

TICKETS FOR TROOPS ANNUAL REVIEW 2019



**Members of the Band of the Royal Marines at the Grand Military
Cup at Sandown Park on Friday 8th March 2019**

FOREWORD

2019 was a big year for Tickets For Troops on many fronts. Firstly, it marked the 10th anniversary of the charity, a milestone no one imagined the charity would reach. Secondly, the charity has recorded its highest ticket bookings on record. Bettering 2018 by just under two thousand tickets.

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 the hard work in the Tickets For Troops office ensured that we were able to distribute **229,201** complimentary tickets across **6617** events to our military members.

The Regional Ambassador programme has continued to flourish under the leadership of Elisabeth Roberts. A new batch were recruited in August who are proving very successful. A special thank you must go out to Kevin McDonnell, Sinead Russell and Martyn Phillips who have taken on mentoring roles for the new regional ambassadors as well as carrying on their ambassador duties in their local area and around the country.

We were sad to lose our Operations and Partnerships Manager Sophie Fallows in November. Sophie was an integral part of the Tickets For Troops for two and a half years. We wish her well on her time abroad living in Australia.

In December we welcomed a new member to the team, Beth Masters. Beth has joined as the Partnerships and Operation Executive and is already proving a hit with the customers and donors. A special mention must go to Nicki Manduca who came in for couple of weeks in the summer during our busy period.

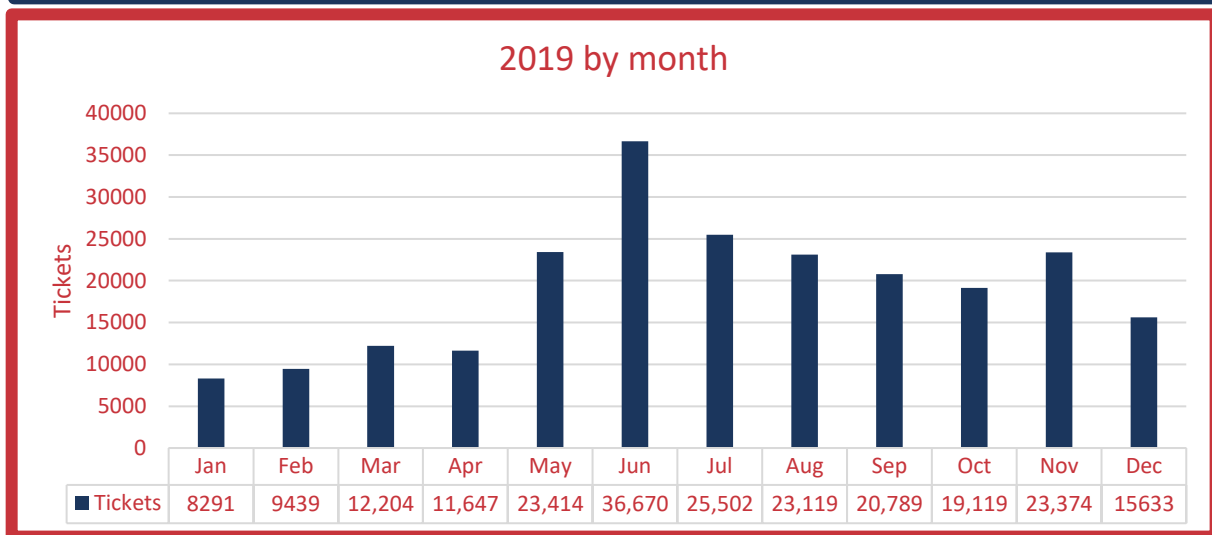
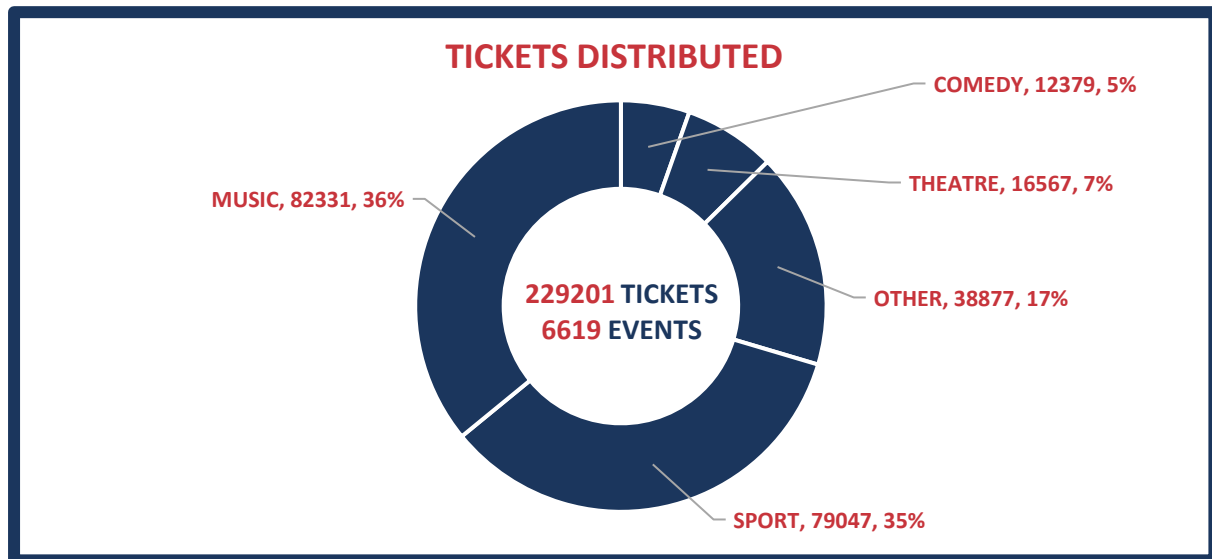
Tickets For Troops marked our decade of distributing tickets in style. We held a party at the House of Lords, hosted by Chairman of the Board Lord Marland. The party was a thank you to everyone who has worked for and helped the charity over the past ten years.

The Charity also held an online competition for the members of the Armed Forces. The TFT Golden Ticket asked troops to send in a photo of their favourite TFT memory. There were 10 lucky winners who each received a Golden Ticket, which would give them priority to any event of their choosing in 2020

Looking forward to 2020, a new decade for the charity and lots of opportunities to expand and grow. With Music overtaking sport and becoming the largest donor in 2019, it will be interesting to see if the trend will continue and whether there will be growth in other categories.

We are extremely grateful for everyone's support over the last twelve months and we hope that the following review will provide an insight into some of our successes in 2019.

TICKETS FOR TROOPS 2019 IN NUMBERS



TOTAL TICKETS BOOKED SINCE 2009

1,620,686

AVERAGE NUMBER OF TICKETS OFFERED TO MEMBERS PER MONTH IN 2019

19,100

AVERAGE NUMBER OF EVENTS OFFERED TO MEMBERS PER MONTH IN 2019

552



FACEBOOK – 192K



TWITTER – 24K



INSTAGRAM – 6.6K

KEY ACHIEVEMENTS & EVENTS

JANUARY

Over 400 troops headed to the Tottenham Hotspur v Watford Premier League clash whilst theatre fans in Scotland got to see War Horse and troops in the South West enjoyed a day at the Eden Project.

FEBRUARY

Troops were able to catch The X Factor Live tour as it travelled the country and Wales Women took on the Red Roses in the Women's Six Nations.

MARCH

England played the Czech Republic at Wembley whilst troops bopped away to Nicki Minaj as she toured the UK

APRIL

Judgement Day VII in Wales as the Dragons faced last year's Guinness PRO14 finalists the Scarlets.

MAY

Our summer of music kicked off with tickets for All Points East Festival Including Christine & the Queens, The Chemical Brothers and Mumford & Sons.

JUNE

The live music continued with Take That, MUSE, and Metallica entertaining the troops up and down the country.

JULY

BST Hyde Park offered troops the chance to see some legends, including Barbara Streisand and Celine Dion. Whilst other troops rocked out to Kiss on their UK tour.

AUGUST

Troops learnt all things about rural life at BBC Countryfile Live at Blenheim Palace and Castle Howard in North Yorkshire.

SEPTEMBER

Rugby World Cup Warm ups took place in with Scotland v Georgia in Edinburgh, Wales v Ireland in Cardiff and England v Italy in Newcastle.

OCTOBER

Lots of boxing with Matchroom Boxing Presents: Prograis VS Taylor in London and Frank Warren - Josh Warrington V Sofiane Takouchat in the North East

NOVEMBER

Tickets For Troops Celebrated its 10-year Anniversary with a drinks reception at the House of Lords.

DECEMBER

David Walliams' Grandpa's Great Escape toured the UK, entertaining the troops and their families over the Christmas Period.

CHARITY AND TROOP TICKETING HIGHLIGHTS

MUSIC: 82,858 | 678 EVENTS

Snapshot of events – All Points East - Mumford & Sons, BST – Florence + The Machine, The Who - With Eddie Vedder, Kaiser Chiefs, All Points East - The Chemical Brothers, Armed Forces Day BBQ - The Feeling, BST - Celine Dion, All Points East - Bon Iver, All Points East - Bring Me The Horizon, Christina Aguilera, Take That Greatest Hits, BST - Barbara Streisand, All Points East - Christine & The Queens, Muse, Olly Murs, Rod Stewart and Fusion Festival - Little Mix.

For the first year ever, music overtook sport as the most popular category of event on Tickets For Troops. This is thanks to a bumper summer of music, with troops enjoying All Points East Festival, BST Hyde Park, The Who at Wembley and tours from Olly Mur and Take That.

A special thank you must go out to our brilliant donors at AEG, Live Nation and SJM, who offered so many opportunities to the troops in 2019. There wasn't a weekend where there wasn't some sort of live event going on.



Troops enjoying the Brit Awards, Victorious Fest and BST Hyde Park.

"My son, Lewis and I travelled down to the O2 from not so sunny Shropshire. We arrived in plenty of time to be greeted by the beaming smiles of the Tickets For Troops staff, who handed over the tickets and goodie bags, thank you. We had a walk round and took in the atmosphere, before heading up to our seats. The show was truly amazing and we thoroughly enjoyed every second. I would like to thank Tickets For Troops and the donors, for what was a once in a lifetime opportunity for Lewis and I to spend some quality time together, making memories that will last forever."

– **Dale McLeod @ Brit Awards 2019**

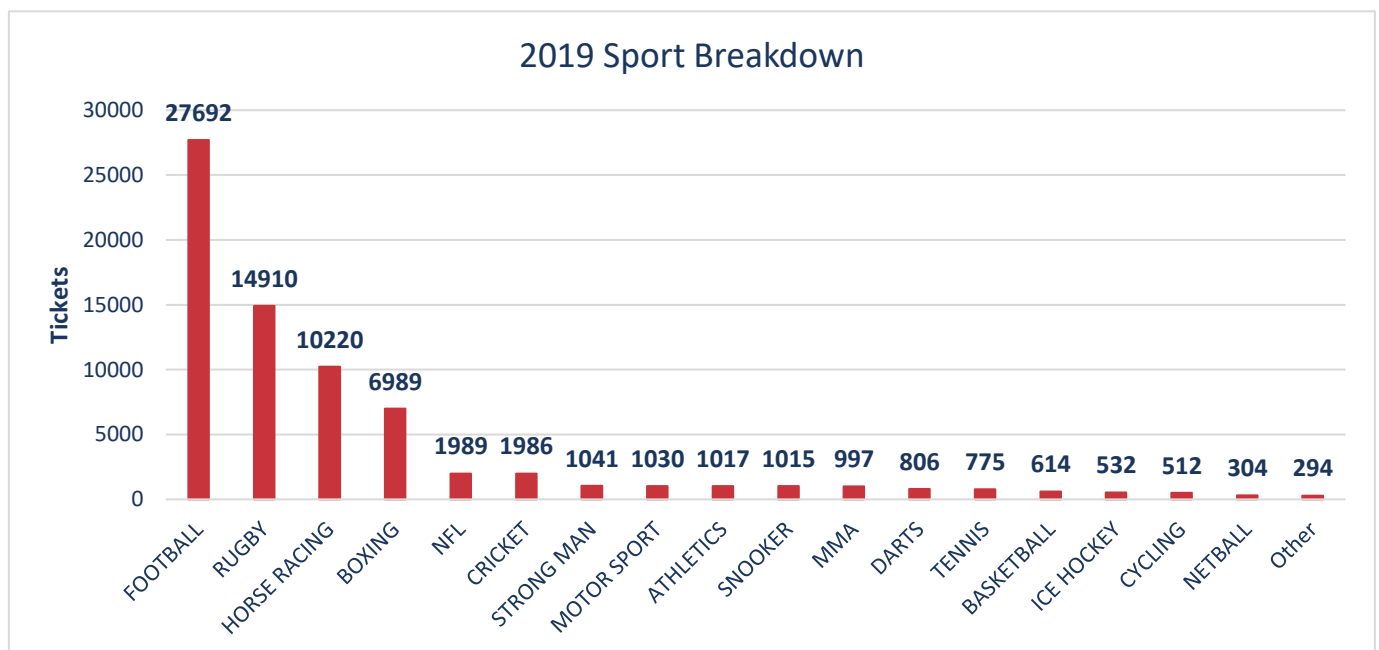
Thank you so much, we had a fab time at the Big Festival 😊! My husband deployed less than a week later so it was a wonderful opportunity to spend some quality time with me and the kids before he went. Also the facilities for babies and toddlers were brilliant 🍷

– **Gemma Nichols @ The Big Festival**

SPORT: 80,101 TICKETS | 3,496 EVENTS

SNAPSHOT OF EVENTS & SUPPORTERS: 1000th Men's International – England v Montenegro, Coral Challenge Cup Final, Scotland v Georgia, NFL Cincinnati Bengals v Los Angeles Rams, Frank Warren Boxing, Match Room Boxing, FA Cup Semi Finals, Nitto ATP Finals 2019, Arenacross, Bellator, Britain's Strongest Man, Liverpool International Horse Show, Premiership Rugby, County Cricket, Women's Super League and The English Premier League.

The 2019 Sport Breakdown below, demonstrates how Football, Rugby, Horse Racing and Boxing are consistently being booked by our members.



*Other is all sports that brought under 200 tickets; Golf, Hockey, Wrestling, Polo and Squash.

"Thank you very much for providing free tickets for the Challenge Cup Final. Me, my wife and daughter had a fantastic day and to make it sweeter our team, (Warrington) won. Thank you for providing the tickets and thank you for doing a fantastic job. The free tickets give us the opportunity to do things that we would not normally do!"

– **Neil Vickery @ The Challenge Cup Final**

"Thanks again for making this fantastic event available. My brother and I had a wonderful weekend at the F1. The merchandise McLaren provided was unbelievably generous and you can let them know we have now switched our allegiance from Mercedes to McLaren! The seated tickets were also in a great area of Silverstone for viewing the event, all in all we couldn't have wished for a better donation from Tickets for Troops & McLaren, from my brother and I, a huge thank you."

– **John Wright @ Formula One Grand Prix at Silverstone.**

THEATRE: 15,083 TICKETS | 987 PERFORMANCES

SNAPSHOT OF EVENTS & SUPPORTERS: Grandpa's Great Escape, Zog & The Gruffalo – Film with Live Orchestra, War Horse, Cinderella, English National Ballet Presents Cinderella, The Stemie, American Idiot, Phantom of the Opera, Les Misérables, London Cabaret Club, Annie, The Rocky Horror Show, On Your Feet!, Romeo and Juliet and Nativity – The Musical.

Action packed performances enthralled our troops across the UK as over 900 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. We were delighted to receive a large amount of tickets for David Walliams' Grandpa's Great Escape, which kept troops entertained over the festive period.



Troops at The Great Escape with Dan Snow, Cirque du Soleil and Grandpa's Great Escape.

Thank you so much for the tickets for Phantom of the Opera. I took my 11-year-old daughter. We both thought it was absolutely amazing. The seats were fantastic as well, we were in the 4th row of the stalls which made it even more special. It was great to spend time bonding with my daughter and having such a special day out that we will never forget.

– Daniella at The Phantom of the Opera

My wife and I thought the show was amazing. Being fans of Green Day we expected to love the music but the performance was truly special. Such energy and talent really made the show. Thank you to the Mayflower Theatre for donating the tickets and thank you to Tickets For Troops!

-Dan Hawling at American Idiot

COMEDY: 12,059 TICKETS | 691 SHOWS

SNAPSHOT OF COMEDIANS & SUPPORTERS: Still Game: Live, Jack Whitehall – Stood Up, Bill Bailey – Larks in Transit, Russell Howard – Respite, Russell Kane – The Fast and the Curious, Jason Manford – Muddle Class 2019, Glasgow Comedy Fes – Stand up against MND, Roy Chubby Brown, Josh Widdicombe, Ed Byrne – If I'm Honest, 2Northdown, Manfords Comedy Club, Jonathan Pie – The Fake News Tour and One Night (in Shoreditch/Kings Cross).

Stand-up comedy has once again 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 shows aimed at families as well as being offered variety nights from regular donors including Laugh Train Home and Manfords Comedy Club.



Troops laughed along to many comedians including Jack Whitehall, Bill Bailey and Jonathan Pie.

Many thanks for providing the opportunity to go to the Gala, it was great fun and lived up to its name. It was both funny and risqué at the same time with a range of comedy acts providing different humours to suit all types of taste.

- Laurie Warne at Whyte & Mackay Glasgow International Comedy Festival Burns Night Comedy Gala 2019.

Had a great night at The O2 for the Jack Whitehall Stood Up show. We laughed a lot! Massive thank yous go to Jack Whitehall and @Tickets4Troops for the tickets.

- Daniel Comiskey at Jack Whitehall Stood Up

OTHER INCLUDING FAMILY EVENTS: 38,710 TICKETS | 769 EVENTS

SNAPSHOT OF EVENTS & SUPPORTERS: Paultons Park, BBC Countryfile Live, National Pet Show, Armed Forces Day National Event 2019, Tom Kerridge Presents – Pub in the Park, This Morning Live, Dog Fest, Suffolk Show, Secret Cinema Presents – Casino Royale, Taste of London, Marvel Universe Live, Great British Land Rover Show and The Great Escape Live with Dan Snow.

We received a 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 to country shows to Food Festivals, Film Events and motor shows with many more exhibitions.

We were excited to receive another huge donation from Paulton's Park, where troops and their families enjoyed a day out on the rides and a visit to Peppa Pig World. A special thank you must go out to Secret Cinema, who invited troops to don their dinner jackets and become 007 for an evening in the Casino Royale themed event.



Troops and their families at the Lincolnshire Show, Pub in the Park and Paulton's Park.

We loved the Eden project! I took my girlfriend who even admitted afterwards she thoroughly enjoyed it and she's not the horticultural type normally. We both got really into it and learnt lots. We also conquered the 100+ft viewing platform in the rainforest, though we have no photos as we were too busy holding onto the hand rails tightly! We would definitely visit again next time we go to the area.

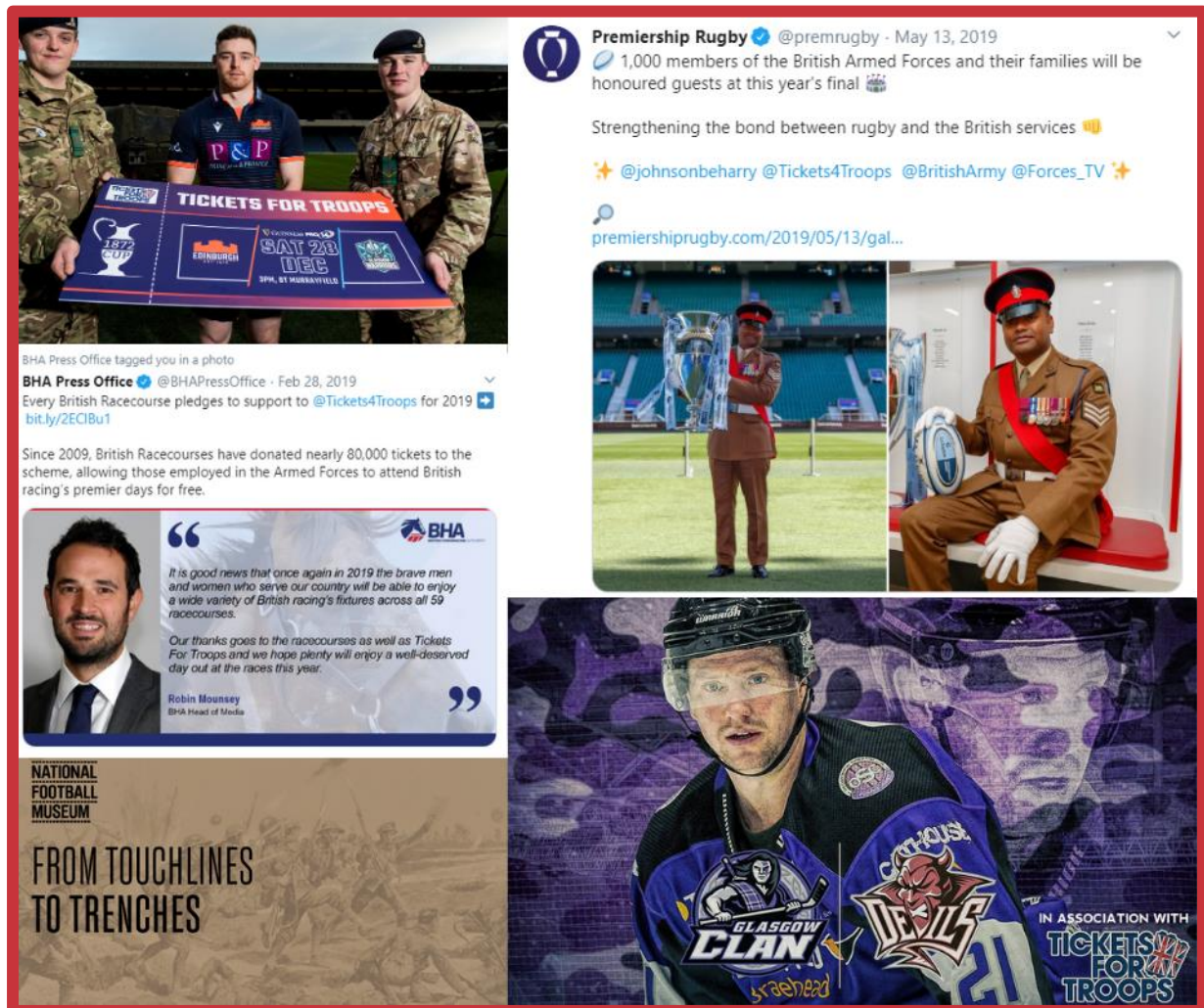
- Lewis Fowler at the Eden Project

A fun family day out on R&R, despite the rain - in fact, it only made the baby happier because she could sit and splash in puddles! 😊 It was our first time being able to use TFT (as serving person always away) and first time at Paulton's Park. We all had a brilliant day. Thanks so much.

- Martin and Hollie Abrey at Paulton's Park

What a fantastic evening it was! Me and my friends all felt like secret agents whizzing around the venue trading business cards, sipping martinis and experiencing some great food all of this with a casino in the main room with live music and all phones locked away in little cases made for a truly unique experience.

MEDIA HIGHLIGHTS



February – All 60 Race courses in the UK once again pledged their support for Tickets For Troops by signing up to support the charity for a 4th year in a row. A press release was sent out in conjunction with the British Horseracing Authority and it was picked up by Eclipse Magazine

May – Friend of Tickets For Troops, **Sergeant Johnson Gideon Beharry VC, COG**, headed down to Twickenham Stadium to announce that the Gallagher Premiership were offering 1000 tickets to the Premiership Rugby Final to members of Tickets For Troops.

October/November – Football teams Blackburn Ladies, Portsmouth, Wycombe Wanderers, Sunderland and Chelsea held special Remembrance day matches, with special emphasis on the continued partnerships with Tickets For Troops.

November- Tickets For Troops celebrated its 10-year anniversary with a drinks reception at the House of Lords, hosted by The Lord Marland of Odstock, the Chairman of the charity.

INCOME

Tickets For Troops benefited from various income streams in 2019 including fundraising events, individual donations and trading.

We have continued to use BT My Donate as our main fundraising platform. BT My Donate provides an easy user experience for supporters to set up fundraising pages, individuals to make donations and the charity to manage gift aid and reporting.

However, BT My Donate closed in June 2019. We then transferred our fundraising platform to Virgin Money Giving. Virgin was chosen because they offer the best rates and also allow the person donation money to pay the fees, instead of the charity incurring the cost.

For the fourth year running Head Quarters London District offered 29 marathon places to Tickets For Troops. The runners were selected from London District troops in a ballot and they were asked to raise £500 per person. Tickets For Troops provided lots of support to the runners along with a personalised marathon running top. The final total raised by the runners was **£10,057** including gift aid. This is a fantastic achievement and we are very thankful for the runners and all of their fundraising efforts. The Team were outside Westminster Tube Station supporting the runners on the day with a Tickets For Troops banner.



Tickets For Troops Marathon Runners in their TFT running tops.

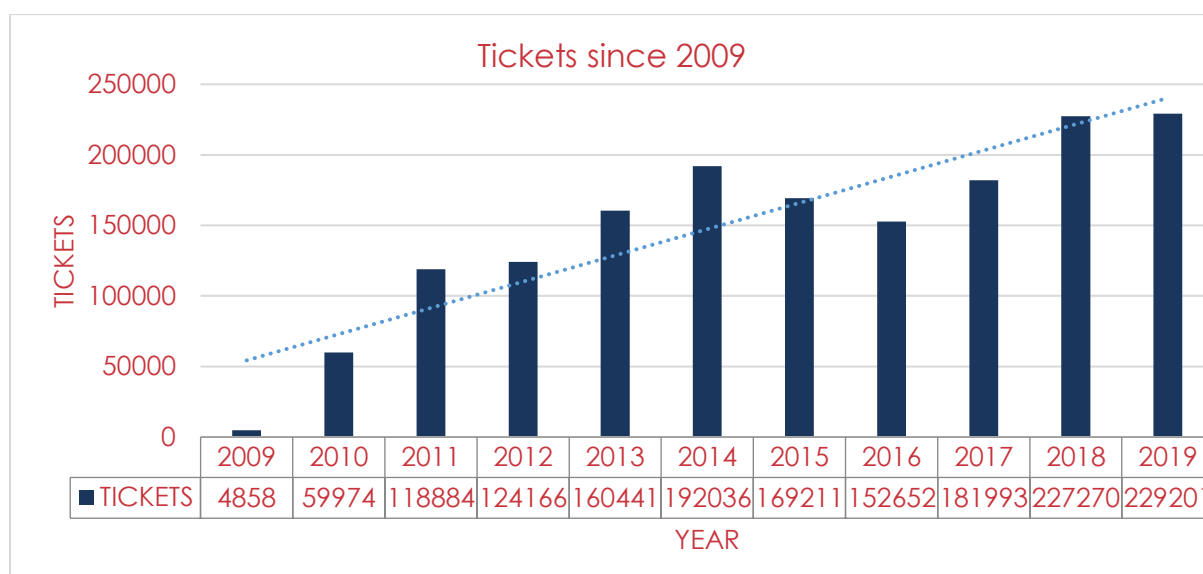
Our main source of income came via the **£3.50** transaction fee that was put in place in 2016. The fee is only per transaction, and in 2019 it made up the vast majority of the income for Tickets For Troops. Thank you to SEE tickets for their

continued support and assistance. Thank you also to Julie Painter and the team at Everitt Kerr and Co who keep our finances in check.

10 years in facts and figures

2019 marked the 10-year anniversary of Tickets For Troops. Having started in 2009 with the hope of donation around 50,000 tickets, we didn't dream we would be celebrating 10 years of supporting the Armed Forces.

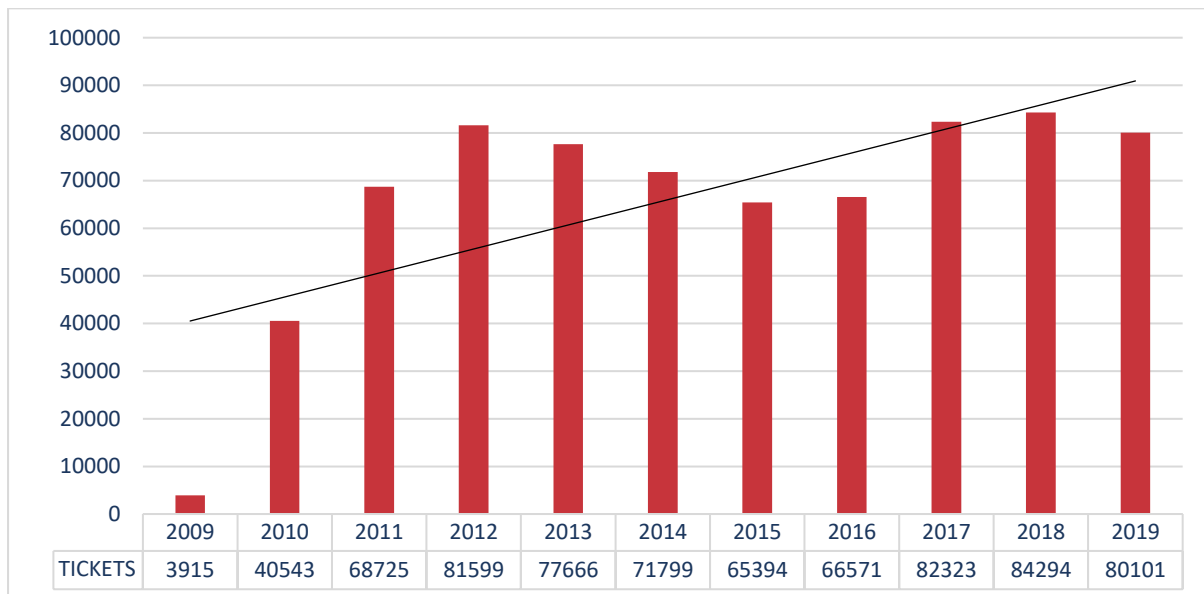
In the next few pages, please see a set of charts and figures outlining how the charity has performed over the past decade.



Biggest Events of the past 10 years

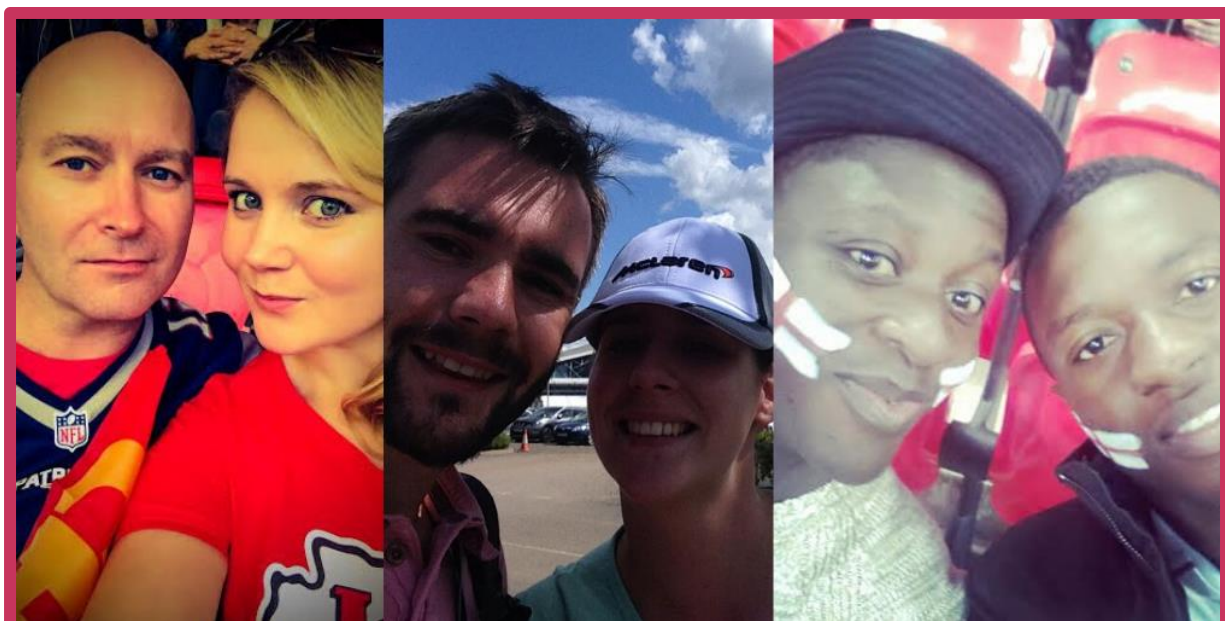
	<u>Event</u>	<u>Tickets</u>
1.	LONDON 2012 OLYMPIC GAMES	10,000
2.	ALL POINTS EAST - MUMFORD & SONS	7,000
3.	PAULTONS PARK 2019	6,500
4.	BBC COUNTRYFILE LIVE 2019	4,800
5.	ROBBIE WILLIAMS - TAKE THE CROWN	4,500
6.	BST HYDE PARK - TOM JONES, BOYZONE, LITTLE MIX	4,300
=7.	BST HYDE PARK - BLUR	4,000
=7.	BST - FLORENCE + THE MACHINE	4,000
9.	BST HYDE PARK - KYLIE	3,700
10.	ENGLAND V USA	3,300

SPORT

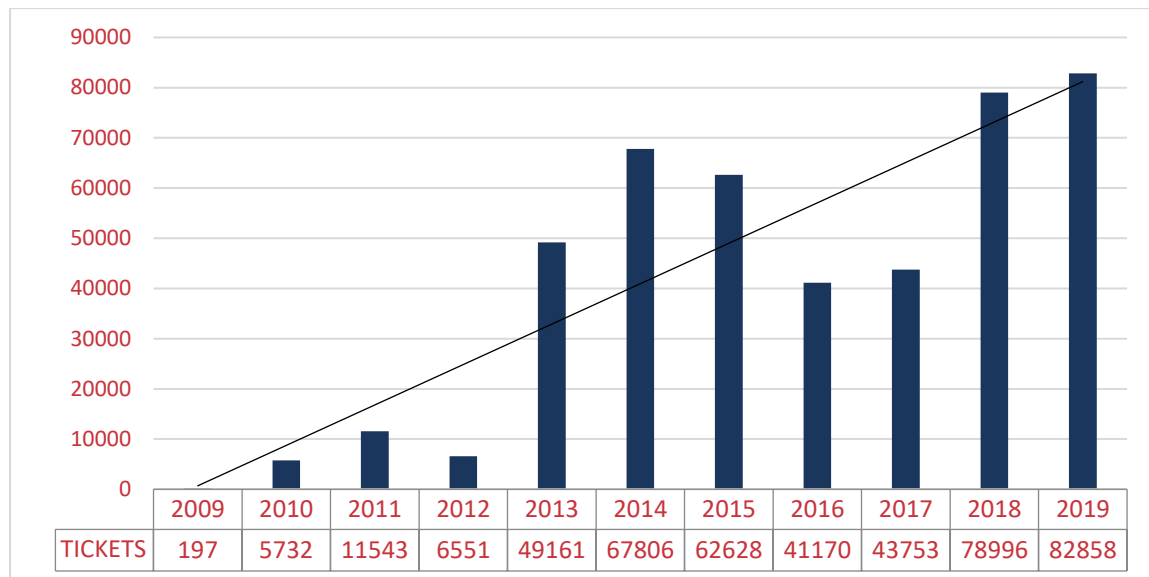


TOP 5 EVENTS

1. LONDON 2012 OLYMPIC GAMES 10,000
2. ENGLAND V USA 3,300
3. WALES V ARGENTINA 3300
4. ENGLAND V SLOVENIA - ENGLAND FANS ONLY 3100
5. ENGLAND V GERMANY - INTERNATIONAL FRIENDLY 3000



MUSIC

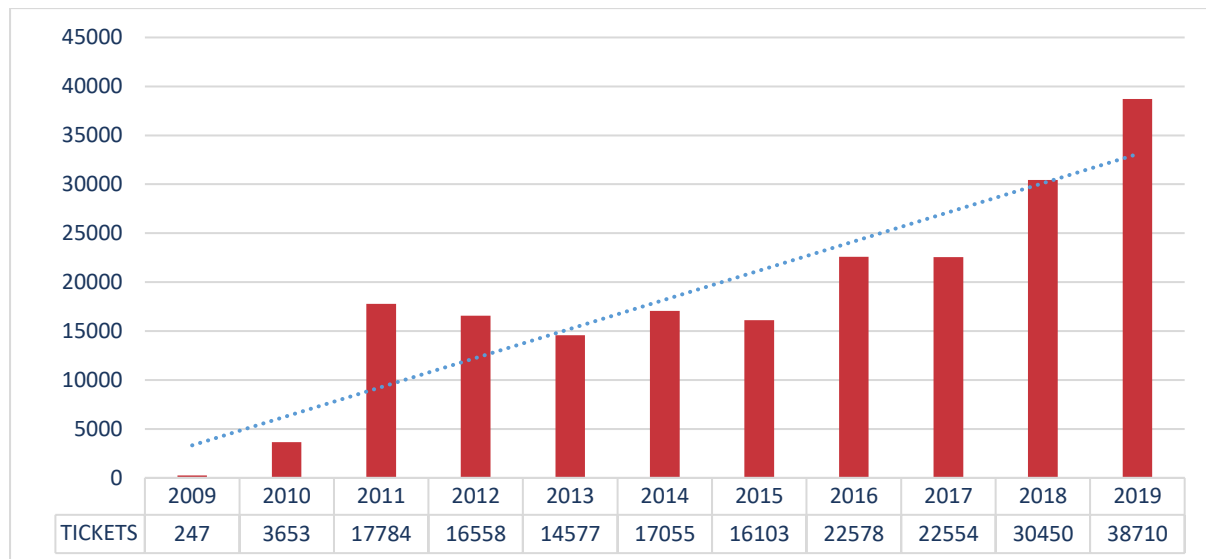


TOP 5 EVENTS

1. **ALL POINTS EAST - MUMFORD & SONS** **7000**
2. **ROBBIE WILLIAMS - TAKE THE CROWN - T4T** **4500**
3. **BST HYDE PARK - TOM JONES, BOYZONE, LITTLE MIX** **4300**
4. **BST HYDE PARK - BLUR** **4000**
5. **BST - FLORENCE + THE MACHINE** **4000**



OTHER

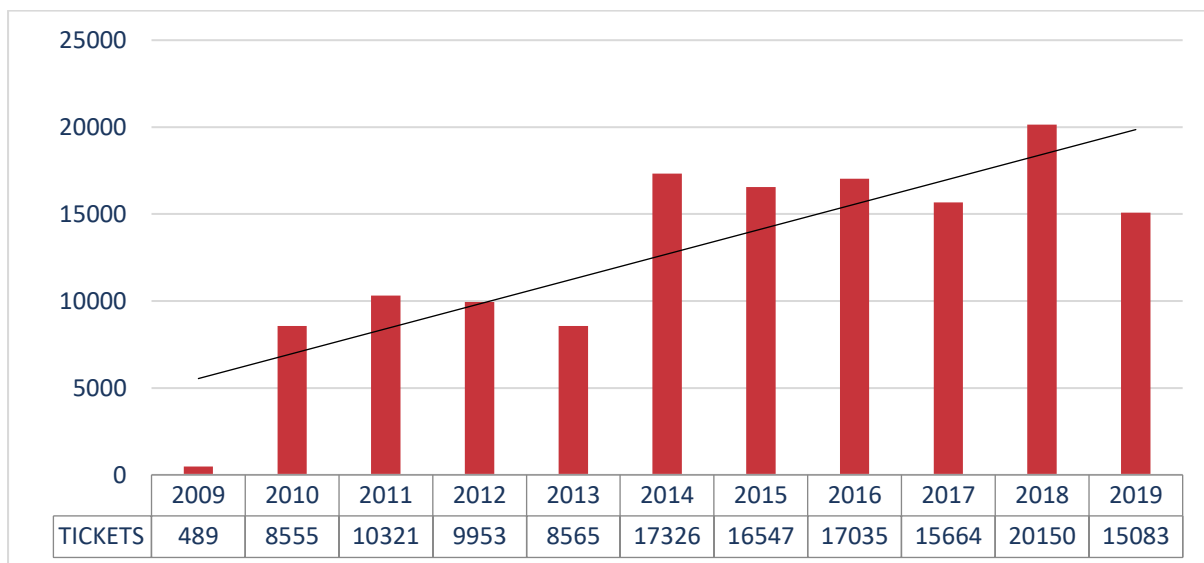


TOP 5 EVENTS

1. **PAULTONS PARK** **26,000**
2. **BBC COUNTRYFILE LIVE** **4800**
3. **IDEAL HOME SHOW** **2000**
4. **THE IDEAL HOME SHOW AT CHRISTMAS** **1600**
5. **DISNEY ON ICE - PRINCESSES AND HEROES** **1100**



THEATRE

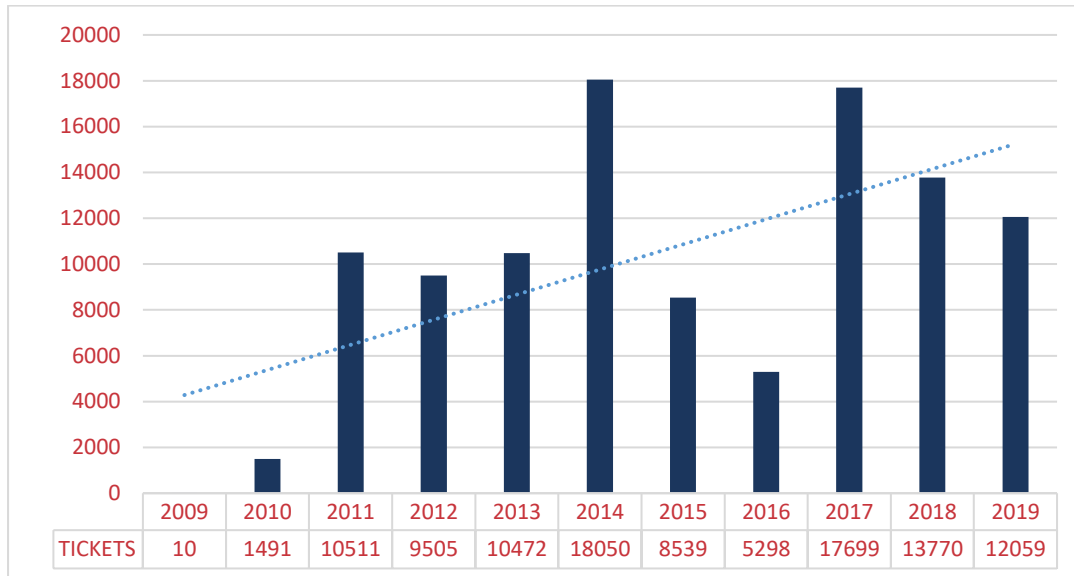


TOP 5 EVENTS

1.	GRANDPA'S GREAT ESCAPE	1100
2.	JEFF WAYNE'S THE WAR OF THE WORLDS	700
3.	LEST WE FORGET - ENGLISH NATIONAL BALLET	526
4.	LES MISERABLES 25TH ANNIVERSARY CONCERT	500
5.	ZOG & THE GRUFFALO - FILM WITH LIVE ORCHESTRA	454



COMEDY



TOP 5 EVENTS

- | | | |
|----|----------------------|--------------|
| 1. | JOHN BISHOP | 16000 |
| 2. | JASON MANFORD | 6000 |
| 3. | STILL GAME 2 | 4000 |
| 4. | JIMMY CARR | 3100 |
| 5. | JACK WHITHALL | 2900 |

