

LIFE BEYOND THE MILITARY –
OUTDOORS



ROOTS TO RECOVERY

BRAND GUIDELINES 2019



‘EVERYONE INVOLVED AT HIGHGROUND
BECOMES PART OF OUR GROWING
COMMUNITY, WITH THE COMMON
GOAL OF DRIVING LIFE’S OPPORTUNITY’

Anna Baker Cresswell
Founder and MD



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INTRODUCTION

The HighGround brand is the core of who we are – it is the foundation from which we tell meaningful, relevant stories about our offering and services. Collectively, our brand is both the way we look and the way we sound; it's how we express who we are as an organisation and it represents HighGround's uniqueness within the Not For Profit sector.

‘Our brand is a reflection of everything we do and say, everything we print and broadcast.’



OUR VISION

Our Vision is our statement which describes our clear and inspirational long-term road map, indicating both what HighGround wants to become and by setting a defined direction for our growth.

‘To be the leading organisation for the provision of land based opportunities for all ex-military Personnel and Reservists.’



OUR VALUES

Our Values are going to take hold in our organisation, our core values will be integrated into every employee-related process – hiring methods, performance management systems. From the first interview to the last day of work, employees and volunteers should be constantly reminded that our core values form the basis for every decision our organisation makes.

We are Practical, Open, Ambitious and Determined.

We believe in the importance of helping service personnel find employment beyond the military, and the value of Horticultural Therapy as a rehab intervention and the value of the Outdoors to help us achieve both these objectives.

We are here to make a difference by providing practical support with measurable outcomes which change peoples' lives for the better.

We always take responsibility for doing this.



OUR VALUES

Ambitious

We can always do more. Work harder and aim higher. Military values and standards run through the core of what we do and continually inspire all of us at Team HighGround.

Authentic

Means staying true to who we are, what we do and who we serve.

Inclusive

Acting with integrity is vital to building and maintaining trust and good relationships. We show respect for and value all individuals for their diverse backgrounds, experiences, styles, approaches and ideas.

Practical

We exist to provide practical, focused, timely and pragmatic advice and support to all our HighGrounders. They motivate and inspire us each and every day.

Loyal

Everything we do is directed and motivated by a sense of loyalty towards those to come to us for help. They have done their bit, now it's time for us to do ours.



OUR MISSION STATEMENT

Our Mission Statement defines what HighGround is, why it exists, its reason for being. It defines who our primary customers are, identifies the services we produce.

Our aim is that every HighGrounder will have the opportunity to identify and access life beyond the military outdoors. By building a powerful community we have the resources to create important opportunities for ex-military personnel and Reservists in the land-based sector.

We do this through appropriate support and ongoing assistance towards employment and fulfilment in civilian life.



OUR VALUE PROPOSITION

17,000 individuals leave the military every year (RAND Europe for FiMT September 2016), and there is a demand for these people to find new employment which is not being met.

HighGround's ambition is to help fill that gap by guiding these individuals towards employment, self-employment and vocational opportunities in the land-based sector.

Because of their military training and experience, military personnel are comfortable working outdoors but, they need guidance to explore potential opportunities they don't know exist, and how to find the right one for them and their families.

We do this by providing ongoing advice, guidance, introductions, relevant work experience and support to Service Leavers, Reservists and Veterans all over the UK.

HighGround provides the Horticultural Therapy service for patients of the Defence Medical Rehabilitation Centre at Headley Court in Surrey, is the specialist provider of land-based employment information for the Officers Association and is currently working with the Career Transition Partnership to provide a similar service to Service Leavers during their resettlement programmes.

HighGround's aim is not only to use the outdoors to create employment opportunities for military personnel, but also to use it as an aid to recovery from injury by providing the service at Headley Court.



LOGO

HighGround has 2 core services:-

- Horticultural Therapy at the Defence Medical Rehabilitation Centre (DMRC) Headley Court which by end 2018 will have become Defence and National Rehabilitation Centre (DNRC) at Stanford Hall
- Land-based employment advice and support for Service Leavers, Reservists and Veterans.

THE STRAPLINE

LIFE BEYOND THE MILITARY – OUTDOORS

is to be used for all material which relates to the land-based employment service.

ROOTS TO RECOVERY

is to be used for all material which relates to the Horticultural Therapy service.

The strapline should appear centered, below the logo where possible or it can be positioned either side of it, depending on what is most appropriate for the piece being designed.

HighGround's corporate image is the logo with no strapline.



LIFE BEYOND THE MILITARY –
OUTDOORS



ROOTS TO RECOVERY

Example of the strapline positioned to the right of the logo:



LIFE BEYOND THE MILITARY –
OUTDOORS



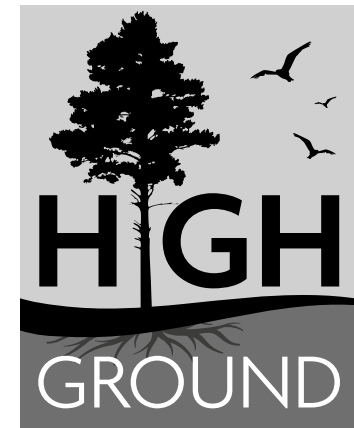
ROOTS TO RECOVERY

LOGO



The HighGround logo is the most important element of our visual identity. It must be used on all materials – from web and digital to our supporting literature in print. All logo artwork is available digitally and should never be altered or recreated.

To maintain consistency throughout the brand, it is critical to keep the logo free from alteration and modification.



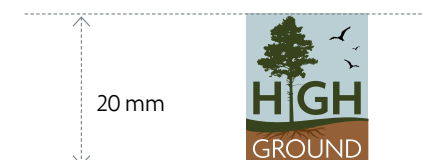
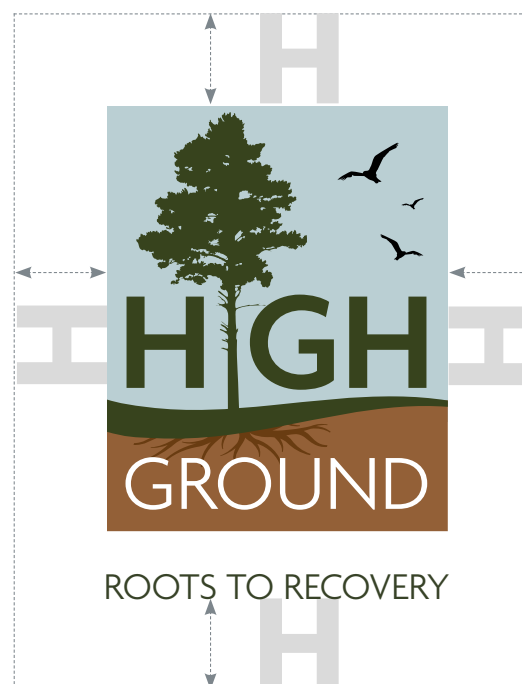
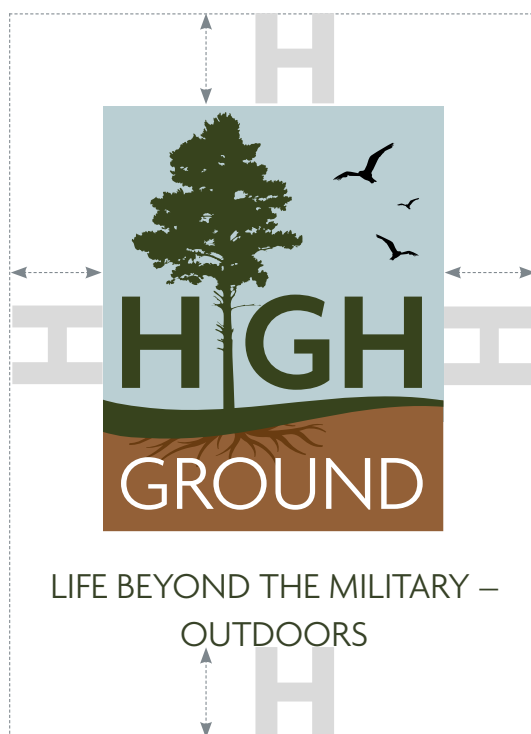
If the logo has to be printed one colour then please use it like this with a 0.5 keyline around it.



LOGO POSITIONING AND SIZE

To make sure our logo always looks balanced and uncluttered it has an exclusion zone. The basic rule is that it requires an 'H' space around it on all sides.

Our logo should never appear smaller than 20mm.



LOGO DON'TS

Here are some examples of things we don't want to happen to our logo.



X DON'T stretch it



X DON'T give it a shadow



X DON'T change the proportion of any of the elements or put the strapline within it



X DON'T alter the colours



X DON'T use it on a busy background



X The strapline should not appear more prominent than the logo



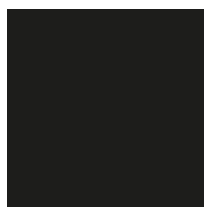


COLOURS

We've kept our main colour palette to a minimum to help build our brand and make it easily recognisable as HighGround.

We sometimes use an accent of an additional colour to highlight information. You can see an example of this on our newsletter designs on page 18.

PRIMARY COLOUR PALETTE



cmyk 0 0 0 100
pantone Black
RGB 0 0 0



cmyk 70 48 82 59
pantone 5535
RGB 49 62 38



cmyk 43 15 24 1
pantone 5503
RGB 159 190 193



cmyk 35 60 80 25
pantone 7505
RGB 147 96 55





FONTS

Our main font is Agenda.
We generally use Agenda
Light for body copy and
Agenda Regular or Medium
for headlines. Where possible
we put the headline into
uppercase and in the green
from the primary colour
palette. Again, where possible
we use 90% black for the
body copy.

For Word and Powerpoint
documents where Agenda
may not be available, please
use Arial.

Agenda Light

ABCEDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Agenda Roman

ABCEDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Agenda Medium

ABCEDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Agenda Semi Bold

ABCEDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Agenda Bold

ABCEDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

PHOTOGRAPHY

All our photography is from real life imagery. It's important that we emphasise our value of being 'authentic' and show exactly what we do and the environment that we do it in.





USING OUR BRAND ACROSS SOCIAL MEDIA

HighGround has a growing social media presence to help achieve our goals and objectives. To-date this includes; Facebook, Instagram, Twitter, LinkedIn, Pinterest, Flickr and YouTube.

Ultimately, through all posts and imagery, we are trying to create transparency and encourage donations. These are some useful keywords to keep in mind:

Engaging

Informative

Optimistic

Transparent



WHAT SORTS OF POSTS GO WHERE

Different social media platforms have different audiences, naturally. Here's a little breakdown of what should be posted where, and who you're talking to:



Facebook

- 70% of Facebook's users are above the age of 34
- Creating Events pages on Facebook are a great way to engage and confirm attendance for stalls, fundraising and events being held for HighGround
- Great place to encourage donations
- Stories from rural weeks
- Job posts



Instagram

- Instagram is 39% women, 30% men (and the remainder are businesses)
- Their audience is predominantly under the age of 35
- People are looking for beautiful visuals, or engaging content that will teach them something quick
- Curated images and video from rural weeks
- Alerts via stories, possibly job alerts, pushing people towards the LinkedIn group



Twitter

- 37% of Twitter users are between 18 and 25, while 25% are between 30 and 49
- This is a great place for ad-hoc news and bullets
- Links are active here, so also the perfect place for fundraising
- Great for attracting new followers with learnings and infographics
- Stories from rural weeks
- Job alerts pushing people towards the LinkedIn group



LinkedIn

- This is a business networking tool, so stick to the following:
- Chairman's letter
- Quarterly newsletters
- Facts and figures
- Stories that have been collated in a really polished way, as you're speaking to corporate bodies and business people
- Job posts



Pinterest/Flickr

- Less about the text, more important to link through from all images posted to the High Ground website, and pepper your board with links, to gain free exposure
- Links can be created from all images, so another great place to fundraise
- Good place to try and get more 'Friends of HighGround'
- On-site images
- Curated images from Rural weeks
- Images from the garden and greenhouse

EXAMPLE POSTS

Although the image is the same, each audience is different, and can be used in different ways..



This week we've seen some brilliant things roll into motion, namely John Smith finding a perfect land-based role working on XYZ Estate as their new Groundsman. John came to us originally through the Horticultural Therapy programme at Stanford Hall, and now is in full-time employment, and on the road to recovery with some brilliant tools to help combat his PTSD. If you'd like to contribute to HighGround, to help us in our work with serving military personnel, and veterans, please click HERE <https://www.justgiving.com/highground> or donate through our bio button.

[#highgroundcharity](#)



This week we've seen some brilliant things roll into motion, namely John Smith finding a perfect land-based role working on XYZ Estate as their new Groundsman. John came to us originally through the Horticultural Therapy programme at Stanford Hall, and now is in full-time employment, and on the road to recovery with some brilliant tools to help combat his PTSD. What a journey! Please donate through the link in our bio to help.

Always put #s in the first comment, as they still link through to promote the post, but do not show as aggressive marketing in the main caption.

[#highgroundcharity](#) [#landbasedemployment](#) [#jobs](#) [#story](#) [#outdoors](#) [#land](#) [#landlover](#) [#garden](#) [#therapy](#) [#powerful](#) [#journey](#) [#followthejourney](#) [#charity](#) [#military](#) [#army](#) [#navy](#) [#airforce](#) [#british](#) [#insight](#)



In July we have seen XX ex-military personnel find land-based jobs through HighGround. We're working to raise this number, and any donations you can give to help people like John find his dream role, would go far! Click <https://bit.ly/2OIqDXw> to donate any amount [#charity](#)

Now limited to 280 characters, so the message needs to be short, succinct, and informative – with one # included ALWAYS to boost exposure, for free.

IMAGE USE ON SOCIAL MEDIA

With the fact that we can't publish photos with Stanford Hall, or any faces of serving personel, here are some ways to get around these limitations, without sacrificing style, or substance!



close up shots of hands working
close ups of vegetables/plants growing
shots of processes being carried out e.g. planting seeds etc.

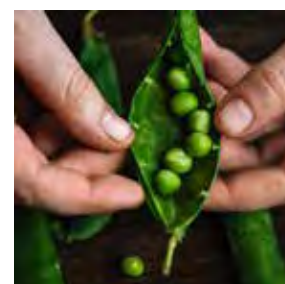
shots from above, excluding the face
shots within a greenhouse, blurring the outside view

shots of people with caps or hats on from above

Animals, land-based employment setting etc.

images of hands or legs, sides of the body in a horticultural setting

close-ups of locations, rather than signs
enforce military association





IDEAS, TOOLS & WEBSITES TO HELP

For Twitter, and Facebook sometimes, the character count limits your message. Bitly is a website that shortens links, so that you can still link to a JustGiving page, or website, but the web link its self will take up less space.

<https://bitly.com/>

All images in the Style Guide were sourced from free online image libraries, that we can use on social media:

RawPixel

Pexels

PXHere

UnSplash

Copy can be used from Rural Week Reports, the Chairman's Letter, Annual or Quarterly Reports, testimonials from serving personnel (no photos to be shown of their faces, of course) and people who have gone through the system to gain land-based employment, etc. These are all available from the website.

More # ideas that trend, and are popular, are:

[#highgroundcharity always to be included]

CHARITY - #charitytuesday #charity #givingtuesday #insight

OUTDOOR - #landbasedemployment #jobs #land #landlover #garden #work #OA #ruralweek #country #outdoors #vegetables #plants

NARRATIVE - #story #therapy #occupationaltherapy #powerful #journey #followthejourney #andysgarden #highgroundandy #grounding #facts #education #seasons

MILITARY - #military #army #navy #airforce #british

OUR BRAND IN ACTION

A4 RURAL WEEKS PERSPECTIVE

HighGround Rural Weeks Programme

Final Report from Weeks Three and Four
DECEMBER 2015

RW:3&4

INTRODUCTION

Following the Interim Report from Rural Weeks (RXW) 1 and 2 in August, we successfully delivered 2 more RXW's at Plumpton College and this is the Final Report of 2015 which contains our lessons learned, and plans for 2016.

Copies of the Interim Report can be obtained by e-mailing anna@highground-uk.org

“ A CONSIMUS IN VIGIT
AUCTORTELIUM SE DIUM TUS
COMNEQUE FACRUM PULEM
AUD AUCTORTELIUM SE DIUM
TUS COMNEQUE FACRUM
PULEM
Client xx ”

HIGHGROUND'S CHARITABLE OBJECTS

To help restore and maintain the health and wellbeing of those who have incurred damage, both physical and mental, whilst serving in the Armed Forces, using structured, outdoor activity in a supported environment.

To enable or support their treatment, rehabilitation and ability to pursue a fruitful career.

To provide insight into the range of employment opportunities within the rural economy for Service Leavers and the veteran community.

Anna Baker Cresswell
December 2015

HighGround regards the concept Rural Weeks as intellectual property of the charity and will take any steps available to it to enforce such property if any other person or organisation seeks to copy it or to benefit from the goodwill associated with it.

Final Report from Weeks Three and Four – December 2015

CONTENTS

- Executive Summary..... x
- RXW3 and RXW4 – Summary and Feedback..... x
- RXW1 and RXW2 – progress..... x
- Looking ahead..... x
- Costs in 2016..... x
- Timetable in 2016 and Plumpton perspective by Alex Handman..... x
- Appendix A
Diverse areas of the land-based sector..... x
- Appendix B
updated Background and Objectives..... x
- Appendix C
Evaluation of 2015 RXW programme
by Dr Zoe Morrison..... x

“ A CONSIMUS IN VIGIT
AUCTORTELIUM SE
DIUM TUS COMNEQUE
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AUCTORTELIUM SE
DIUM TUS COMNEQUE
FACRUM PULEM
Client xx ”

OUR BRAND IN ACTION



A5 LEAFLET

LIFE BEYOND THE MILITARY – OUTDOORS

WHAT IS NEEDED?

Large numbers of members of the Armed Forces leave every year and this will increase as a result of Defence restructuring. HighGround believes that the critical component of successful transition from military to civilian life is employment in a rewarding and fulfilling career path.

OUR VISION

It is vital that Service Leavers are able to make an informed choice and there are many opportunities in the land-based industries which would be attractive to those leaving the Services or indeed those who have left either recently, or after a period of time.

HighGround will provide:

- Access to information about land-based job, career and vocational opportunities UK-wide
- Guidance and direction into employment via training and work experience
- Ongoing support, advice and positive help for as long as it is required.

LIFE BEYOND THE MILITARY – OUTDOORS

WHAT ARE WE DOING?

Our immediate plans are to:

- Give continued support to the Defence Medical Rehabilitation Centre at Headley Court via the Horticultural Therapy service which HighGround provides for DMRC's patients (in 2015, 451 patients received 1,499 sessions of Horticultural Therapy).
- In 2016 deliver 8 Rural Weeks at Plumpton College and initiate the rollout of Rural Weeks to other agricultural colleges UK-wide.
- Develop our integrated support service via our Careers Manager to help Service Leavers, Reservists and Veterans to find jobs, careers and vocational opportunities in the land-based sector.
- Continue to raise awareness of HighGround's work within the military community and also among the general public.

receives no statutory funding so we rely entirely on foundations and public donations to support our work for Reservists and Veterans.

om/highground
070 on your mobile
payable to 'HighGround' to Horseferry Road.

please can you complete a Gift Aid form to make your #1 Gift Aid forms are downloadable from the website by post or e-mail.

Sami Choudhury
Careers Manager
Sami.choudhury@highground-uk.org
07496 610210

Sami at his desk in the office

sh Regiment, 95 Horseferry Road, London SW1P 2DX.

ound-uk.org and sign up to our quarterly e-newsletter

Catch up with us on Facebook www.facebook.com/highgrounduk

Charity Registration Number 1051225. Company Limited by Guarantee Registration Number 823 6843

A4 INFORMATION POSTER

LIFE BEYOND THE MILITARY – OUTDOORS

Are you leaving the military?

Here at HighGround, we will work with you to open up opportunities within the land based sector to help you achieve your future goals.

The land based sector emphasises outdoor working in three key areas:

- Land management:** farming, agricultural engineering, game keeping & river management, smallholding and arboriculture.
- Environmental design & production:** horticulture, landscape design, outdoor education, viticulture, green space management, pest control, environmental health & safety, green keeping and aquaculture.
- Animal care & conservation:** equine opportunities including the thoroughbred racing and breeding industry, veterinary activities, domestic & companion animals which includes animal/dog training, animal conservation and zoos/wildlife parks.

We have found that the industry is a suitable match for those who have served in the armed forces and offers a platform whereby transferable skills can be applied effectively.

Employment, work experience, advice & guidance, confidence, reskilling, networking, whatever your need is, we have relevant opportunities available to you across the UK and internationally through our ever-increasing network of contacts.

Contact our Careers Manager, Sami Choudhury, if you wish to find out more about HighGround services and what the land based sector can offer.

Email: sami.choudhury@highground-uk.org • Tel: 07496 610 210
www.highground-uk.org

Find us on:

RHQ, The London Scottish Regiment, 95 Horseferry Road, London SW1P 2DX
Charity Reg No. 1051225. Company limited by guarantee. Registered in England 8236843.
We are proud to be a member of Cobas.

A5 ADVERT

LIFE BEYOND THE MILITARY – OUTDOORS

HighGround is a young charity, formed to assist in the transition from military to civilian life.

Service in the Armed Forces exposes personnel to working and living outdoors. The land-based employment sector offers an ever-increasing variety of opportunities for Service Leavers, Reservists and Veterans to use their transferable skills learned in the military to pursue jobs, careers and vocational opportunities and HighGround provides advice and Rural Weeks towards employment and fulfilment in civilian life.

We are also proud to be providing a Horticultural Therapy service for patients at the Defence Medical Rehabilitation Centre at Headley Court.


Please contact Anna Baker Cresswell for more info.
anna@highground-uk.org • 07951 495 272 • www.highground-uk.org
Sign up to our quarterly newsletter. Follow HighGround at Headley Court on Facebook.

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OUR BRAND IN ACTION

HTML NEWSLETTERS



Subscribe to the F195 newsletter | [Click to view content](#)

LIFE BEYOND THE MILITARY – OUTDOORS

WELCOME TO OUR FIRST NEWSLETTER OF 2019.

2018 has been a great year at HighGround and I'm so proud that not only does Carol's Headley Court legacy continue at Stanford Hall, but it has also been recognised in the Queen's New Year Honours with the award of the British Empire Medal.

We thank everyone for their support, interest and encouragement in 2018 – there is much to do in 2019.!

Anna BC
Founder and Executive Director

FRIENDS OF HIGHGROUND

FHG is the voluntary arm of HighGround which supports and promotes the work of the Charity through Fundraising and community awareness initiatives, both locally and nationally.

The Vision is to create a community of Friends who will promote and facilitate the work of HighGround.

Whilst the majority of our fundraising still comes from grant-making trusts and foundations, by starting the Friends of HighGround our aim is to diversify our funding sources to include more corporate and personal donations.

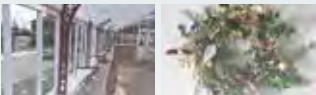
To that end, we have drawn up a [Vision](#) which we update quarterly. Currently our pressing fundraising challenge is to raise the funds (£50,000) to recruit and employ a full time Rural Employment Manager to co-ordinate work experience and employment opportunities offered to generous landowners, farmers and others in the land-based sector, and support the growing number of Service Leavers and Veterans (our HighGrounders) who come to us in search of Life Beyond the Military – Outdoors. Each item on the WishList is currently unfunded, and we hope this will inspire you, our Friends and supporters, to help us raise the funds for all these essential items – we're not pretty tight ship...

[BECOME A FRIEND OF HIGHGROUND](#)

HORTICULTURAL THERAPY

Our preparations at Stanford Hall for the start of the Horticultural Therapy service are now well advanced and the magnificent greenhouse built using the original Foster and Pearson fittings and adapted specially to accommodate our unique client group is nearly ready.

Jane ran some Christmas evening meeting sessions for patients which proved to be very popular and as long as the weather holds for long enough to say the four files, we should be good to go in early January. You can follow Jane's Monthly Journal [here](#) and Andy's Instagram account [@andybc](#).



PROFILE: CHRIS SHEPHERD

We couldn't deliver Rural Weeks at Bicton College without Chris who runs the Timetable and organises all the wonderful visits to farms, golf clubs, nature reserves and so much more.


[READ CHRIS'S STORY HERE](#)


RURAL WEEKS

Our 2018 Rural Weeks programme at Bicton finished in December with a full house as we welcomed 10 Service Leavers and Veterans for a week of presentations and visits, all organised by the wonderful Chris Shepherd.

Our first annual Christmas evening meeting sessions for patients which proved to be very popular and as long as the weather holds for long enough to say the four files, we should be good to go in early January. You can follow Jane's Monthly Journal [here](#) and Andy's Instagram account [@andybc](#).

[READ ANDY'S](#)





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LIFE BEYOND THE MILITARY – OUTDOORS

WELCOME TO OUR SPRING NEWSLETTER

We started 2019 by welcoming several people to Team HighGround – John Kerner has joined the Board of Trustees, Liz Brown is our first ever Hon Sec and we are also delighted to welcome Rhodri Atkins as the first Secretary to the Development Board, and David Steele who joins the Friends Steering Group. They are all hugely welcome and I want to thank them for their interest, enthusiasm and commitment.

The first three months of 2019 have been very busy and we've got lots to tell you about so read on, and Enjoy!

Anna BC
Founder and Executive Director

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To that end we have drawn up a [Vision](#) which we update quarterly. We are making good progress with our fundraising challenge to raise £50,000 to recruit and employ a Rural Employment Manager to co-ordinate work experience and employment opportunities offered to generous landowners, farmers and others in the land-based sector, and support the growing number of Service Leavers and Veterans (our HighGrounders) who come to us in search of Life Beyond the Military – Outdoors. Each item on the WishList is currently unfunded, and we hope this will inspire you, our Friends and supporters, to help us raise the funds for all these essential items – we're not pretty tight ship.

[BECOME A FRIEND OF HIGHGROUND](#)

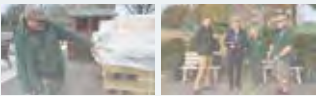
HORTICULTURAL THERAPY

Andy and Jane have been very busy at Stanford Hall as the work on the greenhouse continues; it hasn't been officially handed over as a therapeutic environment yet, but thanks to our friends at [Greenhouse](#) our new heated propagator is sitting on a picnic table in the greenhouse full of germinating seedlings.

We were delighted to welcome Hugh Player and Howard Catmarche from Greenwich Hospital who came to visit on a rather bleak February day to see how their previous support is helping us to develop and improve the Horticultural Therapy service.

Our Gardening Volunteers who have been waiting patiently for the project to start have all now been to visit, and we will keep you updated with their progress.

The raised beds funded by the Army Central Fund and made to Andy's design by [Woodwork](#) have arrived and you can follow the build [here](#).



PROFILE: JANE TAYLOR

Jane is a prelate part of our Horticultural Therapy operation at CMRC Stanford Hall as we continue Carol's legacy from Headley Court.

[READ JANE'S STORY HERE](#)

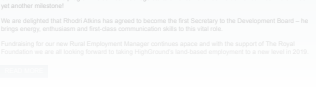
RURAL WEEKS

Our 2019 Rural Weeks programme at Bicton College starts on 31st March as we deliver our 25th Rural Weeks – all another milestone!

We are delighted that Rhodri Atkins has agreed to become the first Secretary to the Development Board – he brings energy, enthusiasm and first-class communication skills to this role.

Fundraising for our new Rural Employment Manager continues apace and with the support of The Royal Foundation, we are all set to launch the new HighGrounds soon. We are very much looking forward to welcoming our new members to the team.

[READ ANDY'S](#)





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LIFE BEYOND THE MILITARY – OUTDOORS

WELCOME TO OUR SUMMER NEWSLETTER

The Summer Solstice is now behind us and 2019 is racing by. We have all been very busy at Team HighGround so read on and Enjoy!

Anna BC
Founder and Executive Director

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The Vision is to create a network of Friends who will promote and facilitate the work of HighGround.

Whilst the majority of our fundraising still comes from grant-making trusts and foundations, by starting the Friends of HighGround our aim is to diversify our funding sources to include more corporate and personal donations.

To that end we have drawn up a [Vision](#) which we update quarterly. We don't have a designated Fundraising department any more on the Friends of HighGround to help us raise our current annual budget which is £115,250 and help us build our Resources. Friends who volunteer to have a stand at events need a banner, branded tablecloth, collecting tins and leaflets which we call our 'show pack' – this all costs money.

Each item on the WishList is currently unfunded, and we hope this will inspire you, our Friends and supporters, to help us raise funds for these essential items – we're not pretty tight ship.

Big thanks to Jules who hosted the first Friends Pop-In at her home near Market Harborough where Anna told them about HighGround and a glass of wine. This is such a great way of spreading our word across the country and we hope in the coming months that you will be reading about more Friends Pop-ins – thanks Jules!



[BECOME A FRIEND OF HIGHGROUND](#)

HORTICULTURAL THERAPY

The Greenhouse has been handed over! This is a huge milestone for us and it means that Andy and Jane can now work to a timetable and deliver Horticultural Therapy (HT) sessions using the Greenhouse as their base, which is how it worked at Headley Court.

Thanks to very generous help from several patients, the raised beds are now complete and the first hanging baskets were in place by the time Colonel Pantton and Guy Davies from the Army Central Fund whose generous support enabled us to create the growing area came to visit.

We couldn't have achieved this without the support of Seven Trust Services, British Sugar and Wincanton Distribution and very special thanks to all. You can see the story of the raised beds [here](#).

Another Stanford Hall milestone was the start of Farm Shop where we sell produce grown by patients and eggs when the hens arrive to staff – the RSM was our first customer, what a great start!

Our first annual Christmas evening meeting sessions for patients which proved to be very popular and as long as the weather holds for long enough to say the four files, we should be good to go in early January. You can follow Jane's Monthly Journal [here](#) and Andy's Instagram account [@andybc](#).

Special thanks to the Chancellor's L BCFI fund whose generous support for the HT service at CMRC Stanford Hall started on 1st April, 2019.



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RURAL WEEKS

At the time of writing, our Spring Rural Weeks programme at Bicton is almost complete.

Thanks to the support of AMF, The National Charity, RMT, Seven Trust Services, Greenhouse Hospital and the Royal Foundation, we have now successfully raised the money to build the new HighGrounds. It is a huge milestone and we are all set to launch the new HighGrounds soon. We are very much looking forward to welcoming our new members to the team.

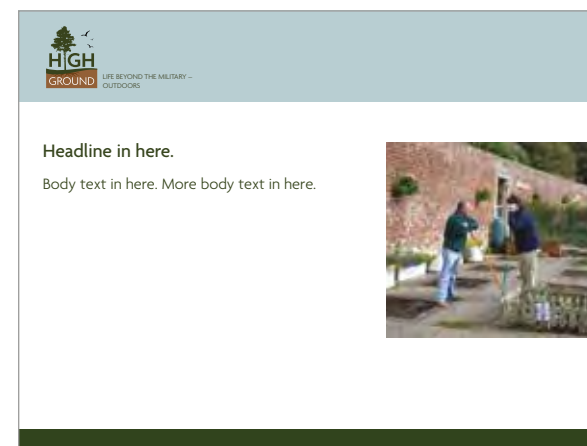
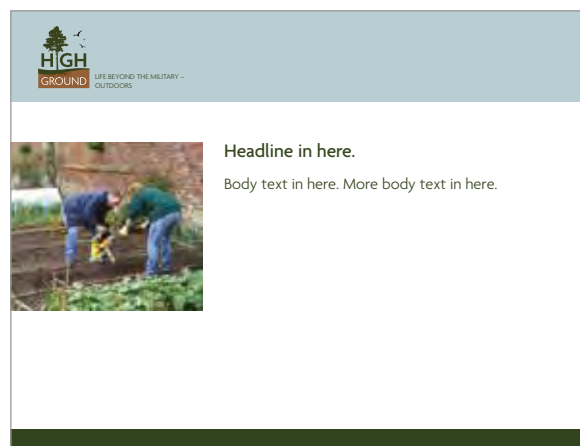
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OUR BRAND IN ACTION

POWERPOINT TEMPLATE





OUR BRAND IN ACTION

WEBSITE





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