



## Military Financial Advice

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.

### Military Financial Advice

Signed:

Position: Founder

Date: 03<sup>rd</sup> March 2020



### The Ministry of Defence

Signed:

Position: 601 Squadron

Date: 03<sup>rd</sup> March 2020



# 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 Covenant

1.1 We Military Financial Advice 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 Military Financial Advice 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; via our branding and ensuring there is armed forces specific content on our website including displaying the covenant pledge and logo*
- *seeking to support the employment of armed forces spouses and veterans by offering flexible opportunities that are not location dependant and include training and progression.*
- *working with the Career Transition Partnerships (CTP), in order to establish a tailored employment pathway for Service Leavers, our principle New Leaf Distribution will support with this as they are an ELCAS approved provider of training within the financial services sector*
- *endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment;*
- *seeking to support our employees who choose to be members of the Reserve forces, including by accommodating their training and deployment where possible;*
- *offering support to our local cadet units, either in our local community or in local schools, where possible;*
- *aiming to actively participate in Armed Forces Day and promoting the event on our social media and website*

- *to provide free financial education to the Armed Forces community, increasing knowledge and understanding by using explainer videos on social media, blog posts and briefs*
- *ensuring that financial advice given to members of the military community is given by a qualified consultant who has a strong military connection and therefore a full understanding of Armed Forces life*
- *support charities that help the armed forces community*

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.