



Sample citations and tips on writing your nomination

1. **Provide specific examples of how this organisation encourages other organisations to support Defence and the Armed Forces Community: Examples could include where an organisation has been an advocate for Defence through Defence events or campaigns (Armed Forces Day, Reserves Day), provided mentoring to Service Leavers and Veterans or encouraged support through social media.**
 - Strong advocates of the Armed Forces from the start and actively advocate their AFC commitment to industry and the community.
 - Provides a personalised level of support to service personnel during recruitment e.g. “we have a successful military transition programme enabled through the organisations recruitment team which includes working to support the wounded, injured and sick”.
 - Support the employment of Veterans and Service Leavers by offering an internal mentor/adviser (ex-forces employee), to aid their transition into the civilian workforce.
 - Supported London Poppy Day and Armed Forces Day.
 - Collaborates with other large UK companies to inspire and encourage support at a national level.
 - Supporting Reserves Day, allowing Reservists and Cadet Instructors to wear uniform to work.

2. **Provide specific examples of how this organisation provides a supportive environment for Reservists. Examples could include supportive HR policy, additional leave offered for Reservists or flexibility around training/mobilisation.**
 - Offers an additional 10 days paid leave to Reservist employees, plus up to 10 days unpaid leave if required.
 - Support Reservist employees during times of mobilisation and demobilisation.
 - Partnership with Reserve Units on a Collaborative Manning project.
 - Hold regular meetings and roadshows that promote Reserve service and provide easy access to information.
 - Established an Armed Forces Network, supporting employees who are Reservists, Veterans and Spouses.

3. **Provide specific examples of how this organisation provides a supportive environment for Cadet Force Adult Volunteers. Examples could include supportive HR policy, additional leave for Cadet Adult Volunteers or flexibility around Cadets activity.**
 - Offers an additional 10 days paid leave to Cadet Force Adult Volunteer employees, plus up to 10 days unpaid leave if required.
 - Sponsor the local Cadet unit and allows the unit access to their main conference hall for parade evenings.

4. Provide specific examples of how this organisation provides a supportive environment for Veterans, Service Leavers and Wounded, Injured and Sick. Examples could include guaranteed interview schemes for Service Leavers, establishing an internal network for Veteran employees or providing specific support to Wounded, Injured and Sick employees.

- Support the employment of Veterans and Service Leavers by offering an internal mentor/adviser (ex-forces employee), to aid their transition into the civilian workforce.
- Actively work with the Career Transition Partnership to employ Service Leavers and attend careers fairs.
- Established an Armed Forces Network, supporting employees who are Reservists, Veterans and Spouses.
- Employs a significant number of veterans and place high value on the skills and work ethic they bring to the business.

5. Provide specific examples of how this organisation provides a supportive environment for Partners/Spouses. Examples could include guaranteed interview schemes or flexibility and support offered before, during and after the mobilisation or deployment of an employee's partner/spouse.

- Established an Armed Forces Network, supporting employees who are Reservists, Veterans and Spouses.
- Support to Military Families and spousal recruitment by offering employment to Dependants of military employees.
- Flexibility for Spouses to take time off during times of a partner's deployment, injury or during bereavement.

6. Provide any further examples of how this organisation supports Defence and the Armed Forces Community.

- Aligned some retail products to suit the needs of the military customers e.g. enhancing the cancellation cover provided under travel insurance where a member of the Armed Forces has had to cancel a trip due to authorised leave being cancelled.
- Enhanced understanding and appreciation of the Armed Forces by our non-military staff through active engagement on military-lead leadership courses.
- Works with the Navy, Army and RAF Families Federations to understand areas of need.
- Supports XX Service Charity.
- Offer work experience and employment to Armed Forces Employment Pathway Candidates (AFEP) as part of initiative with MoD.

7. Add any comments that you feel would help strengthen your nomination.

Example: "As a Reservist, I appreciate the flexibility that my employer offers. Management are very keen to be as supportive as they can in terms of flexible working arrangements etc. The 10 days annual leave is of particular benefit as it lets me save my holiday for my family, which is very important to allow me to balance my home life with work and Reserve service".