



Wiltshire
Air Ambulance
funded by you, flying for you

CHARITY PARTNERSHIPS PACK



You saved my baby's life.

When my son Josiah was four-weeks-old, we went on a day out to Avebury. As he started to feed, he began to turn blue and I remember literally seeing and feeling as though the life was leaving his tiny body.

Before I knew it, the paramedics had raced in and helped bring my baby back. Life can change in an instant and it is amazing to know that this fantastic service can be with you in your time of need.

Rebekah Pugh



Welcome to Wiltshire Air Ambulance

We are in the business of saving lives and the support of businesses is vital to us.

As a charity we rely on the generosity of the general public and businesses to raise the funds we need to provide our essential Helicopter Emergency Medical Service (HEMS) in Wiltshire, Bath and surrounding areas.

On average we are called out three times a day to people who have suffered serious or life-threatening illnesses or injuries, including cardiac arrests, strokes or as a result of road traffic collisions.

The expertise of our critical care team, the specialist medical equipment they use and the speed of our helicopter can mean the difference between life and death.

We work with businesses to create mutually beneficial partnerships. As well as assisting our mission of saving lives, businesses can fulfil their corporate social responsibility objectives, boost staff morale and raise their profile.

By becoming a charity partner, you will make a difference. We are truly grateful for your support.

It costs £4.5 million a year to keep our service operational. That's over £12,000 per day. Your generosity will keep Wiltshire Air Ambulance flying.

Align your brand with us. Strengthen your corporate social responsibility. Unite your team behind a lifesaving cause. Give back to your local community.

We really are funded by you, flying for you.

Barbara Gray
Deputy Chief Executive



Get in touch

We'd love to hear from you

 corporate@wiltshireairambulance.co.uk

 01225 300536

Find out more at wiltshireairambulance.co.uk



Benefits for your business

As well as making a big difference to us, working with such a compelling cause can bring real benefits for your business:

- Attract new customers and clients because you take your corporate social responsibility seriously.
- Improve staff morale, motivation and promote teamwork across your business.
- Strengthen your reputation as an organisation that cares about people and the local community.
- Build your company profile and increase your brand awareness with PR and marketing opportunities.
- Have a direct impact on saving lives by helping fund the lifesaving missions of Wiltshire Air Ambulance now and in the future.

WESTEK, MELKSHAM

Choosing Wiltshire Air Ambulance as our Charity of the Year has provided a focus for our fundraising and community work.

Besides making a difference to such a vital local charity, our fundraising activities are great for fostering teamwork and having fun.

Wendy Dorkin, HR Manager
Westek



Fundraise with us

No two businesses are the same, so no two partnerships should be either.

This pack will help you decide how your business and employees can support Wiltshire Air Ambulance.

Here are just a few ways you can get involved and help keep our lifesaving service operational.

- Choose us as your charity partner - page 6
- Employee fundraising - page 6
- Get involved in our events - page 7
- Join The Business Club - page 8-9
- Give gifts in kind - page 10
- Payroll giving - page 10
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Our help and support



To help your fundraising efforts, we can provide support materials, such as collection tins, posters, banners, information leaflets and branded merchandise.

If you're organising an event, our mascots Wilber and Marsha may be able to attend.

We can help publicise your support with a bespoke listing for your business within the corporate section of our website.

If you're holding an event, send us your poster and we will publish this on our website events calendar too.

Our dedicated Corporate Partnerships Lead will support you through your journey.



It's your generosity that enables us to help those who are potentially at the worst moment in their lives.

Craig Wilkins
Critical Care Paramedic

Charity partner

Choose us as your Charity of the Year or even long-term partner.

This partnership can run for as many years as you wish.

It's a great way to inspire employees to form friendship bonds and become involved with a charity.

You can raise funds by any method that is safe, legal and ethical – the only limit is your imagination. From challenge events, quizzes, bake sales, events planned by yourselves or taking part in activities organised by Wiltshire Air Ambulance.

Even if you are already supporting a national charity, engaging with us as your local charity can connect you with your community and future clients.



Employee fundraising

Motivate and inspire your employees, whilst having fun and making a difference to Wiltshire Air Ambulance.

Fundraising for a cause close to your hearts is a great way to connect colleagues.

There are so many ways to get your team fundraising from a bake sale at work to planning an event.

We're happy to help develop your ideas and will be with you every step of the way on your fundraising journey.

BT takes immense pride in being associated with such an extraordinary charity, and we eagerly look forward to a continued partnership that will undoubtedly leave a positive impact on countless lives.

Alan Nodwell, Senior Manager - BT

Get involved in events

Take on a new challenge, or beat your personal best, and fundraise with TeamWAA.

We put on a variety of events every year. From It's a Knockout and Zombie Apocalypse to the Bath Half Marathon or an overseas expedition, there will always be a challenge to achieve.

We refresh our events programme every year and are always on the lookout for new challenge events to get involved in. Events are a great way to build team spirit within your organisation!

Sponsor us

Sponsorship gives your business the opportunity to promote your brand to new audiences and receive marketing and promotional benefits in return.

You could choose to:

- Become a headline sponsor for an event
- Help with printing materials
- Give a prize for one of our auctions or raffles
- Fund the purchase of a vital piece of medical equipment
- Fund our service for a whole day

However you choose to sponsor, your business will have an immediate and ongoing impact.

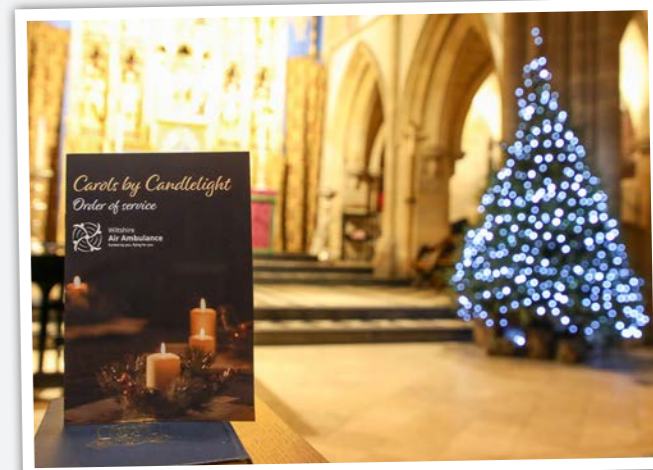
Benefits of sponsoring us will vary depending on the opportunity but could include PR and social media coverage, exposure on our website and promotional assets or free event places for your team.

We sponsored the 'Carols by Candlelight' event at Marlborough College Chapel, which was a brilliant experience and raised over £10,000.

We're also proud to be supporting Lift Off Magazine, which is sent across the county twice a year. It's a great opportunity to show local businesses supporting one another.

We are keen to include WAA in our future fundraising efforts to help them continue this indispensable service and hope this will encourage others to do the same!

Matt Barnes, Owner - Barnes Coaches



You gave me a second chance at life.

After collapsing at home, Wiltshire Air Ambulance flew me to Southmead Hospital within 11 minutes.

If we'd gone by road it would have taken over an hour to get there and it's unlikely I'd be telling you this story now. I had Hydrocephalus - fluid was crushing my brain.

Wiltshire Air Ambulance saved my life. But it's not just my life they saved. It meant I could get married and Cherie and I had our two beautiful daughters.

Stuart Hershbein



Join The Business Club

Bring real benefits to your business
Make a big difference to us



THE BUSINESS CLUB

working together to save lives



Wiltshire Air Ambulance

The Business Club enables you to grow your business connections, share knowledge with like-minded business people and access a host of benefits exclusive to The Business Club, whilst supporting Wiltshire Air Ambulance.

Your membership will provide the funds for our essential Helicopter Emergency Medical Service (HEMS) in Wiltshire, Bath and surrounding areas.

We are proud and honoured to be a founding member of The Business Club, which is a great platform to work alongside like-minded businesses and individuals who are committed to such a valuable cause.

Darren Harper, Sales Director - Excalibur



How it works



Attend a free taster event

Join our next networking event for free.

In the meantime, visit the airbase for a guided tour of our facilities.



Become a member

Membership is £1,200 per annum (£100 per month).
**prices exc. VAT*

A yearly membership is equivalent to fuelling the aircraft for two days.
**at time of printing*



Join our community

Once you've signed up, you'll have access to our member's portal and LinkedIn group.

Stay in touch with your network. Showcase your affiliation and CSR values with our branded materials.



Enjoy the benefits

We have a fantastic timetable of events filled with crew demonstrations, speakers and training alongside your networking.

You can also choose to support us further with fundraising activities of your own.

Join today and help save lives

✉ businessclub@wiltshireairambulance.co.uk ☎ 01225 300536

For more information, visit our website: wiltshireairambulance.co.uk/businessclub

Gifts in kind

Supporting a charity is not always about giving money. Many successful partnerships with businesses come about when a company donates gifts in kind.

Gifts might include equipment, expertise or even time. You may also be able to claim tax relief on your gift.

If you think that you have some type of gift in kind that you could offer the charity, please speak to your fundraising contact.

Many long-term and highly successful partnerships between businesses and charities have been based on these valuable gifts.

Payroll giving

Everyone benefits from payroll giving.

It's an easy, tax efficient way to support us and if you give this way you will receive immediate tax relief on your donations.

Regular giving in this way helps us to plan ahead and develop our service so we can be there for anyone who needs us.

Your company could offer to match fund employee payroll giving donations. This is a fantastic way to highlight your philanthropic and supportive business culture to your employees, and it doubles the donations made to the charity, which doubles the work we can do.

Fundraising online

There are multiple platforms for fundraising online.

Given Gain, Just Giving and Facebook are just a few options.

If you're unsure of where to start, here are some top tips for setting up your page.

Given Gain
facebook

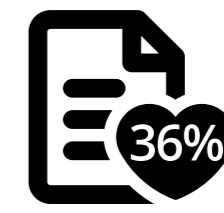
JustGiving®



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.

*statistics provided by JustGiving.com

Commercial partnership

You may find cause-related marketing is the most cost-effective way to sell your products and enhance your brand image.

Research shows that commercial partnerships with a charity are more likely to persuade customers to buy a brand.

A commercial partnership with Wiltshire Air Ambulance will enable your company to connect with customers, gain a great presence in the community and engage with new audiences.

How you decide to support us is entirely up to you. You might launch a product specific to the charity, or offer an existing product, and donate a percentage of the sales.



Supporting Communities...

In 2022, thanks to the support of local business, we were able to donate **1% of all Wiltshire revenue to Wiltshire Air Ambulance.**

This support will continue for 2023.

We're pleased to have raised...

£4,000

to help keep them flying!



Spread the word

Local papers and radio love hearing about what people in their area are doing, especially if 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.

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



Accredited First Aid Training

We are delighted to offer Accredited First Aid Training alongside our Emergency Awareness Training which is delivered to schools across Wiltshire, Bath and surrounding areas.

There are two options available. A one-day 'Emergency in the Workplace' training course and a more comprehensive three-day 'First Aid at Work' course.

Training takes place at our airbase in Semington but we can also provide training at your workplace for groups of 10. Certificates last for three years but you can come to us for an annual refresher.

Both courses cover a range of subjects, including, but not limited to:

- Primary survey
- Recovery position
- Resuscitation
- Using a defibrillator
- Choking
- Bleed control
- Seizure
- Minor burns



All monies from our training courses support our lifesaving work. Members of The Business Club will receive a 10% discount on all accredited first aid training courses.

For more information, please contact:
firstaidtraining@wiltshireairambulance.co.uk

A meeting with a difference

Are you looking for a unique venue to hold a meeting, undertake training or hold an away day for your staff?

We have two meeting rooms in our state-of-the-art airbase. By hiring them you will save lives. Our airbase is situated in central Wiltshire, close to the A350, and is in its own grounds with free on-site parking.



Bradbury One

Our larger meeting space has a maximum capacity of 60 delegates standing or up to 26 delegates in a boardroom configuration. This remarkable space has an extraordinary view onto our helipad and helicopter.

The experience of using this room gives a distinctive rush when the delegates can see the helicopter lift straight past the window when it is called to a mission.

Hours of availability

Weekdays (excluding bank holidays) between 9am and 5pm. Room access is available to one facilitator for setting up between 8.30am and 9am.

Food and drink

With both spaces, you can use our visitors viewpoint for refreshment breaks and lunch. Hot and cold drink refreshments are included with access to a small kitchenette. No food is provided and WAA must be informed if hirers intend to bring their own refreshments and/or use outside caterers. Caterers must be from our approved contractor list.



Bradbury Two

Our second and smaller meeting room has a maximum capacity of 30 standing and 20 for boardroom meetings. This room is quieter as it doesn't overlook the helipad.

Rental rates

Bradbury One
£250 per day or £125 per half day session.

Bradbury Two
£150 per day or £75 per half day session.

The Business Club members are entitled to 10% off the above rates once a month.

How to book

hello@wiltshireairambulance.co.uk
01225 300536

Emergency Awareness Training for schools



Our Emergency Awareness Training programme is an interactive training session for young people and delivers a range of lifesaving skills such as making a 999 call, managing an unconscious patient and how to perform CPR.

Our aim is to educate the community and provide them with the knowledge to confidently manage a medical emergency prior to the arrival of an ambulance.

If you'd like to find out more about our programme, please visit: wiltshireairambulance.co.uk/education



Volunteer with us

Without the help of volunteers, it would be very difficult to do everything that we do.

One of the most valuable things you can give is your time, and we could not manage without our amazing volunteers.

As a business, we would like to offer a variety of opportunities for you and your employees to become involved in volunteering.

Whether it's marshalling at an event, helping in our charity shops, holding a bucket collection or even helping with projects such as gardening and painting at our airbase, volunteering is a great way for you to bring your employees together.

As well as the fun and memories you create, top off the day with a tour of the base to see how our lifesaving service operates.

Volunteering encourages you to work together as a team, utilise your core skills and solve problems together in aid of a worthy cause.



We enjoy volunteering with Wiltshire Air Ambulance as it is a chance to sacrifice our time and energy in order to support a charity that brings vital services to people of the county and beyond.

Whilst volunteering together as a team it helps build a camaraderie and bond that ensures we are able to build on the core values at the heart of our business.

Sam Gooding, Partner - Gooding Accounts

Other ways to give



Textile recycling

We have teamed up with Recycling Solutions to install charity clothing banks across the county. It gives the Wiltshire public the opportunity of convenient locations to recycle clothing and shoes they no longer want and support their local air ambulance.

Textile recycling helps save the environment by reducing waste at landfill sites, and provides an affordable clothing supply to communities worldwide.

If your workplace would like to host a clothing bank, please email the dedicated team at waa@recyclingsolutions.org.uk.

Shopping online

Make a difference, simply by shopping online. Give as you Live, Easy Fundraising and Go Raise allow you to raise funds for us by doing your normal online shopping.

Simply visit the website and go to your favourite stores!

Did you know you can also raise funds when booking a table at your favourite restaurant online? Choose us as your favourite charity on ChariTable Bookings and each time you book via their website, a donation will be made to us!

To find out more, please visit: wiltshireairambulance.co.uk/ways-to-give



Have a browse

We have an online shop where you can purchase our merchandise, branded t-shirts and exclusive online items.

Our charity shop in Devizes can be found at 2 Maryport Street, SN10 1AH. Run stock donation events with employees and donate your end-of-line or surplus stock and samples to us as a cost-effective way to clear storage space. We offer a collection service for shop donations.

To book, please visit: wiltshireairambulance.co.uk/shop





For more information, please get in touch:

- 📞 01225 300536
- ✉ corporate@wiltshireairambulance.co.uk
- 📍 Wiltshire Air Ambulance • Outmarsh
Semington • Wiltshire • BA14 6JX



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