

TICKETS FOR TROOPS ANNUAL REVIEW 2016



**The Sun Military Awards Nominees at Number 10 Downing Street:
Tickets For Troops was nominated for 'Support to Armed Forces'**

FOREWORD

Thanks to the tremendous philanthropy of our supporters and donors from the nation's live sports and events industry, 2016 was another active year for Tickets For Troops.

We worked closely with hundreds of ticketing professionals, agents, box offices, promoters, clubs, teams and many more groups to ensure our servicemen and women continued to enjoy the delights of the sporting, musical, theatrical and entertainment world.

This wonderful generosity combined with some beavering away in the Tickets For Troops office ensured that we were able to distribute 152,652 complimentary tickets for 6,291 events to our military members.

Half way through the year, we were delighted to welcome on board a new team of regional volunteers known as ambassadors who are responsible for helping to increase the number of donors in their respective regions.

The volunteer opportunity attracted a large number of applications from all around the country and the overall standard was exceptionally high. It was humbling for the team to see how many people from within the forces community wanted to give something back to Tickets For Troops.

The regional ambassadors are being managed by our newest employee Elisabeth Roberts - recruited on a part-time basis thanks to the Armed Forces Covenant Fund grant.

We were sad to lose Anastasia Baker in October, she was a superb asset to the team with her excellent customer service manner and speedy ticket packaging skills - we wish her well for the future. A special thanks must go to Sam Lupton who came in throughout the year to help the team out.

We must also thank Surgeon Vice Admiral Philip Raffaelli CB FRCP who stepped down from the Board of Directors in August.

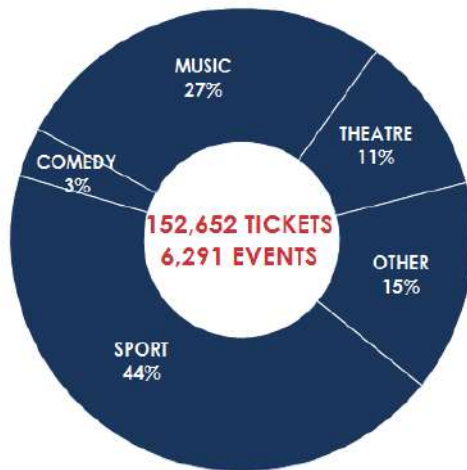
As the year came to a close and alongside distributing tickets for a whole host of pantomimes and sports matches, we were humbled to receive a nomination for one of The Sun's Military Awards and were honoured to represent the charity and our supporters and donors on the night of the ceremony.

Looking forward, 2017 will be another exciting year for Tickets For Troops as we will be donated our 1,000,000th ticket. It will be a huge moment for the charity, our supporters, donors, volunteers and military members and hopefully a poignant reminder to the troops of how hugely valued they are by our country.

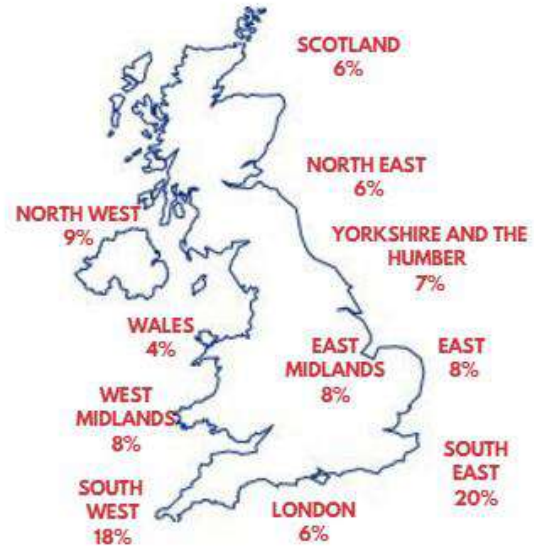
We are extremely grateful to everyone's support over the last 12 months and we hope that the following review will provide an insight into some of our successes this year.

TICKETS FOR TROOPS 2016 IN NUMBERS

TICKETS DISTRIBUTED



MEMBER LOCATIONS



TOTAL TICKETS DISTRIBUTED SINCE 2009

982,222



AVG. NO OF EVENTS OFFERED TO TROOPS PER MONTH

524



ACTIVE MEMBERS

56,344



WEBSITE HITS

2,896,537



SOCIAL MEDIA FOLLOWERS



180K



22.7K



3.5K

KEY ACHIEVEMENTS

JANUARY

Troops were invited to all three days of world class show jumping, live music and entertainment at the Liverpool International Horse Show

FEBRUARY

100 troops and their guests attended the star-studded BRIT Awards 2016

MARCH

We were granted £20,000 by the Armed Forces Covenant Fund to improve our marketing capability and resource for ticket solicitation

APRIL

21 troops from HQ London District and our Patron WO1 Kim Hughes GC ran the London Marathon and raised a superb £13,499

MAY

We celebrated, with seven world-class jockeys, a phenomenal milestone of 50,000 donated tickets from the British Horse Racing community

JUNE

A generous 11,500 tickets were distributed for music concerts, gigs and festivals

JULY

We recruited a team of volunteers as our Tickets For Troops Regional Ambassadors

AUGUST

Hundreds of delighted troops flocked to Wembley Stadium for the Challenge Cup Final

SEPTEMBER

Paultons Park generously invited troops and their families to their Armed Forces Days

OCTOBER

Troops and their guests enjoyed three high profile NFL games in London

NOVEMBER

We were nominated for 'Support to Armed Forces' at The Sun's Military Awards

DECEMBER

Over 1,500 tickets were donated to the troops to take their families to pantomimes across the UK from Torquay to Glasgow.

CHARITY AND TROOP TICKETING HIGHLIGHTS

MUSIC: 41,170 TICKETS | 500 EVENTS

SNAPSHOT OF EVENTS & SUPPORTERS: BBC Music Awards; Lytham Festival; Victorious Festival; Isle of Wight Festival; The BRIT Awards; Glas-Denbury Festival; Status Quo; Cornbury Festival; Battle Proms; Bingley Music Live; BST Hyde Park; Common People Festival; MTV Crashes; Jack Savoretti; Reading Festival; Leeds Festival; Wychwood Festival; Folk by the Oak; Brandenburg Choral Festival; Lechlade Festival



Thanks to the huge generosity of the music industry, 2016 treated our members to 500 music events ranging from the star-studded BRIT Awards, a meet and greet experience with a music superstar and a summer loaded with gigs, concerts and festivals from Devonshire's Glas-denbury to the Belladrum Tartan Heart Festival in Inverness.

May through to August saw a peak in music ticket donations including over 11,000 tickets donated for events in June. We were delighted to hit a record high in festival donations with 35 festivals across the country kindly inviting our troops to join their festivities.

"I was lucky enough to get tickets for BST Hyde Park to see Massive Attack. It was a fantastic day out and a great chance to forget about work and enjoy something completely different."

British Summer Time Hyde Park: Massive Attack

"What a wonderful weekend, very privileged to get these tickets. [Isle of Wight] is an awesome festival and this year getting to see The Who and Queen made my year so far..very grateful to John Giddings and the IOW Festival for supporting TFT and I hope they continue to donate the tickets."

Isle of Wight Festival

"Thank you for the fantastic opportunity to attend the BRIT Awards 2016. The experience was an amazing one, from the atmosphere to the great seats! Not only was it an experience seeing such quality live acts but equally it was heart-warming seeing such generosity to all the troops within the Ticket For Troops seating. I take my hat off to The BRIT Awards and Tickets For Troops!"

The BRIT Awards

SPORT: 66,571 TICKETS | 3,384 EVENTS

SNAPSHOT OF EVENTS & SUPPORTERS: FA Cup Semi-Final; Rugby Internationals; England v Sri-Lanka Test match; Barclays ATP World Tour Finals, Challenge Cup Finals, NFL series; Super League Grand Final; Matchroom Boxing; England Football Internationals; Aviva Premiership Rugby; Championship Boxing; The Autumn Test; Formula 1 Grand Prix; Six Day Cycling; Premier League Darts; British Masters

The sports industry once again showed their respect for our servicemen and women by inviting them to over 3,000 fixtures, race days and sporting competitions across the country.

This tremendous support included generous donations of over 26,000 football, 15,000 rugby and 5,000 boxing tickets enabling thousands of sports fans to enjoy some well-deserved time off to watch and be inspired by their favourite teams and sports stars.

We received wonderful feedback from troops including some who were able to take their children to their first sports matches providing lasting memories for them and their little troopers whilst others were inspired to take up a new sport.

"Incredible show, awesome tickets, great seats, felt like I had been transported to the USA for the afternoon. More NFL tickets in London please."

NFL: Jaguar at Colts

"We went to the Five Star wrestling in Liverpool. It was a really good event, our daughter enjoyed every minute of it, especially getting high fives off the wrestlers!"

5 Star Wrestling

"It was an opportunity to watch an international game of rugby, full of fast following rugby plus some off the ball situations. Overall, an extremely good night, taking away my worries & pain, thoroughly enjoyed the occasion."

Australia v Argentina

"I would like to thank Tickets For Troops and the donor for a fantastic day at Silverstone. The two tickets were very well received by me and my guest; both of us are lifelong Formula One fans."

Formula One Grand Prix

On Friday 13th May, seven jockeys marked 50,000 donated tickets from the horse racing community, in partnership with the British Horse Racing Authority.



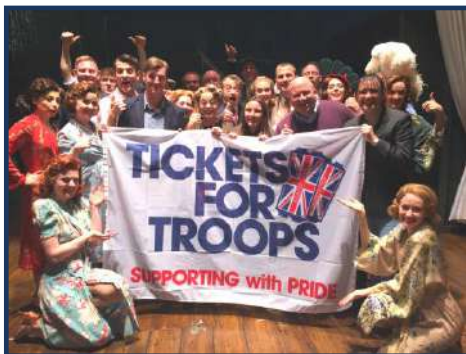
THEATRE: 17,035 TICKETS | 1,428 PERFORMANCES

SNAPSHOT OF EVENTS & SUPPORTERS: Billy Elliot; Les Misérables; Phantom of the Opera; Miss Saigon; Peter Pan Goes Wrong; Mrs Henderson Present; American Idiot; Mum's The Word 2; The Railway Children; School of Rock; Journey's End; ATG Pantomime Season; Wind in the Willows; Guys and Dolls; Kiss Me, Kate – Welsh National Opera; Let It Be; Horrible Histories; The Bodyguard; Richard III

Action packed performances enthralled our troops across the UK as over 200 plays, musicals, pantomimes and award winning dramas opened their doors to our members.

We were extremely lucky to be so well supported by the theatre industry and continued to work closely with our long-term and steadfast supporters. Having expanded our reach into the regions, we were delighted to welcome many new theatres on board this year enabling us to offer an increase in localised opportunities.

Leading up to holiday periods, we specifically reached out to the industry to maximise the opportunities we could offer our hard-working members to spend some quality time with their families watching award winning shows and touring productions.



Ten troops and their guests took to their seats at the Noel Coward Theatre to enjoy the new musical production of Mrs Henderson Presents.

After the show, they were given the chance to meet the cast including Olivier-Award Winner Travie Bennett.

“Thank you so much to the team at the theatre, we were very well looked after and getting to meet the cast after the show made me feel very special. It is opportunities like this that make us feel appreciated and valued for the work we do.”

Mrs Henderson Presents

“I would just like to say a massive thanks for the tickets I recently received to see the Woman in Black in Aylesbury. It was a great night and although my wife was a little nervous and extremely jumpy throughout the show, she had a great time. We love attending the shows and its Tickets For Troops that made this possible.”

Woman in Black

“Thank you TFT one of the best performances I have had the pleasure to watch. Not my usual thing, (more of an afternoon of football kind of guy) but now converted and wanting to see more theatre shows.”

Half a Sixpence

COMEDY: 5,298 TICKETS | 481 SHOWS

SNAPSHOT OF COMEDIANS & SUPPORTERS: Bill Bailey; Citizen Khan; Omid Djalili; Josh Widdecombe; Ardal O'Hanlon; Glasgow Comedy Festival; Laugh Train Home; Manford's Comedy Clubs; Jimmy Carr; Adam Hills Greenwich Comedy Festival; Taskmaster; Unspun with Matt Forde;



"Thanks Tickets For Troops for the tickets to Jimmy Carr, got to meet him also!"

Jimmy Carr

Stand-up comedy has dominated our comedic support this year and enabled our members to enjoy some side-achingly funny shows. We were also thrilled to work with a number of comedy festivals offering a set of shows over a few days providing troops the opportunity to find a night that would fit into their busy work schedules.

Comedians, including Jimmy Carr and Omid Djalili have also had fun engaging with our troops via social media and we're grateful to them for taking the time to not only perform to our members but to meet them after shows and continue to communicate with them on social media.

"I had an absolutely wonderful time attending Bill Bailey live with Tickets For Troops. It was the first time I have ever been to a live comedy show and I don't think I have ever laughed so hard or witnessed a more impressive multi-instrumentalist. Thank you so much for offering such a great opportunity to see brilliant shows, I really appreciate it and would love to see more."

Bill Bailey

"Ed Byrne was excellent, a great way to spend a Tuesday evening. Well done TFT!"

Ed Byrne at BST Hyde Park

"I got four tickets to see Adam Hills at the Kings Theatre Glasgow on Monday night which was an absolutely fantastic show.

"Once again TFT enabled me to take the family out for a really enjoyable evening that under normal circumstances we wouldn't have been able to attend. Please pass on all our thanks to the team and if possible positive feedback to the theatre."

Adam Hills

OTHER INCLUDING FAMILY EVENTS: 22,578 TICKETS | 499 EVENTS

SNAPSHOT OF EVENTS & SUPPORTERS: Paultons Park, Home of Peppa Pig World; BBC Countryfile Live; Bear Grylls Live; Marvel Universe Live!; The National Television Awards; The London Classic Car Show; Eden Project; Merlin Entertainments; Ideal Home Show; Foodies Festivals; Disney On Ice Presents Frozen; Moscow State Circus; Homebuilding and Renovating Show; Jump Inc Urban Trampoline; Chalke Valley History Festival; The Baby Show; Bakewell Show; Kidtropolis; Sport's Personality of the Year; Grand Designs

We received phenomenal support from a wide range of events, venues and experiences wishing to provide a diverse portfolio of event options for the troops. From theme parks and circus performances to home building and renovating, design and baby shows and exhibitions.

We were excited to announce that we had teamed up with Paultons Park, Home of Peppa Pig World to help them facilitate their Armed Forces Weekends. Troops and their families were able to enjoy wonderful days around the park alongside their colleagues and other service personnel.



“Wow! Such a brilliant family day out at Paultons Park. Thank you so much TFT for such a lovely day and a fabulous family treat. Please pass on our sincere thanks to the ticket donors, so appreciated.”

Paultons Park

“We had a great day out at the Foodies Festival in Syon Park in London last weekend. The event was great, a fabulous day out and not something I would have considered going to if it wasn't for the generosity of the sponsors and Tickets For Troops. Thank you so much.”

Foodies Festival

“Thanks for providing me with tickets for The Baby Show at Olympia. The day was thoroughly enjoyable and would definitely recommend to others who are expecting or have recently had a child.”

The Baby Show

MEDIA HIGHLIGHTS



May: Our Founding Patron, Samantha Cameron hosted a reception to thank members of the Armed Forces who ran the 2016 Virgin London Marathon for Tickets For Troops raising £13,499.

June: In celebration of Armed Forces Day, the New Theatre Oxford and the producers behind 'Let It Be' have paid tribute to the British Armed Forces community for their hard work, dedication and efforts by offering them 200 tickets, through Tickets For Troops, to the five-star musical, Let It Be.

November: The Football Association once again demonstrated their support by providing 1,500 free tickets to service personnel for England v Scotland and England v Spain through their ongoing partnership with Tickets For Troops.

November/ December: We partnered with Universal, Cameron Mackintosh and SSSVC Cinema to bring troops, 25th Anniversary Performance of Miss Saigon, recorded LIVE in London's West End and delivered to troops in SSSVC cinemas including Chicksands and Akrotiri.

December: Tickets For Troops was nominated for 'Support for Armed Forces' at The Sun's Military Awards. The team attended a reception at Number 10 Downing Street hosted by the Secretary of State for Defence Michael Fallon along with all the nominees ahead of the award ceremony.

INCOME

Tickets For Troops benefited from various income streams in 2016 including the final phase of the LIBOR grant, individual and group donations, fundraising and booking fee income.

We were also delighted to be awarded a £20,000 grant from the Armed Forces Covenant – a new annual fund which was launched in June 2015, demonstrating the Government's long-term commitment to supporting schemes under the Armed Forces Covenant.

This grant enabled us to take on a part-time member of staff, recruit regional volunteer ambassadors and commence work on a ticket notification mobile app to support our marketing capability.



Donate £7 at 7

7 YEARS | 950,000 FREE TICKETS | 32,900 EVENTS

As we celebrated our 7th Anniversary in November, we launched a fundraising campaign asking our members to consider donating £7 to the charity to help us get them to their next event. At year end, we had raised £1,459.

In March, we introduced a post-ticket booking page donation button which offers troops the opportunity to make a small donation following their booking. We were delighted to notice an increase in donations and by year end, had raised £5,170 from this new function.

Since changing to BT My Donate - the online fundraising service for UK charities - in December 2015, we have found the service to be much more efficient than Bmycharity which we used in previous years. BT My Donate provides an easier user experience for supporters to set up fundraising pages, individuals to make donations and the charity to manage gift aid and reporting.

We have also benefited from their recurring donation option and 4% of the £11,193 donated in 2016 was done so through recurring donations.

We continue to use the no-cost Just Giving's Text to Donate service and in 2016 have raised £2,579.25 through this.

We were also very grateful to those who took part in various fundraising challenges around the country including the annual Tickets For Troops fundraiser put on by the **Royal Marines School of Music** (£578), **Ride the Trafalgar Way** (£1,523) and the **Virgin Money London Marathon** (£13,499). These unreserved donations enabled us to focus on the solicitation and distribution of tickets for our members.

SOCIAL MEDIA HIGHLIGHTS

 200 new likes a month



 600 people engaging with Facebook page daily



Over 300 click throughs a month to TFT website



200 new followers a month



 Increased engagement - Over 7,000 a month



Over 5,000 click throughs a month to TFT website



Over 3,000 followers from a new account



 High level of troops posting pictures at events



515 video views & 25 likes per post

 The FA
The FA has committed to support British Armed Forces through @Tickets4Troops for a 7th year the-fa.com/GXNSRJ



 Millwall FC

#Millwall are proud to support military charity @Tickets4Troops for a sixth successive year. bit.ly/2bz3Df2



 Tickets For Troops

Last chance to enter the ballot for the @IsleOfWightFest - we will be drawing it tomorrow! tft.link/tftIOW



 Saints Foundation

Thanks @Tickets4Troops for the great certificate received today! A pleasure to be involved! Here's to next season...



 Tickets For Troops

Samantha Cameron thanked 23 soldiers at No10 for running the @LondonMarathon for TFT tft.link/tftSCMR



 Jamie Marie

Well done to the team of 23 runners today who ran for @Tickets4Troops #T4TLondonMarathon



 Swindon Town FC

NEWS | We entertain @WFCOfficial at SN1 later this month and the game is a Tickets for Troops event!

swindontownfc.co.uk/news/article/2...

#STFC



 Tickets For Troops

Troops will once again have the chance to win tickets to the @OliverAwards this year: tft.link/TFTOliver

