REMEMBRANCE 2025  
COMMS MESSAGE HOUSE

This is designed to help colleagues deliver clear, consistent communications around the Remembrance period and ensure our messages are aligned across all channels. For further information or clarifications, please contact jack.warren@helpforheroes.org.uk.

SUMMARY

On Sunday 9 November, more than 50 veterans, carers, and Help for Heroes colleagues will join 10,000 others from the veteran community at the Cenotaph Parade, in London, to honour those who made the ultimate sacrifice.

As the nation remembers the fallen, Help for Heroes continues to be there for veterans and their families who are still fighting their own battles, helping them find the peace they deserve.

This Remembrance, we ask the public to join us in keeping that promise of support – today, tomorrow, and for years to come.

KEY MESSAGING

* On Remembrance Sunday, more than 50 veterans, carers, and colleagues will march with Help for Heroes at the Cenotaph Parade in London, joining 10,000 others from the veteran community in a powerful act of remembrance.
* As we honour the service and sacrifice of those who defended our freedoms, we also recognise the challenges veterans and their families still face today - from life-changing injuries to mental trauma and isolation long after leaving service.
* Help for Heroes continues to be there for our Armed Forces community. Last year, we supported more than 5,000 veterans and their families - the highest number ever.
* This Remembrance, we invite the public to join us in keeping our promise to veterans and their families - so every person who serves knows they will be supported when their service ends.

KEY STATS

* Last year, we supported 5,229 veterans and their families - the highest number ever in a 12-month period - a 31 per cent increase on the previous year across physical, mental health, and welfare needs[[1]](#footnote-1).
* Demand for our services continues to grow: every day, five people leave the Armed Forces because of injury or illness[[2]](#footnote-2), and 40 per cent of medically discharged veterans feel some level of feeling unprepared for civilian life[[3]](#footnote-3).
* Nearly half of veterans (48.7 per cent) surveyed report living with a disability, highlighting the challenges many continue to face after leaving service[[4]](#footnote-4).

CALL TO ACTION

Veterans and families:

* **CTA:** *Get support today*
* **Link:** [www.helpforheroes.org.uk/getsupport](http://www.helpforheroes.org.uk/getsupport)
* **Suggested phrasing:** *We are here for all veterans and their families, no matter when or where you served. Whether your injuries are physical, psychological, or connected to life after service - support is available today.*

Supporters: Non-Financial ask

* **CTA:** *Join the People’s Promise*
* **Link:** [www.helpforheroes.org.uk/peoplespromise](http://www.helpforheroes.org.uk/peoplespromise)
* **Suggested phrasing:** *This Remembrance, help keep our promise to veterans and their families so every person who serves knows they will be supported when their service ends.*

Supporters: Financial ask

* **CTA:** *Promise veterans you’ll be there, send a gift this Remembrance*
* **Link:** [www.donate.helpforheroes.org.uk](http://www.donate.helpforheroes.org.uk)
* **Suggested phrasing:** *This Remembrance, will you make your promise to veterans by sending a donation of <xx> today? With demand rising, thousands more need your help today and in the years ahead. Last year alone, over 5,000 veterans and their families were supported – the highest number ever. Your gift today will help veterans and their families know they will be supported when their service ends.*

1. Help for Heroes Annual Report 2023/24 [↑](#footnote-ref-1)
2. MOD Medical Discharge Statistics. (2025).  [↑](#footnote-ref-2)
3. Veterans and Families Needs Survey, Help for Heroes (2025) 40% n=48 of 119. [↑](#footnote-ref-3)
4. OVA (2022) Veterans Survey, ONS \*Note the ONS report an over representation of disabled and older veterans that responded to the survey. [↑](#footnote-ref-4)