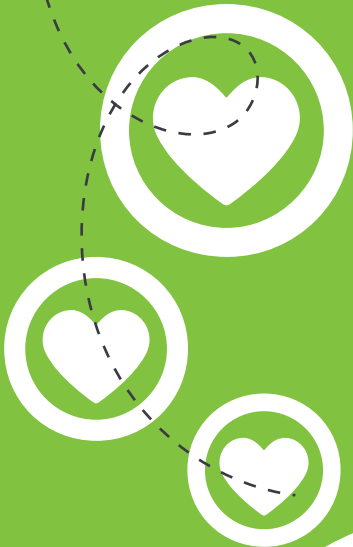




FUNDRAISING GUIDE FOR SCHOOLS



children's
air ambulance

keeping hope alive

WELCOME

First of all, a huge thank you for choosing to fundraise for Children's Air Ambulance. Whether you are supporting us with a one off event or you have chosen us as your Charity of the Year partner, every penny you raise is helping us to keep hope alive for our patients and their families.

Children's Air Ambulance provides a world-class medical transfer service with specialist facilities so advanced we can provide intensive care in the air for critically ill babies and children.

We don't receive any funding from the government, and rely totally on the kindness of people like you, to fund our lifesaving missions.

Fundraising is a great way to support us and in this toolkit you'll find lots of ideas and advice to help you plan activities within your school.

So let's get started..



£5

Could pay for 300L of oxygen to help critically ill children breathe.

Could pay to fly one mile towards the specialist care our patient's desperately need.

£10

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

Edith's Story

When six-year-old Edith Dear needed specialist lifesaving care after an emergency operation to remove her appendix, the Children's Air Ambulance flew her to a paediatric intensive care unit 75 miles away.

The transfer team (STRS) arrived on the helicopter while Edith was still in surgery. When she came out of the operating theatre they stabilised her ready for the flight back to London.

"Everyone was very reassuring and explained what was going to happen when she came out of the operation. They answered all our questions and we were relieved to know that she would be in good hands and be taken to the specialist post-operative care she needed as quickly as possible," says Edith's mum Alex.



£40

Could pay for 2,400L of oxygen to be carried on board the Children's Air Ambulance to help critically ill children breathe.

£24

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



STEP ONE JUST A FEW FUNDRAISING IDEAS

This is where the fun starts! There are many activities you can choose from to raise money Here are just a few ideas to get you started.

TAKE PART IN OUR SUPERHERO CHALLENGE

You're already heroes to us and you can join us for our superhero fundraising challenge in July. Check out the superheroes page on our website to learn more.

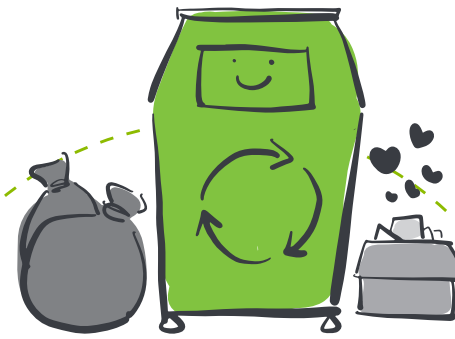


PLAYGROUND PLOD

Get sponsored to do laps of the playground or playing field at lunch time.

ORGANISE A WEAR GREEN DAY

Turn the whole school green for the day, in return for a £1 donation from each student.



HOLD A DONATION DRIVE

Our charity shops are always in need of quality pre-loved items! Host a donation drive to generate stock for us to sell or host one of our clothing banks.



SPORTS DAY SPECIAL

Sell refreshments and treats to parents/guardians who come to watch the action.



TOP TIP

BOOST YOUR FUNDRAISING BY INVITING US IN TO HOST AN ASSEMBLY ON THE DAY OF YOUR EVENT.



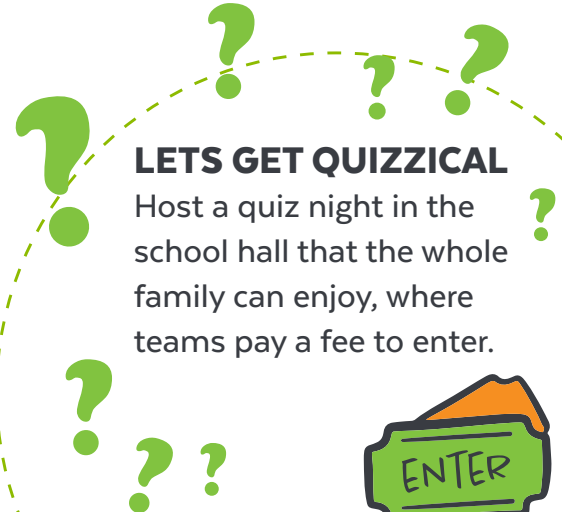
SCHOOL DISCO

Organise an afterschool boogie for your students to enjoy. Sell tickets and refreshments to raise money!



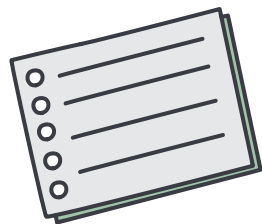
LETS GET QUIZZICAL

Host a quiz night in the school hall that the whole family can enjoy, where teams pay a fee to enter.



STEP TWO FUNDRAISING MADE EASY

So you've decided what activity you want to do and now it's time to start planning! Check out these simple steps to make it easy from start to finish.



YOUR FUNDRAISING CHECKLIST ✓



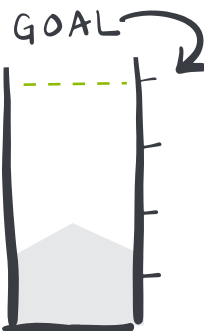
SET A DATE

Give yourself plenty of time to plan your activity and pick a date that best suits your school calendar.



SET A FUNDRAISING GOAL

Setting a target for the amount you hope to raise is a great way to stay motivated. You can download a totaliser from our website.



SPREAD THE WORD

Start promoting your event in the school newsletter and on your school platforms/social media well in advance. Don't forget to let us know too!



COLLECT AND PAY IN

Once you've counted up all the money, send it over to us asap. Check out our 'PAYING IN YOUR DONATIONS' page for more details.



SAY THANKS

Whether someone has donated a raffle prize or supported you with running the event - don't forget to say a massive thank you!



TOP TIP



HEAD OVER TO OUR WEBSITE FOR LOADS OF REALLY USEFUL, DOWNLOADABLE, RESOURCES.

theairambulanceservice.org.uk/get-involved/school-fundraising-ideas

KEEP YOUR EVENT SAFE



If you're holding an event you'll need to think about a few things to ensure you're keeping everyone safe.

Insurance - if you are organising an event, be sure it comes under the terms of the school's insurance policy. The Air Ambulance Service will not be liable for any loss or injury arising out of the event or its organisation.

Licences - some things require licences, including alcohol, entertainment or raffles. Contact your local council to find out what is required.

Food Hygiene - if serving or selling food, you need to abide by the Food Standards Agency guidelines. For more information visit:
www.gov.uk/food-safety-your-responsibilities/food-hygiene

Any questions? Drop us a line or give us a call:



schools@theairambulanceservice.org.uk



0300 3045 999



theairambulanceservice.org.uk/get-involved/school-fundraising-ideas

STEP THREE FUNDRAISING PAYING IN YOUR DONATIONS

A huge **thank you** for supporting our charity, we really do appreciate your fundraising efforts. Every penny raised makes a difference and the sooner it reaches us, the sooner we can use it for our life saving work. There are a number of ways you can pay your money in just choose which method works best for you.



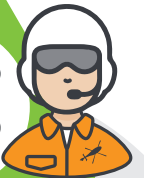
Online: visit our website and complete the online form
childrensairambulance.org.uk/donate

By phone: call **0300 3045 999**
to make your donation over the phone.

Send us a cheque:
Make it payable to
The Air Ambulance Service
and post to
**Blue Skies House,
Butlers Leap,
Rugby, Warwickshire CV22 3RQ**

By bank transfer: email us at
schools@theairambulanceservice.org.uk
and we'll share our bank details with you.

**TOP
TIP**



DON'T FORGET
TO INCLUDE YOUR UNIQUE
REFERENCE NUMBER AND
NAME OF YOUR SCHOOL IN
CORRESPONDENCE OR OVER
THE PHONE - WE CAN THEN
ENSURE THE DONATIONS
REACH THE CORRECT PLACE.

Thank you for supporting the Children's Air Ambulance.

**Your support
keeps our
helicopters
operational
365 days
a year.**



**children's
air ambulance**

keeping hope alive



0300 3045 999



childrensairambulance.org.uk



schools@theairambulance.org.uk



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