



YOUR FUNDRAISING GUIDE



Welcome

Thank you for choosing to fundraise for Children's Air Ambulance. We are an inter-hospital transfer service flying critically ill babies and children from one hospital to another for specialist care.

We don't receive funding from the government for our daily missions and rely entirely on voluntary donations and support from communities and businesses.

Thank you for your support.

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

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

Our aircraft have an extra seat meaning that a parent or guardian can accompany their child on their lifesaving journey.



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The average cost of a mission is £3,500 so every penny you raise for us helps to keep our helicopters in the air.

£40 could pay for 2,400L oxygen to be carried on board to help critically ill children breathe.

We work with 11 NHS paediatric and neonatal specialist transport teams across the UK by providing an intensive care unit in the sky.

Fundraising ideas

We know it can be a daunting task coming up with ways to raise funds, so we have pulled together some ideas to kick-start your fundraising.



Beer pong

Pizza and film night

Fantasy football league

Car wash day

Ugly jumper day

Games night

Family fun day

Raffle

Murder mystery evening

Car boot sale

BBQ or Hog Roast

Quiz night



Fundraising events made easy

Choose a date

Give yourself plenty of time to plan your event and try to pick a date that will get the best possible turnout.

Do some research on other events that may be happening in the area to avoid any clashes in dates.

Remember to take into account any national holidays or awareness days.



Let us know about your event

Keep us updated with the planning of your event, so we can offer you guidance and support along the way.

Set a fundraising goal*

How much do you wish to raise? Setting a target is a fantastic way to stay motivated. Tell your community your goal so they can help you reach it.



Please fundraise responsibly! Do check that your fundraising ideas and activities are not going to encourage people to drink irresponsibly or to excess. As a health charity and proud partner of the NHS we want everyone to enjoy raising money for us safely.

* Minimum fundraising target of £500.

Raising vital lifesaving funds

Once you have a plan of action, make sure you tell everyone about it! **Social media** is a great way to spread the word about your fundraiser.

Create a Facebook event and add Children's Air Ambulance as a co-host, tag us in your posts so we can see your updates.

 @TheChildrensAirAmbulance

 @childrensAirAmb

 @childrensairamb

Spread the word online!

Post updates leading up to your fundraiser to raise awareness of the big day and remember to update and thank your community afterwards.

Don't forget to shout about it in the real world too. Use **event posters** to make sure people know who you're raising funds for.



If you're going big, why not shout about your event to your **local press**. You could get brilliant publicity, and this could help you raise even more!



Send us your **photographs** and any stories about the event as we would love to share them! Remember to gain permission from members of the public if you are taking their photos.



Match funding

Many companies now offer to match any fundraising or volunteering their employees do. If you or your employer have a matched funding scheme let us know, we can provide any paperwork needed to confirm the amount raised for matching.





We want to say a BIG THANK YOU for all of your time, dedication and support to Children's Air Ambulance.

Once we've received your money you will receive a thank you letter and certificate in the post. If you would like to request a cheque presentation please let us know by emailing fundraising@childrensairambulance.org.uk or calling 0300 3045 999.



If you feel inspired to carry on supporting us we would love to talk about other ways you might like to be involved.

 [childrensairambulance.org.uk](https://www.childrensairambulance.org.uk)



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