

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 £2,300 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, 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 have England's first and only incubator on a helicopter to assist specialist NHS transport teams during lifesaving flights.

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

We receive no government funding, and rely on donations to raise the £3,600 needed for each rescue mission.



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?

1 Week Before Challenge

1 week before your challenge you will need to apply on our website at The Air Ambulance Service and complete an application form.

This is to ensure we have your contact details for the challenge and that you are covered under our insurance.

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.

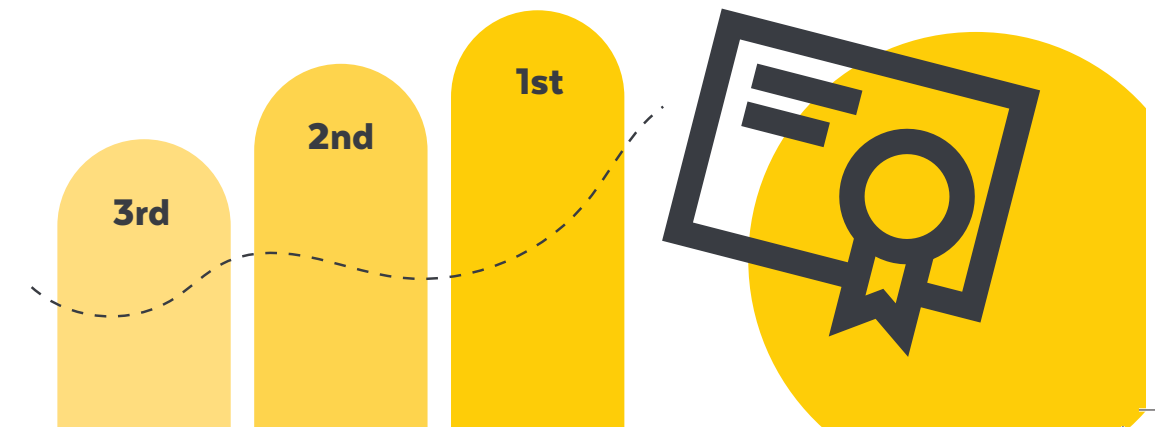
Share your progress - take lots of photos and post online.

Have fun - relax and enjoy yourselves.



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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