



Virtual fundraising:

Take on a courageous challenge



your local
air ambulance

Derbyshire • Leicestershire • Rutland
Warwickshire • Northamptonshire

Be courageous, take on a daring challenge, push the boundaries and face your fears. Shaving your head, having your legs waxed or attending your next Zoom meeting in your best fancy dress are just some of the many ways you can show your bravery and support to your local air ambulance.




You may just want to take on one daring challenge or you could receive suggestions - at the cost of a donation - or take on a number of activities throughout a month/year.

£1,700
is the average
cost per mission



£20 could pay for a blizzard blanket to protect patients from cooling too much, helping to keep their residual body heat.

- 1 Choose your challenge**
Decide what kind of outlandish challenge you're going to take on – you may have that one thing in mind already or perhaps as part of your fundraising ask you leave it down to your friends and family to decide your fate, allowing them to suggest the challenge if they make a donation.
- 2 Set up a JustGiving page**
JustGiving allows people to sponsor you for your challenge without using cash. They can pay securely online knowing that their donation will be going directly towards supporting our lifesaving services.
- 3 Promote your challenge**
Utilise your social media pages and share amongst your friends and family. Sharing your JustGiving page link will allow others to read your story and make paying their donations quick and easy.
- 4 Get in touch**
Let us know about your challenge and how much you've raised by tagging us on social media.

 @WDLRAirAmbulance
 @WDLRAirAmb
 @WDLRAirAmb



Hints and tips

- Adding regular updates in the lead up to your challenge, posting photos, or even a livestream video of you taking part are all great ways to keep your supporters engaged and really feel they are there with you.
- Livestream yourself taking part in your courageous challenge and add the livestream video to your JustGiving page. This makes it easy for your supporters to keep up with your progress, encourage you and donate towards your challenge throughout the duration of your fundraiser.
- Go that little bit extra – planning to shave your head why not colour your hair a crazy colour in the days leading up to the event?
- Please ensure you are following the most up to date government guidance when completing any activity that requires you to leave your home or have contact with others, outside of your own household.



£36 could pay for enough fuel to keep our helicopter flying for three minutes so our crew can get patients the help they need.

Feeling inspired?

There are a range of ways to support your local air ambulance...

Get crafty

Sell preloved items

Be courageous

Gaming

Virtual challenge

Cake sale

Cook-a-long

Thank you for your support

£20 could pay for essential pads to be used with a defibrillator when a patient suffers cardiac arrest.

Every day of the year, your local air ambulance (Warwickshire, Northamptonshire, Derbyshire, Leicestershire & Rutland) is helping save more lives. Our critical care paramedics, doctors and pilots attend an average of 10 rescue missions a day.

Within minutes they can be on the ground delivering lifesaving care. The air ambulance gives people the very best chance of survival and recovery.

We are supported by a Critical Care Car meaning that we can reach those who need us 24 hours a day, seven days a week, 365 days a year.



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