

Virtual fundraising:

How to hold a cook-a-long



 children's
air ambulance
keeping hope alive

Are you famous amongst your friends for a particular dish or have a fantastic family recipe that you could share?

Why not host a virtual cook-a-long where, in return for a donation, you will share your secret ingredients and methods with close friends and family and for a dinner party with a twist!

£3,500
is the average
cost per mission



1 Choose your date

Find a day that will work the best for you to have as many family and friends involved as possible, you will want to be the host with the most after all! Think about whether there is any preparation of ingredients that may need to be done beforehand (marinating etc.) and make a note of cooking times just to give your guests an idea of how long you will need them for.

2 Set up a JustGiving page

JustGiving allows people to donate towards your cook-a-long without using cash. They can pay securely online knowing that their donation will be going directly towards supporting our lifesaving services.

3 Decide which platform to host your cook-a-long

There are a number of free online platforms out there for you to choose from - Facebook Messenger, Google Hangouts & WhatsApp to name a few. Once you've decided on the platform that works best for you, send an invite to your friends, family or work colleagues with the time, date and the name of your chosen platform. Allow enough time for them to download the app and create a login, if necessary, and don't forget to let them know well in advance about the ingredients they will need.

4 Get cooking

You've set your date, decided your platform and your friends and family are ready. Now it's time to get cooking! Offer step-by-step instructions on prepping the meal and cooking times so your friends can follow along with you.

5 Bon Appetit

Once you're done and the food's been plated up, sit together through video call to enjoy your masterpiece. Compare notes on what you think to the dish and any tweaks you might make for next time. Decide between you who ranks the best on taste and presentation to pronounce the cook-a-long champion!

6 Get in touch

Let us know about the success of your cook-a-long by tagging us in posts on social media.

 @TheChildrensAirAmbulance

 @ChildrensAirAmb

 @childrensairamb

£5 could pay for 300L
oxygen to help critically
ill children breathe.

Hints and tips

- Remind your participants in between cooking breaks that this cook-a-long is helping to provide lifesaving funds for the Children's Air Ambulance. Don't be shy to remind them about your JustGiving page.
- If you want to keep the recipe a surprise, just supply the ingredients or a shopping list in advance so that they can stock up.
- Make this a regular occurrence, have someone different hosting and teaching a new dish each time.
- If you choose to livestream via YouTube Live you can integrate your livestream video straight on to your JustGiving page, which is a great way to remind your participants of the fundraising element of your cook-a-long and may also prompt some extra donations.
- Make sure your speakers and microphone work on your devices.
- Make sure everyone has the right details and can access the platform you're using.
- Share your JustGiving Fundraising page.
- Don't forget to have your recipe and ingredients prepped and ready.



£24 could pay for a pair of children's ear defenders to protect little ears from our noisy rotors.

Feeling inspired?

There are a range of ways to support the Children's Air Ambulance...



£10 could pay
to fly towards the
specialist care patients
desperately need.

Children's Air Ambulance is an inter-hospital transfer service flying critically ill babies and children from one hospital to another for specialist care.

With our ability to fly approximately four times faster than a land ambulance, we can minimise travel times and the risk for little patients.



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