



Charity Shop Challenge



Corporate Volunteering

Can you and your colleagues
take on the competitive charity
retail marketplace?



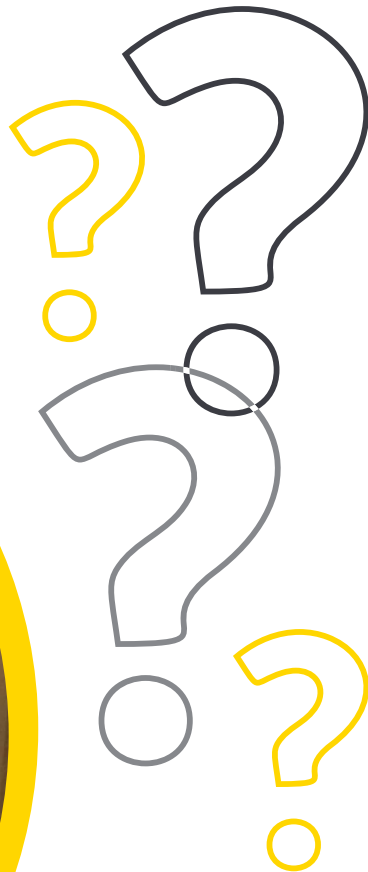
What is the challenge?

In teams of 2-6 people, you will be tasked with spending a day in one of our shops, working together to increase its daily takings and raising funds and awareness for our lifesaving service.

Use your skills, knowledge, and charisma to:

- Find and collect donations before selling them in one of our shops.
- Maximise sales.
- Raise awareness of the shop and our charity
- Attract new customers.
- Engage with local businesses.

If you have more than one team, why not compete? You could hold a shop battle either in different shops, or in the same shop on different days.



The Benefits

Not only will you be supporting your local community by helping to keep our helicopters flying, but there are also other benefits for your employees and your organisation too:



Supporting your commitment to Corporate Social Responsibility



Great PR opportunity with improved brand image for customers & clients



Employee recruitment, development, and retention



Promotion of teamwork and productivity within your company



Alignment with a local, emotive cause, making a positive impact together

Your local air ambulance



Every day of the year, your local air ambulance is helping save more lives.



Our critical care paramedics, doctors and pilots attend an average of 10 rescue missions a day delivering lifesaving care within minutes to those in greatest need.

Our helicopters can fly at 185mph and carry the very latest lifesaving equipment.



We receive no government funding, and rely on donations to raise the £1,700 needed for each rescue mission.

Children's Air Ambulance



This is a national service, changing the face of paediatric and neonatal care through the high-speed transfer of critically ill babies and children and flying them from one hospital to another for specialist care.



The clinically designed helicopters provide a flying intensive care unit for babies and children.

We receive no government funding, and rely on donations to raise the £3,500 needed for each rescue mission.



Flying approximately four times faster than a land ambulance can travel by road, we can minimise travel times and risk for little patients.



Planning Ahead



You will be supported throughout your Charity Shop Challenge by our volunteering and shop teams. We will supply any collateral you need to help you prepare for your challenge, including branded t-shirts.

Take time to consider how you are going to approach the day. What can you do in advance to ensure you are ready to entice customers into the shop?

Locations

We opened our first store in Rugby in 2010 and since then our retail chain has grown to over 50 stores - including boutique style fashion shops, home stores, superstores, and Landing Pad Café's.

Our Charity Shop Challenge is currently available in our larger format stores shown on the map. We hope to be able to offer other locations soon, if you have a particular one of our shops in mind, let us know.



On the Day

When you arrive at the shop, you will be given a quick health and safety briefing and be taught the basics of how the shop works. After that you're ready to start your challenge.

Get out there – you can go outside the shop to encourage customers to come in and shop.

Share your progress – take lots of photos and post online. Have fun – relax and enjoy yourselves.



We can promote your challenge through our own social media channels.



After your challenge

After your day in the shop, we will let you know how much you have raised and issue each team member with a certificate. If several teams from your company take part, we will create a league table with a prize for the winners.





No company is too big or too small to take on our
Charity Shop Challenge.

Sign your team up today.



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theairambulanceservice.org.uk/volunteering



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