THE VETERANS WAR MESSAGE HOUSE

CORE IDEA

When a conflict ends, for some the battles don't stop – they just stop making headlines.

Veterans and their families are struggling with painful injuries, mental trauma, isolation, and more.

This is the Veterans War. A war forgotten by many. But not by Help for Heroes.

Help for Heroes is at their side. Giving life-changing support. For as long as it takes.

LONGER NARRATIVE

The need

In the UK today veterans and their families are struggling with painful injuries, mental trauma, loneliness, isolation, sleepless nights, disability, inaccessible homes, and poverty. This is the Veterans War.

It's a war forgotten by many. But not by Help for Heroes. **(And not by us/name of organisation)**

Veterans are no longer in the headlines. But their daily struggles are no less challenging.

Being out of the public eye is having a huge impact with fewer people donating to military causes than five years ago.

And yet demand for Help for Heroes support services is increasing. In 2021/22 they helped eight per cent more veterans and family members than the year before[1].

On average four people are medically discharged from the Armed Forces every day in the UK. And that can be when the toughest battle of all begins.

Help for Heroes discovered that more than 250,000 veterans in the UK often or always feel lonely[2]. Isolated and adrift from a society they served to protect. Many feel they've lost their identity.

This isn't a conflict in a distant, foreign land. It's a constant battle people are facing in their homes and in their daily lives, right now.

People are in pain, living with physical and mental wounds that need expert care to heal.

Many veterans are reliving the traumas of sights they've seen and dangers they've faced, maybe decades ago. For some, the fear has never left them.

Going to the shops or doing the school run can be terrifying. This hidden war is pushing people to their limits.

It can feel never ending. It can feel like there's no chance of survival. It can be a lonely fight. Sometimes it can be years, or even decades, before a veteran or family member reaches out for the help they desperately need.

How we can support Help for Heroes

We must not let anyone fight the Veterans War alone.

Help for Heroes provides life-changing support to veterans, their families and those who served alongside the UK Armed Forces.

It doesn't matter where or when someone served. Or how long they served for. It doesn't matter if their injury or illness isn't directly because of their time in service.

If someone from the UK Armed Forces community needs their support, they are there for them. And they're determined to be there for them for as long as they need them. To do that, Help for Heroes needs our help.

(We're/name of organisation is) proud to support Help for Heroes' mission to make sure no-one is left behind in the Veterans War. Together we can help veterans and their families win this war. We can help them feel that life is worth living again.

Together we can help veterans and their families access counselling so they can finally find peace of mind. We can help people have the care they need to manage their physical pain. We can lift people out of social isolation and help them feel part of a community once more. We can help people get into and around their homes. We can help people walk again. Talk again. Eat again. We can help people live independently and face their future with confidence.

Help for Heroes has already transformed the lives of thousands of veterans and family members. That's just the tip of the iceberg though. There are thousands more who need them right now. And many will need them for the rest of their lives.

That's why we've joined their mission to raise funds to continue their vital work.

DATA REFERENCES

1. Help for Heroes Annual Report 2021/2022
2. Research conducted by YouGov Plc into mental health and suicide in the GB adult population and the Armed Forces Community. July 2022, total sample size of 8346 adults (455 veterans)

Sensitivity: Operational

CALL TO ACTIONS YOU CAN USE IN YOUR COMMUNICATIONS

Main:

- Find out more about the Veterans War
- The Veterans War. Forgotten by many, but not by us. Find out more

[Link to the Veterans War campaign page: https://bit.ly/41WSpG8]

#TheVeteransWar

Fundraising:

- Help make sure no one faces the Veterans War alone. Donate today.
- Do your bit in the Veterans War. Find out more. (For signing up colleagues for an event)

[Link to own fundraising site.]

When sharing information with your Armed Forces community members

- You're not alone in the Veterans War. Get help today.
- No matter when or where you served, Help for Heroes is at your side, for as long as it takes. Find out more.

[Link to Help for Heroes' support page for veterans: Get Help | Help for Heroes]

COPY SUGGESTIONS FOR SOCIAL MEDIA

FOUGHT FOR PEACE, BUT STILL CAN'T FIND IT.

When a conflict ends, for some the battles don't stop – they just stop making headlines. Veterans and their families are struggling with painful injuries, mental trauma, isolation, and more.
A war forgotten by many. But not by us.

We're proud to support Help for Heroes' mission to make sure no-one is left behind in the Veterans War.

[We suggest using this copy with the animated film and linking to the Veterans War campaign page: https://bit.ly/41WSpG8]

FOUGHT FOR PEACE, BUT STILL CAN'T FIND IT? (Help-seeking copy for veterans and families)

When a conflict ends, for some the battles don't stop – they just stop making headlines. Life can be tough after you've left the military. Help for Heroes is here for you and your family – wherever and whenever you served.

Together with Help for Heroes, we're by your side in the Veterans War.
Get in touch today to get help. Visit helpforheroes.org.uk/get-help

[We suggest using this copy with the Help-seeking Image and linking to the support page for veterans: Get Help | Help for Heroes]

HELP FOR HEROES POINT OF CONTACT

For advice on wording, use of key statistics and changes to the message house, please contact your Help for Heroes account manager.

Sensitivity: Operational