

# News release

5 November 2021

## Launch of Poppy savings products in support of 100 years of The Royal British Legion

- New Poppy Fixed ISA (4) and Poppy Bond (155) both pay 1.20%
- The Coventry will make a donation equivalent to 0.20% of the total balances on 31/12/21
- Coventry Building Society hopes to donate £600k in 2021 for Employment Support Grants

Coventry Building Society has launched two new ‘Poppy’ savings products in support of the Royal British Legion. With money donated to the RBL based on the amount saved in these accounts, the Society is calling on savers to help it reach £600,000 in donations in 2021 - the RBL’s centenary year - and take it closer to the £20 million mark. The Coventry’s popular ‘Poppy’ savings accounts have helped the Society raise more than £19 million since 2008.

The new 4-year Poppy Fixed ISA (4) and Poppy Bond (155) will both pay savers a competitive rate of 1.20% and Coventry Building Society will make a donation equivalent to 0.20% of the total balances invested as at 31 December 2021, to the Royal British Legion.

The Poppy Fixed ISA (4) will accept current and previous years’ ISA savings. And for savers who already have their ISAs sorted, Poppy Bond (155) can hold up to £250,000 of their savings. Accounts can be opened with just £1 by phone, post, in branch or, by visiting [www.coventrybuildingsociety.co.uk](http://www.coventrybuildingsociety.co.uk)

**Kerrie McCann, Savings Product Manager at Coventry Building Society, said:** “We hope savers can help us raise over half a million pounds this year and bring us even closer to the £20 million milestone! For 13 years our Poppy accounts have been a really popular way for people to give something back to our Armed Forces community while getting a competitive return on their savings.

“We’re proud supporters of the Royal British Legion all year round and, alongside our Poppy accounts, we’ve raised money during the Poppy Appeal in our branches and Head Office sites, with colleagues fundraising and donating hundreds of volunteering hours to support the Legion’s vital work. In the RBL’s centenary year, we’re hoping savers will help us raise as much as we can.

For more information or additional comment please contact the press office on **0800 121 6868** or email [media@thecoventry.co.uk](mailto:media@thecoventry.co.uk)

Calls to 0800 numbers are free when made from the UK. You may be charged for calls to all other numbers, please contact your service provider for further details.

Coventry Building Society. Principal Office: Economic House, PO Box 9, High Street, Coventry CV1 5QN. [www.thecoventry.co.uk](http://www.thecoventry.co.uk)

“The Royal British Legion does amazing work supporting our Armed Forces community in lots of different ways. We’re earmarking any money raised this year to go toward Employment Support Grants that will help ex-service personnel on their career transition in civilian life.”

### Case Study - Employment Support Grants

Army Veteran Jel Bearder served in the 3rd Regiment of The Royal Horse Artillery just under 5 years. After Jel left the military, he struggled to rebuild his life, but with the help of the RBL he was able to gain qualifications to become a full time personal trainer and strength and conditioning coach.

Jel said: “After having a rough time, I got my life back into some kind of reality and this was thanks to the Royal British Legion and their employment support.

I can't thank the RBL enough for their assistance in providing me with a new career and helping me to build a new life. It's given me a new direction and purpose and I will be forever grateful to them.”

--Ends--

For further information:

Will Howell

Coventry Building Society

[will.howell@thecoventry.co.uk](mailto:will.howell@thecoventry.co.uk)

07483358581

### Notes for Editors

Poppy Fixed ISA (4) 30.11.2025

- Annual interest fixed at 1.20% tax-free p.a./AER until 30.11.2025
- Interest is paid annually on 30th November each year
- Statement-based version only
- No partial withdrawals permitted. Closure is subject to a charge equal to 180 days' interest
- Can pay in current tax year subscriptions in full and previous tax year subscriptions in part or in full
- Deposits cannot be made into this account in future tax years
- The account can be opened and operated over the telephone, online, by post or in a branch
- Coventry Building Society will give a charitable donation to The Royal British Legion (Registered Charity no. 219279) equal to 0.20% of the total balances invested in Poppy Fixed ISA (4) 30.11.2025 as at the end of business on 31 December 2021. The Royal British Legion will donate a percentage of the donation value to Poppyscotland (Scottish Charity No. SC014096), to reflect the percentage of all Society 'Poppy' accounts held by customers with a Scottish address.

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## Poppy Bond (155) 31.12.2025

- Annual interest fixed at 1.20% AER/gross p.a., monthly 1.20% AER, 1.19% gross p.a. until 31.12.2025
- Interest is paid annually on 31st December each year or monthly at the end of the last day of each month
- Statement-based version only
- No partial withdrawals or closure permitted before maturity
- The account can be opened over the telephone, online, by post or in a branch
- The account can be operated over the telephone, online or by post
- Coventry Building Society will give a charitable donation to The Royal British Legion (Registered Charity no. 219279) equal to 0.20% of the total balances invested in Poppy Bond (155) 31.12.2025 as at the end of business on 31 December 2021. The Royal British Legion will donate a percentage of the donation value to Poppyscotland (Scottish Charity No. SC014096), to reflect the percentage of all Society 'Poppy' accounts held by customers with a Scottish address.

### Coventry Building Society

Coventry Building Society is the UK's second largest building society and a top ten UK savings and mortgage provider.

Coventry Building Society is committed to making financial services simple and open for its members. Its website allows savers to compare the Coventry's savings accounts with similar products across the whole of the market.

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