



Wiltshire
Air Ambulance

funded by you, flying for you

FUNDRAISING TIPS & IDEAS



Wiltshire Air Ambulance
Outmarsh, Semington
Wiltshire, BA14 6JX

t: 01225 300 536
e: hello@wiltshireairambulance.co.uk
w: www.wiltshireairambulance.co.uk

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Anywhere in Wiltshire within 11 minutes



About us

We can only operate with your help

Your support could help save a life. We rely on donations to keep saving lives. No matter how big or small your donation is, it will help to keep our essential service operating.

Wiltshire Air Ambulance is operational for up to 19 hours a day, 365 days a year, thanks to your donations.

We are funded by you, flying for you.

It's about saving lives

We are called to on average, three potentially lifesaving missions a day in our helicopter and rapid response vehicles.

We are called out to all kinds of emergencies, from road traffic collisions to cardiac arrests, child-related emergencies to horse-riding and cycling injuries.

We attend incidents like these across Wiltshire, Bath and surrounding areas.

KEY FACTS:

- We can reach anywhere in Wiltshire in just 11 minutes and to the centre of Bath in just four minutes.
- We need to raise £4 million a year to continue our lifesaving service.
- This works out at around £11,000 a day.
- We receive no regular direct funding from the Government or National Lottery grants.

Emily's story

The speed of Wiltshire Air Ambulance's helicopter and skills of the charity's critical care paramedics came to the rescue of Emily Aspin in July 2020.

Emily, from Chippenham, had enjoyed a pub meal with her parents and husband-to-be Pete before cycling home, but a skid on loose gravel caused her to unseat.

After landing on her head, she has no recollection of the incident happening, unlike Pete.

Pete recalled: "I could tell she was still breathing because she was almost snoring. She had fortuitously landed in the recovery position, but her face and arms were covered in cuts and scrapes...it looked like she had been dragged along the road."

Within nine minutes of the 999 call being made, Wiltshire Air Ambulance landed near to the incident, allowing critical care paramedics Fred Thompson and Paul Rock to treat her. They stabilised Emily before airlifting her to Southmead Hospital in Bristol.

Pete says: **"The land ambulance arrived first but almost immediately we heard the helicopter overhead."**

"When the air ambulance paramedics got there it was like the special forces arriving, they took the whole situation by the scruff of the neck. It was just incredible."

Emily sustained a depressed fracture of her cheekbone, a double break in her neck and had a deep bleed on the brain with severe concussion.

She spent six weeks in hospital, initially at Southmead before being moved to the Royal United Hospital in Bath.

Pete said: "She went in on the Saturday night and I came back at 8am on the Sunday morning and the professor of the HDU (high dependency unit) warned me that she probably wouldn't make it."

"He said her brain injury was so severe that even if her body survived, she might not. It's emotional thinking back to that conversation."



Emily's progress was slow, often she would wake for just short periods of time, while she struggled with her memory. But six weeks after the incident she was finally released home.

She's since been able to return to her work as an events and community fundraiser for Dorothy House Hospice Care charity, as well as getting back on her bike again.

Emily has also taken the opportunity to tie the knot with Pete. She explained: "We had a betrothal in 2019 where we had a full do for 300 people, as Pete's divorce hadn't come through."

"Whilst I was in hospital the divorce was completed and we said 'let's get married', planning to do it a year to the day after the betrothal."

"Then at the end of October they announced a lockdown was coming in for November, so we decided at 16 hours' notice to go and do it the following day. We had 15 people in attendance for the actual wedding, again owing to the restrictions."

"It's been an incredible year really. It was my 40th birthday in November and everyone was asking 'what do I want?' but I said nothing, I'm just so happy to be alive."

"We're just so thankful to Wiltshire Air Ambulance for what they did for me. We'll be forever grateful."



Fundraising **A-Z**

Want to fundraise for us but stuck for ideas?

Give one of our ideas a try! If you're raising sponsorship for a challenge event, you could mix and match a few to really help boost your fundraising!

Absail

Afternoon Tea
Arts and Crafts Fair
Art Exhibition
Auction
Adventure Trail

Bad Tie Day

Ball
BBQ
Bake Sale
Barn Dance
Beer Festival
Bike-a-thon
Bingo
Boat Race
Book Sale
Bungee Jump
Burns Night

Car Boot Sale

Car Wash
Carol Concert
Casino Evening
Coffee Morning
Colour Run
Come Dine with Me
Comedy Night
Cricket Match
Curry Night
Custard Pie Throwing
Cycle Ride
Christmas Fair

Dance-a-thon

Darts Tournament
Dinner Party
Disco
Dog Show
Dress Down Day

Easter Egg Hunt

Eating Competitions
Egg and Spoon Race

Face Painting

Fancy Dress
Fashion Show
Fete
Film Night
Fireworks Display
Football Tournament
Fun Day
Fun Run

Game-a-thon (24hr)

Games Night
Garden Party
Go-Kart Racing
Guess the Name of the Teddy
Guess Who

Halloween Party

Head Shave
Hook-a-Duck
Horse Show
Hula Hooping Competition

It's a Knockout

Indoor Games Evening

Jazz Night

Juggling Contest
Jumble Sale

Karaoke

Knitted Goods Sale
Keep Fit Class

Line Dancing

Lucky Dip

Magic Show

Marathon
Masquerade Ball
Music Night
Mini Olympics
Miles of Pennies/Pounds

Name that Tune

Nature Trail
New Year's Resolution
Night Walk
Non-Uniform Day

Obstacle Course

Office Olympics
Olympic Games
Open Garden
One Day Silence

Paintballing

Pamper Evening
Pancake Races
Pantomime
Perform for WAA
Pet Competition
Photography Exhibition
Plant Sale
Pop Concert

Queen Tribute Night

Queens and Kings Party
Quiz

Race Night

Raffle
Ramble
Rugby Match

Saddle Up for WAA

Scavenger Hunt
Silent Auction
Skydive
Sponge Throwing
Sports Day
Stars in Their Eyes

Swear Box

Swim-a-thon

Tabletop Sale

Talent Show
Tee Off for WAA
Teddy Bear Picnic
Three-Legged Race
Tombola
Treasure Hunt
Tug of War

Ultramarathon

Variety Show

Vintage Car Rally
Vintage Clothes Sale
Volleyball Tournament

Walks

Water Sports
Weight of the Cake
Welly Throwing
Wheelbarrow Races
Wine and Cheese Night

Xmas Evening

Xmas Hamper

Yellow and Green Day

Zorb Football

Zorbing



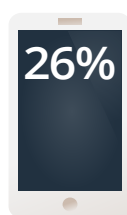
The power of online giving

JustGiving™

Unsure where to start or how to set up your online giving page? Here are some stats from Just Giving for those fundraisers who have set up pages on their platform.



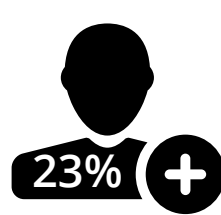
more sponsorship raised by pages set up 90 - 150 days before the event.



more money raised via the JustGiving iOS app than desktop users



boost in fundraising by adding a personalised summary.



more raised on average by uploading a profile photo.

The best fundraisers arrive early – about 90-150 days before an event. Fundraisers who arrive early tend to raise 12% above their target. Plus, the earlier you start fundraising, not only will you raise more sponsorship, but you'll be able to update your supporters about your training as you go on.

Add a profile pic! Say cheese and take that selfie! Fundraisers who add a profile picture raise on average 23% more. It helps friends and family searching for your page identify they have the right one. Plus, there's an excuse for selfie if we've ever heard one!

Don't forget your target! We may provide you with a fundraising target for an event, but did you know that fundraisers who add a target to their JustGiving page can lead to a 45% increase in the amount raised?

Make it personal - A personalised page summary tends to hit home to your supporters about why you're doing this. We can help you by supplying patient stories or facts about the charity to help you create a summary that will encourage your supporters to donate. With a summary, fundraising can go up by 36%!

Snap away – take photos of your training, whether you're up early to witness a great sunrise, running when the sun goes down or see something unusual on your run. Those who update their page regularly have seen their fundraising go up by 8%!

Download the app! Did you know that people now spend 87% of their mobile internet time on apps, rather than browsers? Download the JustGiving app (for Android or Apple users) today and make sure you turn on notifications to find out the moment your page receives a donation.

**statistics provided by JustGiving.com*

Social media - spread the word!

We have lots of followers on social media, so anytime you tweet or post on Facebook, remember to include our Twitter handle @WiltsAirAmbu or post on our Facebook wall with your training or fundraising efforts. We love to see your photos too, so if you use Instagram, don't forget to tag us @wiltairsambu.

If you're asking for sponsorship, tell people how you are feeling – nervous, excited. Your friends and family will respond better if you tell them about your experiences.

Spacing your messages out to one every fortnight is about right, though you may find it useful to increase the frequency in the week before the event to really galvanise people.

We can supply short videos, case studies and photos to help people understand why you – and we – need their support. So if you feel your online messages could do with a boost, just let us know and we'll help.



The press - read all about it!

Get the media involved in your story! Local papers and radio love hearing about what people in their area are doing, especially when it's something challenging!

If you've never written a press release before, don't worry, we can help and we have lots of press contacts we can share with you.

Things you might want to include in your press release are - a bit about you, where you work and live. It's good to include why you're supporting Wiltshire Air Ambulance and also a brief overview of the event or the challenge you are taking on to raise funds. We can add some information about us, a quote and what a difference the money raised will make.



Wiltshire
Air Ambulance
our brand and how we use it

WAA Brand Guidelines © Wiltshire Air Ambulance 2018

Fundraising resources

We have posters, sponsorship forms and brand guidelines all available to download on our website.

If you need copies of our logo, a permission to fundraise letter or posters to help promote your event please let us know, we will be happy to help.

FAQs

Do I need to tell you if I'm raising money for you?

If you're holding an event, please contact us on hello@wiltshireairambulance.co.uk or call on 01225 300536. We can provide you with all the resources to help make your event a success!

Can you add my event to your website?

Yes, if you send over a copy of your poster and information about your event, we can put this on our events page on the website.

Can I organise a fundraising event for Wiltshire Air Ambulance and another charity jointly?

Yes, as long as you let your supporters know that the money is being split, and between which charities.

Am I allowed to use your logo on posters/leaflets I've made to advertise my event?

If you are fundraising for us, you can use our logo. It must be used within the guidance provided, if you are unsure please contact us, we will be happy to help.

How do I organise a raffle?

All raffles fall under strict laws. There are some cases where a license from your local council may be required. Please have a look at the Fundraising Regulator website and refer to the Gambling Commission's regulations.

Your safety and the law

There are legal requirements for some fundraising methods such as raffles and street collections. If you are planning fundraising events please let us know and we can give you all the relevant information. Your safety is far more important than money, so whatever you do to raise funds, please don't put yourself at risk.

Above all, enjoy it – your enthusiasm will catch on! Don't forget, we're here if you need any advice, suggestions or support.

Your fundraising

If you have collection tins or buckets from your event, please contact us to arrange a time for you to return these to the charity.

If you'd like to transfer your fundraising directly to the charity, please contact us for our bank details and we will notify our accounts team so we can confirm receipt of your transaction.

If you have fundraised online, your funds come directly to us so sit back and relax!

Thank you for your support!

www.wiltshireairambulance.co.uk



Wiltshire Air Ambulance

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We rely on
your support
to continue our
lifesaving service

We need to
raise £4m
a year

www.wiltshireairambulance.co.uk

registered charity number 1144097



Wiltshire Air Ambulance

funded by you, flying for you

Event:

When:

Where:

Supporting
Wiltshire Air
Ambulance



www.wiltshireairambulance.co.uk



registered charity number 1144097

