



Corporate Covenant

The Armed Forces Corporate Covenant

Reach for More.

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 Reach for More.

Signed: *Anna-Marie Watson*

Name: Anna-Marie Watson

Position Held: Founder Reach for More.

Date: 29/11/2015



Ministry
of Defence

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.

Section 1: Principles Of The Armed Forces Corporate Covenant

1.1 **Reach for More.** 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.*

Section 2: Demonstrating our Commitment

2.1 **Reach for More.** recognises 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;**
 - *promoting our work, activities and events through our own digital & social media (LinkedIn, Twitter and Facebook) channels as well as working with the press.*
 - *Publishing our Covenant pledge on a dedicated Corporate Covenant page on www.rfmcoaching.com*
- **seeking to support the employment of veterans young and old;**
 - *working with the Officers Association (OA), Career Transition Partnership (CTP), as well as advertising amongst the wider Armed Forces Community, to ensure employment opportunities are made available to veterans*
 - *recognising military skills and qualifications during Learning & Development projects, performance coaching & leadership development programmes.*
- **offering support to our local cadet units, either in our local community or in local schools;**
 - *active support of Cadet Force members through training delivery, motivational speaking & performance coaching in line with Reach for More. ethos.*
- **aiming to actively participate in Armed Forces National Awareness Days;**
 - *in advance, promoting through the web (www.rfmcoaching.com), social media (LinkedIn, Twitter and Facebook), membership and other networks.*
 - *during: encouraging clients to take part in Reserve Forces Day, Remembrance Sunday, Uniform to Work Day, amongst other Armed Forces National Awareness Days.*

- *Post; publishing blog posts & links to relevant stories on the web, social media (LinkedIn, Twitter & Facebook), and other networks as well as working with the press.*
- **additional commitments:**
 - *offering a discount to members of the Armed Forces Community (past & present);*
 - *encourage and support fundraising for Service Charities.*

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