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**Press Information**

**Veterans' mental health charity bracing itself for soaring demand for services**

A charity that supports armed forces veterans coping with mental illness has appointed a team of fundraising experts to help it cope with an expected surge in demand for its services.

Following recent news that Britain has reduced its military presence in Afghanistan to just two bases - down from 137 at the height of the conflict, Veterans at Ease is anticipating a significant increase in referrals as more service personnel come home.

The remaining 4,000 troops in the central Asian country are scheduled to return to the UK by the end of the year.

Combine this with 20,000 redundancies in 2014 and it is expected that hundreds, if not thousands of ex-servicemen and women will be in need of support as they drop out of the system.

In order to help Veterans at Ease meet this demand, they have appointed Birmingham-based fundraising experts Raisemore, to help bring in the funding required. The money will be used to raise awareness of the charity's work and train beneficiaries to provide free NLP therapy to other veterans suffering from PTSD.

Veterans at Ease, based in Durham, was established by Garreth Murrell and John Taylor help to veterans, existing military personnel and their families to deal with combat stress and post-traumatic stress disorder, by providing free Neuro-Linguistic Programming (NLP).

John Taylor, NLP Practitioner and Events Coordinator at Veterans at Ease, said: "Not since the end of the Second World War have we seen such large numbers of military veterans facing a combination of redundancy and Mental Health issues."

"At Veterans at Ease, we're already dealing with servicemen and women who are yet to enter civvy street. The real problems come when they leave the armed forces and have to face life alone, with so much baggage related to their experiences in war zones.

"We're without any doubt that demand for the kind of support we offer is going to soar over the coming years. This is why we have appointed Raisemore, as we're going to need every bit of support we can get, to help meet this demand and make sure that those who have served their country are given the care they deserve."



Andy Green, Head of Strategic Partnerships at Raisemore, added: “Veterans at Ease is doing a really important job but faces a growing challenge in terms of fundraising. As Afghanistan comes to a close and Iraq slips from public consciousness, it will become more difficult for charities involved in this area to raise the necessary funds. In order to help overcome this challenge, we’re going to be supporting Veterans at Ease by combining all our fundraising knowledge and expertise.”

As their strap-line “Because Military Minds Matter” announces, Veterans at Ease supports those who serve and have served the United Kingdom, to improve their mental wellbeing.

NLP in a therapeutic setting is classed as a brief intervention therapy and it is a toolkit of powerful techniques and strategies that can be used as a catalyst for positive change.

Veterans At Ease therapists address veterans as beneficiaries rather than patients or clients, and the therapists work with beneficiaries in any environment where the sufferer feels comfortable. That can be at Veterans at Ease therapy rooms located in Durham City and Jarrow, Tyne and Wear, or in the veteran’s own home or even in the outdoors.

## **ENDS**

### **Photo caption:**

**Issued by Clarke Associates on behalf of Raisemore.**

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### **More about Raisemore:**

Raisemore are the complete fundraising solution for growing charities in the UK, offering support and management of all fundraising activities to maximise the potential of any charity.

Raisemore brings together all aspects of fundraising in one place, so small charities without the big budgets of larger organisations can make dealing with their donors and supporters easier and more efficient.



The company's mission is to give growing charities the same fundraising power as major organisations.

Raisemore is part of the Inspire Fundraising Company and through carefully selected partners they have the ability to maximise all recognised forms of fundraising, for the greatest impact to any charitable organisation.

Raisemore enables any charity to create social media campaigns, use SMS giving and utilise more traditional methods of fundraising including legacy giving, in-memory and trust donations; as well as direct marketing campaigns too.

Visit the Raisemore website:

[www.raisemore.co.uk](http://www.raisemore.co.uk)