



Carl Grundy answers questions on how to be a top fundraiser!

Q: Could you tell us a bit about your background, and why you raise money for the National Memorial Arboretum?

My name is Carl Grundy and I am a serving member of the Armed Forces. I first became involved with the National Memorial Arboretum in 2003 when a tree was planted in dedication to my twin brother who was killed in Northern Ireland.

In 2007 I organised a Cycle ride from Worthy Down Station to the Arboretum, a distance of 150 miles. There were 18 cyclists from the Adjutant General's Corps who cycled the distance in 12 hours 33 minutes.

We managed to raise £3600.00 for the Arboretum and the Armed Forces Memorial, and in Aug/Sep 2009 I completed a cycle ride from John O'Groats to Lands End.

I believe that the Arboretum should be fully supported as it is a central location of Remembrance for all to reflect on the sacrifices that have been made by people in all walks of life, be it the Armed Forces, Fire, Police etc, they are all worthy of being remembered.

Q: In total, how much have you raised for the Arboretum?

In total I have managed to raise approximately £4000.00 for the Arboretum.

Q: Could you tell us which fundraising activities or approaches you've found particularly effective?

There are numerous activities that can be used for fundraising. My preferred activity is cycling but you could do a bed push through a high street, a sponsored Walk or Run. The more adventurous you can be the better.

Q: Do you have any tips for success for National Memorial Arboretum fundraisers?

When planning your fundraising event make sure you publicise it and send as many letters to companies as possible. If you are doing the event as a group get them to help with the planning and get the sponsor forms out there in an attempt to raise as much as you can.

Use the JustGiving website (<http://www.justgiving.co.uk/>) as some people don't like handing over cash and prefer to do it online. Make sure that you have the details of your JustGiving page on your Email signature block so everyone can see it and if you have a Facebook account put it on there too!