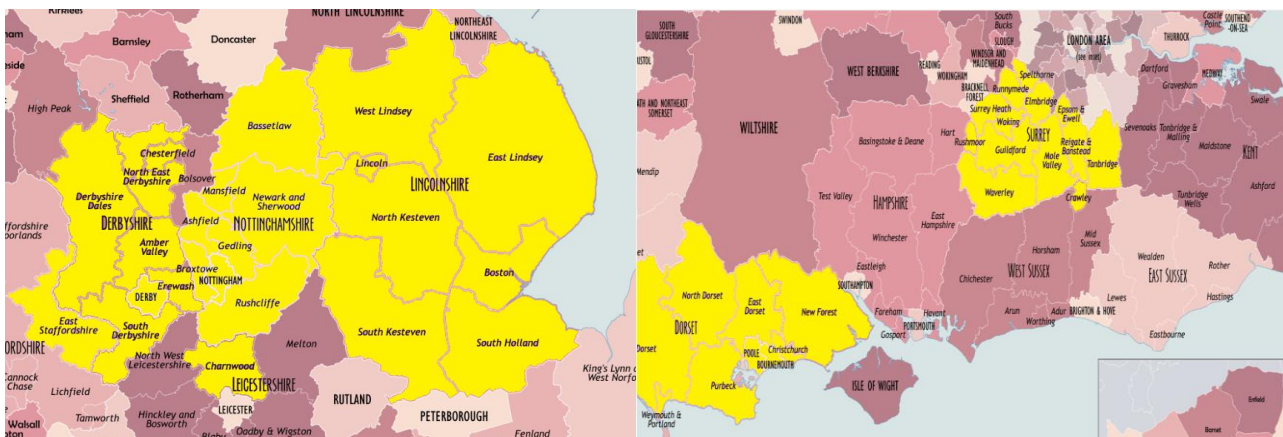
Neil Everall – Campaign Manager – 0116-268-8756 – [neil.everall@rafa.org.uk](mailto:neil.everall@rafa.org.uk)

Michael Bolton – Director of Fundraising & Marketing – 0116-268- 8779– [Michael.bolton@rafa.org.uk](mailto:Michael.bolton@rafa.org.uk)

Appco Group – for verifying the fundraisers - 0800 031 9811

We intend to publish details of the areas that the fundraisers will be operating in on the RAF Association website [www.rafa.org.uk](http://www.rafa.org.uk) along with details of what they will look like, the documentation they will be carrying and what people can expect from a call. If people have any queries, questions or wish to complain about their experience, we encourage people to call the RAF Association on the following numbers

The map below highlights the Council areas that applications have been made to carry out this activity, but will not happen in all areas.



#### 4. CHARITY GOLF DAY – WED 3 SEPTEMBER 2014 - DURSLEY & SOUTH GLOUCESTERSHIRE BRANCH

Please find enclosed details of this year's Annual Charity Golf Day which will take place on Wed 3 September at the Cotswold Edge Golf Club. This event is proving to be hugely successful and a great fundraiser for the Wings Appeal. How about drumming up a team from your Branch or Club! Please display the poster as required.

#### 5. rafa YOUTH – UPDATE

Our exciting youth membership initiative continues to gather pace as more and more young flying fanatics join the scheme which offers all kinds of member benefits. Run entirely on Facebook, it costs just £10 a year to join and offers exclusive news, articles and interviews, plus competitions and monthly prize draws for the chance to win air-related experiences such as flying, gliding and RAF station visits. Please help to build on this success by giving consideration to your Branch sponsoring a local ATC Sqn, CCF (RAF), Girls Venture Corps Air Cadets, Air Scouts or Air Explorer Scouts. What a great way to say thank you! Don't hesitate to call the Area Office, or Project Manager, Helen Gibson on 0116-268-8789, if you wish to discuss this initiative or to organise a local presentation.

**rafa YOUTH Prize Draws!**

**Delta FORCE**

**BRITISH GLIDING ASSOCIATION**

**BAE SYSTEMS**

**rafa YOUTH**

#### 6. WALES, MIDLAND AND SOUTH WESTERN AREA – 2015 CONFERENCE AND AGM

This is ridiculously early notice but it may help with your 2015 planning!

Next year's Area Conference and AGM will be back at the Derwent Hotel in Torquay over the weekend Friday 20 to Sunday 22 March 2015 and the hotel has kindly agreed the following price (please don't attempt to book just yet – we'll give you the nod!).



- £116 per person – includes two nights dinner, bed and breakfast and Sunday lunch!

The hotel has also offered an additional Sunday night stay at £35 per person, dinner, bed and breakfast.

More to follow!

## **7. RESOLUTIONS FOR ANNUAL CONFERENCE 2014**

You will find enclosed a list of resolutions that will be tabled during this year's Annual Conference in Blackpool. Please make sure that your Branch members are made aware of these resolutions, have an opportunity to study them and the views of your membership are communicated to your Branch Delegate for this year's Conference.

## **8. BRANCH AND CLUB ANNUAL ACCOUNTS FOR 2013**

Have you forwarded to the Area Office a copy of your Branch and Club Annual Accounts for 2013? Please be sure this has happened as the Area Office is required to submit annual returns to the Charity Commission as the formal correspondent for many of our Branches. Please don't hesitate to contact the Area Director for clarification.

## **9. A SUPER PICTURE OF OUR ASSOCIATION CONCERT BAND IN ACTION!**

Congratulations once again to the Band for a super performance at the Blakehay Theatre in Weston-super-Mare, as part of their Music in the Air Concert during April. Have you seen them perform? If not why not?



## **10. WINGS APPEAL WORKSHOPS**

A huge thank you to the 17 Branches that took part recently in the Wings Appeal Workshops! These proved quite popular with some really strong interaction between Branches and very useful feedback coming to the centre. Combined learning and an updated Q&A sheet will be released later in the summer.

## 11. DATES FOR YOUR DIARY

Cornwall Region Annual Quiz Night at the Mount Charles Social Club, St Austell (7pm) – 15 May 2014.  
East Glamorgan & Gwent Region Meeting at the Cwmbran RAFA Club - 24 May 14.  
Royal Cornwall Parachute Association - 70th Anniversary of 'D' Day - A Tribute to the Normandy Veterans and the 29th US infantry Division at Trebah Garden, Mawgan Smith, Nr Falmouth – 31 May 2014.  
Falmouth – Lead Branch.  
Royal Cornwall Show, Wadebridge - 5, 6 and 7 June 2014. RAF St Mawgan - Lead Branch.  
Cornwall AFD, Heartlands, Redruth (11am) – 21 June 2014. Camborne, Redriuth & Illogan - Lead Branch.  
Devon Region Meeting at Exmouth RAFA Branch HQ (2.30pm) – 19 July 2014.  
Mid Wales Region Meeting at Cardigan (2pm) – 19 July 2014.  
Cornwall Region Meeting at the Kernow Club, Truro (2pm) – 19 July 2014.  
RNAS Culdrose Air Day – 31 July 2014. Falmouth - Lead Branch.  
North Wales Region Meeting at Wrexham Branch HQ (2pm) – 9 August 2014.  
RAF Cosford Battle of Britain Parade and Service (1130am) – 7 September 2014.  
MoD St Athan Battle of Britain Parade and Service – 7 September 2014.  
North Cornwall Branch - Battle of Britain Parade & Service, Kilkhampton Church (11am) - 7 September 2014.  
Falmouth Branch Battle of Britain Service, Falmouth Parish Church of King Charles The Martyr (1030am) - 7 September 2014.  
Ellesmere Branch Summer Fete - Three Pidgeons Nesscliffe nr. Shrewsbury - Saturday 13 September 2014.  
at 2.0pm. This in aid of the Branch's Wings Appeal  
Bodmin Branch – Annual Wreath Laying Service at Sea, departing Padstow Harbour at 4pm – 21 September 2014.  
Mid Wales Region Meeting at Llanidloes (2pm) – 18 October 2014.  
Devon Region Meeting at Plymouth Branch HQ (2.30pm) – 25 October 2014.  
Cornwall Region Meeting at the Kernow Club, Truro (2pm) – 8 November 2014.  
North Wales Region Meeting at Llangollen Branch HQ (2pm) – 29 November 2014.  
Devon Region AGM at Dawlish RAFA Club (2.30pm) – 7 February 2015.

*Paul Baker - Area Director*

***For every complex problem, there is an answer that is short, simple--and wrong***

Enclosures:

1. Charity Golf Day – Cotswold Edge Golf Club – Wed 3 September 2014.
2. Charity Golf Day Poster.
3. Resolutions for Annual Conference 2014.