

Virtual fundraising:

Online gaming



your local
air ambulance

Derbyshire • Leicestershire • Rutland
Warwickshire • Northamptonshire



Whether it be a closed party with a group of friends or livestreaming yourself to a network of followers, online gaming can be a simple way to raise money for your local air ambulance. From the comfort of your gaming chair (or living room sofa!), you can invite people to join you online for a virtual tournament to really see once and for all who is the champion gamer!

Raising money for our lifesaving service whilst doing something that you enjoy has never been so simple and our guide will make it even easier for you to set up and game away.



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

1 Choose your players

One player – get yourself online and show off your gaming skills in a livestreaming marathon – ask for a set donation in to your fundraising pot from those who want to login and watch.

- Set up a profile on Twitch – a popular livestream gaming platform that's quick and easy to use.
- Think about which game you enjoy playing the most and set yourself a timeframe for how long your livestream is going to take place.
- Throw in extra challenges to your stream for extra donations e.g. invert your controls, do a silly dance, take on forfeits.

Multiplayer – host an online gaming party for you and your friends. Ask friends to pay a donation into your fundraising pot, this could be for taking part or spectating.

- Choose a date and time that will work best for all of your players and then work out how the tournament will work – winner stays on or perhaps a leader board with a point system. You may just use a tournament mode already built in to your chosen game.
- Make things interesting – allow players to add in new rules, at the cost of an extra donation – for example, all players have to play a round using one hand only.

2 Set up a JustGiving page

JustGiving allows people to donate their spectator or participation fee without using cash. They can pay securely online knowing that their donation will be going directly towards supporting our lifesaving services.




- You can put the link to your fundraising page directly onto your Twitch livestream as well as link your Twitch livestream video on your JustGiving page too.
- When you send out the invite for your gaming marathon include the link to your JustGiving page – that way your players can pay the participation fee quick and easy before the main event.

3 Game-away

You've set your date and got your friends involved, now all that's left to do is to get your event underway!

4 Get in touch

Let us know about your gaming session and how much you've raised by tagging us on social media.

-  @WNDLRairambulance
-  @WNDLRairAmb
-  @wndlrairamb

Hints and tips

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

- During a livestream keep doing regular shout outs to your friends and followers to remind them that you're raising money. At your games night offer an extra life...at a price.
- 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.
- Be safe! Don't do anything illegal or dangerous. Do try to take reasonable care of the health and safety of both yourself and other people.
- Consider how any planned fundraising online gaming events could affect other people.
- Take regular breaks from your screen, have a walk around to stretch your legs and give your eyes a rest.
- Keep hydrated with water and have some healthy snacks throughout your challenge to keep fuelled up.
- We would encourage you to be considerate about the choice of game you decide to play when gaming and streaming whilst fundraising for The Air Ambulance Service. As an organisation, we don't promote violence or sexual content and as supporters of The Air Ambulance Service we hope that you will be understanding of that.
- If you have any concerns over the content of someone's stream you can let us know by emailing contact@theairambulanceservice.org.uk



£124 could pay for a vacuum splint, used to support and hold fractured limbs during transport to hospital.

Keeping safe

Thank you! We really appreciate your interest in fundraising for The Air Ambulance Service; it's your support that will keep us flying. We want to make sure fundraising is safe and fun for everyone involved so please read these guidelines.

- If you or others taking part in fundraising are under 16, please check with your parents and/or guardians before undertaking any online gaming fundraising events. Your parents/guardians may have to provide written permission for you to take part.
- Be careful if you are collecting sponsorship money. Anyone of any age can have a Fundraising page raising money for a charity on JustGiving, but anyone under the age of 13 needs to have a parent or guardian's approval and help to create the page.

Club leaders, teachers and parents/guardians

- Always obtain the written permission of parents or guardians before involving young people (aged under 16) in any fundraising events.
- Take extra care where children are involved in online gaming fundraising events. There must be adequate supervision and their health and safety is a priority. Be vigilant at all times to protect young people from risk. Please take a look on https://www.thinkuknow.co.uk/11_13/need-advice/gaming/ for more advice.
- Take time to keep The Air Ambulance Service and anyone involved fully informed at all stages of planning and carrying out of fundraising events – and in celebrating successes afterwards!

£5 could pay for pressure dressings to control a patients bleeding.

Keeping safe

Safeguarding

- 'Safeguarding' refers to actions taken to promote people's welfare and safety. This includes protection from abuse/neglect, but also extends to incorporate preventing impairment of health and development, ensuring an individual's personal circumstances are considered in all situations.
- Consider if you are likely to come into contact with individuals in need of additional safeguarding.
- Please always share, and act on, any concerns you may have relating to the welfare of children and vulnerable adults. Safeguarding is a shared responsibility between event and fundraising organisers and The Air Ambulance Service, which relies upon effective communication and action.
- For further advice, please email safeguarding@theairambulanceservice.org.uk and/or refer to The Air Ambulance Service Safeguarding Policy.
- Please also take a look at the resources provided concerning the safety of children and young adults during online gaming activity by visiting <https://www.ceop.police.uk/safety-centre>

Disclaimer

All of the above information is intended as guidance only. Full consideration should always be given to each event and the relevant local authorities and other interested parties should be consulted.

The laws mentioned are UK law – please consider all applicable laws and regulations and if you are unsure, always ask for guidance.

Feeling inspired?

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



Thank you for your support

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.



☎ 0300 3045 999

👉 theairambulanceservice.org.uk

✉ fundraising@theairambulanceservice.org.uk

