



SERVE ON RELEASING LEADERSHIP

Remember the summer riots in 2011; remember the flooding and other disasters - both natural and man-made - in recent times. Imagine a team recruited from gangs in South London led by one of our wounded ex-servicemen helping with disaster relief.

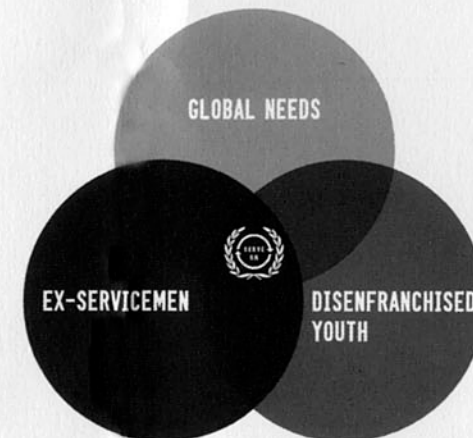
Look at a township in Burundi that needs a new school. Imagine a team of young offenders led by an ex-servicemen raising the money to travel out there to build it.

Or how about an estate in one of our inner cities where there is generational hopelessness and excessive unemployment. Imagine a team of ex-servicemen using their leadership, experience and skills to inspire and equip young people for work.

Our servicemen and women are very highly trained and

could contribute enormously to society, but they too have an incredibly hard time adjusting to civilian life. SERVE ON, a 'community interest company', is working in tandem with Help for Heroes to deliver an innovative personalized resettlement programme for veterans - The Pathfinder Programme. This fund raising event will directly help facilitate the roll out of the initial SERVE ON programs for wounded personnel - restoring their dignity, confidence and, for some, empowering them to contribute to society in a meaningful way.

The primary motivation of SERVE ON is the recognition that there are two sectors of society that could massively benefit from each other if trained, facilitated and supported in a unique and scalable way.





SERVE ON WHY?

On the one hand we have one of the most extensively trained resources in the world - the armed forces - who can have a very hard time adjusting to civilian life and re-utilising their skill sets.

On the other hand we have the 'lost generation', the under privileged kids passed from initiative to initiative but still no nearer to gaining the vital ingredients of self-esteem and relevant support.

The basis of SERVE ON is to rehabilitate and mentor ex-servicemen using an internationally acclaimed methodology to empower them to contribute to society in a meaningful way - to 'serve on'.

A primary focus of their rehabilitation will be to train them as mentors who can, in turn, work in, lead in and create programs that benefit and empower this so-called 'lost generation'.



ON THE ONE HAND

Unemployment generates a sense of hopelessness and lowers self-esteem

The UK youth unemployment rate in March 2013 was **21.9%**

Poor work ethic among the long-term unemployed is attributed as the major obstacle facing Britain's employment levels.

82% of entry-level employers rate work ethic as being more important than literacy and numeracy skills.

The recent rise in gangs illustrates the need for young people to belong to something greater than themselves.

ON THE OTHER

24,000 people leave the armed services every year, some with mental or physical injury. SERVE ON provides an opportunity for ex-servicemen, who want to translate their skills to civilian life, to make a difference in some of the toughest communities.

Leadership, respect, capability, 'street cred' and discipline - these are all resources in ex-servicemen that are currently being wasted.

Post-conflict, there is a global need for empowerment and reconstruction, to which the UK contributes by providing funding for disaster relief and rebuilding societies by supporting entrepreneurship.

SERVE ON VISION | MISSION | VALUES

VISION

"Inspiring service worldwide"

Releasing leadership to create opportunities for ex-servicemen and vulnerable citizens to make a difference.

MISSION

To create an international leadership & mentoring service using the untapped skills & unique experience of ex-servicemen to release a spirit of responsibility & leadership among the young & marginalised, including the long-term unemployed, ex offenders & gangs, empowering them to be active citizens & a force for good within their communities in the UK and overseas.

If you would like to support us please contact

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VALUES

RESPECT

We recognize the potential in **everyone**.

RELATIONSHIP

Every relationship relies on trust, honesty and mutual respect.

We offer relationships that are **consistent** and not time-limited, and hope that these will raise the sights of our clients in terms of their personal goals.

RESPONSIBILITY

We believe that the responsibility and motivation to change comes from **within**.

We don't tell people what to do; we give them the tools, experiences and mentoring to discover what they are capable of.

If you would like to donate

bank Coutts & Co
account no 00218340
sort code 18-00-02

SUPPORTERS OF THE EVENT

