ARMED FORCES COVENANT

www.rewardsforforces.co.uk

We, the undersigned, commit to honour the Armed Forces Covenant and support the Armed Forces Community. We recognise the value Serving Personnel, both Regular and Reservists, Veterans and military families contribute to our business and our country.

Signed on behalf of:
www.rewardsforforces.co.uk

Signed: [Signature]
Name: PETER RAITH
Position: MANAGING DIRECTOR
Date: 18TH MAY 2017

rewards for forces

The Armed Forces Covenant
An Enduring Covenant Between
The People of the United Kingdom
Her Majesty’s Government
— and —
All those who serve or have served in the Armed Forces of the Crown
And their Families
The first duty of Government is the defence of the realm. Our Armed Forces fulfil that responsibility on behalf of the Government, sacrificing some civilian freedoms, facing danger and, sometimes, suffering serious injury or death as a result of their duty. Families also play a vital role in supporting the operational effectiveness of our Armed Forces. In return, the whole nation has a moral obligation to the members of the Naval Service, the Army and the Royal Air Force, together with their families. They deserve our respect and support, and fair treatment.

Those who serve in the Armed Forces, whether Regular or Reserve, those who have served in the past, and their families, should face no disadvantage compared to other citizens in the provision of public and commercial services. Special consideration is appropriate in some cases, especially for those who have given most such as the injured and the bereaved.

This obligation involves the whole of society: it includes voluntary and charitable bodies, private organisations, and the actions of individuals in supporting the Armed Forces. Recognising those who have performed military duty unites the country and demonstrates the value of their contribution. This has no greater expression than in upholding this Covenant.
1.1 **Atlantic Online Media** will endeavour in our business dealings to uphold the key principles of the Armed Forces Covenant, which are:

- no member of the Armed Forces Community should face disadvantage in the provision of public and commercial services compared to any other citizen.
- in some circumstances special treatment may be appropriate especially for the injured or bereaved.

2.1 We recognise the value serving personnel, reservists, veterans and military families bring to our business. We will seek to uphold the principles of the Armed Forces Covenant, by:

- promoting the fact that we are an armed forces-friendly organisation;
- seeking to support the employment of veterans and working with the Career Transition Partnership (CTP), in order to establish a tailored employment pathway for Service leavers;
- seeking to support the employment of veterans and working with forces resettlement organizations promoting their publications via our website, social media and through our newsletters to over 203,000 members + families;
- striving to support the employment of Service spouses and partners, we actively promote Recruit for Spouses on our website;
- aiming to participate actively in Armed Forces Day;
- created the first ever Forces Discounts Website in the United Kingdom, working with thousands of companies to offer meaningful discounts not avaliable to the general public as a thank you for serving our country. Also created a reciprocal partnership overseas with Canada and Australia where our members can receive discounts when travelling.
- working closely with military charities promoting via our website, social media and newsletters, raising over £20,000 in 2015 for Combat Stress.
- Rewards for Forces is free to join for life for both serving, veterans and their partners.
- actively contacting hundreds of companies daily to encourage support to the armed forces community by offering a discount/benefit.
- Rewards for Forces helpdesk support for our Veterans

2.2 We will publicise these commitments through our literature and/or on our website, setting out how we will seek to honour them and inviting feedback from the Service community and our customers on how we are doing.