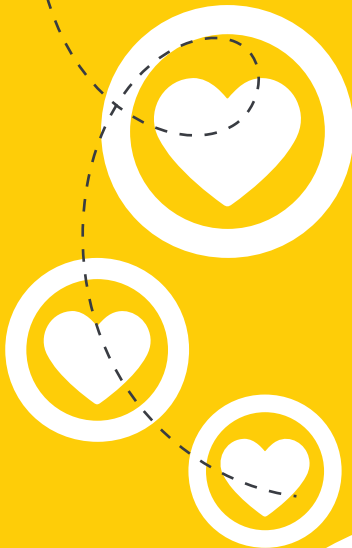




FUNDRAISING GUIDE FOR SCHOOLS



your local
air ambulance

Derbyshire • Leicestershire • Rutland

Warwickshire • Northamptonshire

WELCOME

First of all, a huge **thank you** for choosing to fundraise for Your Local 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 providing our life saving services.

We fly two local helicopter emergency medical services across Warwickshire & Northamptonshire and Derbyshire, Leicestershire & Rutland. Our doctors, critical care paramedics and pilots could not do their job without the support of people like you. **We do not receive any government funding.** So on behalf of all of our team, the families whose lives they transform and our patients, thank you for your support.

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 pressure dressings to control a patient's bleeding.

Could help buy a stethoscope to help our crew listen to a patient's breathing to see if they have a chest injury.

£20



Schoolboy Jack Simons was airlifted to the Queen's Medical Centre in Nottingham after he was knocked off his bike, dragged under a bus and trapped for over an hour on a busy main road in Leicester.

It took Derbyshire, Leicestershire & Rutland Air Ambulance just seven minutes to fly him to the urgent medical care he needed after the bus was lifted off the ground and Jack was freed.

The 12-year-old had sustained a broken left leg and, luckily, no other injuries despite his horrific ordeal.

His Dad Darren says: "When my son needed help Your Local Air Ambulance was there for him. It could have been a life or death situation but thankfully it wasn't and he was lucky that his injuries weren't more serious."

£10

Could help pay for a special mask that will be used to help patients when they've stopped breathing.

£15

Could help pay for an IV kit to allow patients to receive the vital medications they need on scene, including antibiotics or pain relief.

The average cost of a mission is **£2,300** so every penny you raise for us helps to keep our helicopters in the air.





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 YELLOW DAY

Turn the whole school yellow for the day, in return for a £1 donation.



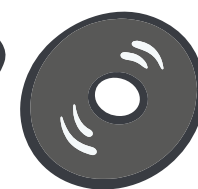
HOLD A DONATION DRIVE

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.



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!



SPORTS DAY SPECIAL



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



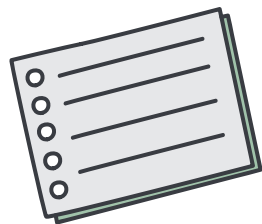
LETS GET QUIZZICAL

Host a quiz night in the school hall that the whole family can enjoy. Teams pay a fee to enter and sell raffle tickets on the night.



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 ✓



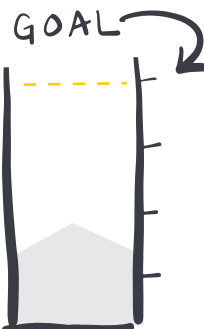
SET A DATE

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: please provide this link



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
theairambulanceservice.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!

We are lifted into the air by
kind people like you.
Your fundraising helps to
pay for our lifesaving work.



0300 3045 999



theairambulanceservice.org.uk



schools@theairambulanceservice.org.uk



your local
air ambulance

Derbyshire · Leicestershire · Rutland

Warwickshire · Northamptonshire



Registered with
**FUNDRAISING
REGULATOR**

Part of The Air Ambulance Service. Registered in England and Wales as a limited company by guarantee. Registered Company No. 4845905. Registered Charity No. 1098874.