



LONDON'S AIR AMBULANCE

Registered charity 801013

Support
London's Air
Ambulance



Fundraising Information Pack

Introduction

Thank you for supporting London's Air Ambulance.

The time and effort contributed by our supporters is greatly appreciated by both our team and our patients and enables us to continue and enhance the operations of London's Air Ambulance, the charity that delivers an advanced trauma team to critically injured people in London.



We serve the 10 million people who live, work and holiday within the M25. Using a helicopter by day and rapid response cars by night, a senior doctor and paramedic team can be at a patient's side within minutes, providing life-saving medical interventions, such as open chest surgery, blood transfusion, anaesthesia and balloon surgery to control internal bleeding at the roadside. Our missions commonly involve serious road traffic collisions, falls from height, industrial accidents, stabbings and shootings.

London's Air Ambulance is internationally renowned for clinical excellence and pioneering procedures that are adopted by other organisations worldwide e.g. pre-hospital blood transfusion. We have the world's highest survival rates from advanced interventions such as open chest surgery.

Founded in 1989, we treat on average five seriously injured patients every 24 hours. The charity relies heavily on donations from individuals and corporations. As well as maintaining this world class service to London, donations from our supporters also enable us to enhance the service and introduce innovations in pre-hospital emergency medical care that benefit seriously injured people worldwide.

We have now purchased a second emergency medical helicopter, thanks to the generous contributions from the people and organisations of London. However your continued support is needed to help keep our life-saving service running. The G-LNDN registered MD902 Explorer is available to deliver our advanced trauma team to critically injured patients. The additional aircraft greatly enhances our ability to deliver the service, nevertheless your continued support is needed more than ever to help us to continue to deliver our life-saving work.

Fundraising Ideas

At Work or School

Brighten up the daily humdrum with your sponsorship patter, tasty treats and amusing activities and fundraise among your colleagues.

- Non-Uniform Day
- Job Swaps
- Fancy Dress Day
- Guess the Baby Competition
- Swear Box
- Office Olympics
- Lunchtime Bake Sale
- Auction a Dinner with Boss
- Wear Red Day
- Boss in a Box

In Your Community

Arrange entertainment, games and quizzes. Limited budgets are just a reason to be more inventive; it's amazing what can be done with what's lying around the house and a little imagination...

- Fete
- Car Boot Sale
- Concert/Play/Musical Evening
- Bingo Night
- Car Wash
- Teddy Bears Picnic
- Quiz Night
- Fashion/Magic Show
- Wine Tasting
- Race Night
- Street Choir/Carol Singing
- Easter Egg Hunt
- Casino Night
- Charity Auction
- Odd Jobs
- Toddler Triathlon
- Tombola/Raffle
- It's a Knock Out

Challenge Yourself

Challenges don't necessarily have to be physically demanding, you can do absolutely anything that challenges you personally. One of our supporters with severe claustrophobia and vertigo had people sponsor her to get the lift up to go out on the roof of her office building!

- Sponsored Silence
- Sponsored Haircut/Head Shave/Wax
- Firewalking
- Bungee Jump
- Skydive
- Abseil

Get Active

Give yourself some extra motivation to get fit! Knowing your efforts are helping others too is fantastic inspiration to push yourself that little bit further and beat that personal best!

- Sponsored Walk
- Charity Trek
- Sponsored Swim
- Sponsored Bike Ride
- 5/7-a-side Football/Rugby/Hockey

Have Fun!

Because ultimately that's what it's all about!

- Ferret Racing
- Rubber Duck Race
- Snail Racing
- Space Hopper Racing
- Baked Bean Bath
- Onion Peeling Competition
- Wellie-Jelly Wearing
- Anything else you can think of!

These are just a few ideas to get you started, there are thousands of ways to fundraise and here at London's Air Ambulance we hear of new ones every week. Don't forget to check our website for more information and keep us updated with your fundraising plans so that we can support you as best we can.

Whilst it may be fun to challenge yourself, please make every effort to ensure there is no risk of damage, injury or accident to people or property at your fundraising event. Firewalking, skydiving, abseiling etc. should be undertaken at a professionally organised event with a licensed organisation.



FAQs



How did London's Air Ambulance start?

In 1988 the Royal College of Surgeons published a report, which found that too many people were dying at the roadside in London because there were delays in getting to hospital and receiving the life-saving care they needed. In response, London's Air Ambulance was founded a year later and has treated more than 36,000 patients and has attended most major incidents in London.

Isn't London's Air Ambulance part of the NHS?

No, although we receive a significant donation from the NHS that accounts for around 11% of our annual income, we are an independent charity that operates alongside other emergency services, such as the London Ambulance Service. The rest of our income is funded through corporate and individual donations and the London's Air Ambulance lottery.

How many helicopters do you have?

In 2015 we purchased a second emergency medical helicopter. We reach our patients by helicopter in daylight hours and by rapid response cars at night or in adverse weather conditions. When heading out on a mission we are granted priority over every other aircraft. Air traffic control will clear a way for us so that we can reach our patients as quickly as possible. Our average flight time is 6.7 minutes.

How is London's Air Ambulance different from the London Ambulance Service?

On board London's Air Ambulance are an advanced trauma doctor and paramedic. The team can deliver advanced medical procedures and surgeries normally only found in the hospital's emergency department. For example, London's Air Ambulance can perform an open heart surgery, give a blood transfusion or administer anaesthesia at the roadside when minutes are vital for survival and recovery.

How is London's Air Ambulance leading the way in medical research/excellence?

We were the first air ambulance service in the UK to carry blood on board, we pioneered the practice of pre-hospital thoracotomies (open chest surgery) and we performed the world's first roadside balloon surgery to control internal bleeding (Resuscitative Endovascular Balloon Occlusion REBOA).

Where will the money I raise go?

Take a look at our 'The Power of your Pounds' page for examples of some of our costs to maintain our life-saving service.

How much income goes towards administration costs?

We are absolutely committed to spending our money as efficiently as possible and scrutinise how every pound is used. The majority of our income (75%) is spent on delivering an advanced trauma team to critically injured people in London as well as performing research and innovation and providing training to medics which improves the treatment of trauma patients worldwide. We spend 25% of our income on raising funds. This investment in fundraising is vital and allows us to expand our services and safeguard the delivery of this vital part of London's trauma response network; for every £1 we spend on fundraising we generate £4 in income.

Can I use the London's Air Ambulance logo on my event communication?

Please remember that the event will not be a London's Air Ambulance event, but an event to raise funds for donation to London's Air Ambulance. Any material with the London's Air Ambulance name and logo must be approved by us prior to being printed or circulated. Please forward electronic copies to the events department to be authorised.

£1.75

£1.75 could buy scissors, a simple but important item we use to cut a patient's clothing, helping us treat the patient as quickly as possible when every second counts.



£6



£6 could buy a blast bandage that allows us to rapidly dress a traumatic amputation or a large wound, helping us provide the best possible care for our patients.

£20

£20 could help to keep our helicopters in the air and our rapid response cars on the road – ready for when our patients need us.



The power of your pounds

£65

£65 could buy a pelvic splint, a device we use to bind the pelvis, helping to reduce the bleeding and pain suffered by patients.



£395

£395 could buy a fire retardant flight suit for one of our crew members, helping to keep them safe during a mission.



£460

£460 could buy a Thomas pack, which carries all equipment and drugs our advanced trauma team needs to take the hospital to our patients.



£2650

£2650 could pay for a mission to help save someone's life.



Make your donations go further

HMRC operates a scheme called Gift Aid that allows charities to claim the basic rate tax on every pound donated. So if you donated £100 to London's Air Ambulance, it means that you could actually be giving us £125.

By filling out a Gift Aid declaration on the sponsorship form or online, your donation is worth 25% more. To find out more about Gift Aid, please visit gov.uk for more information.

There is a printable sponsorship form in this pack for you to collect up those vital pledges from friends and family. When asking your sponsors for donations, always remember to ask if they are eligible to Gift Aid their donation. If they are, you will both need to follow these simple steps to make sure the donation is eligible for Gift Aid:

- The donation must be made by an individual who pays UK tax income (income tax or capital gains tax) – you can also gift aid a donation from someone who is living abroad but still paying UK tax
- You must include YOUR NAME and YOUR ADDRESS at the top of the form. If we do not have this information, we cannot reclaim the Gift Aid on any of your fundraising
- The donation must be made by an individual, not by a company or organisation
- When the sponsor fills out the form, make sure to include their full name, home address including house number and postcode, total amount donated, the date the money was received and if eligible for Gift Aid they must tick the Gift Aid box



Sending in your sponsorship money

1. Call us and make a card payment over the phone

If you have collected cash, you can bank this into your own account and call our Supporter Care Team on 020 3023 3319

If you have any further questions regarding paying in your sponsorship money, you can always contact the London's Air Ambulance Supporter Care Team on supportercare@londonsairambulance.co.uk

2. Send us a cheque

Please write your name and event on the back of the cheque. Make sure cheques are payable to "**London's Air Ambulance**" and put them in the post to:

London's Air Ambulance

5th Floor
77 Mansell Street
London
E1 8AN

3. Transfer the money via your personal bank account to the London's Air Ambulance bank account.

If you would like to make a bank transfer to the London's Air Ambulance account, please contact our **Supporter Care Team** on **020 3023 3319** and we will be able to provide our account details. Please use your event name as the reference.



Contact

London's Air Ambulance Information & Contact Details

Registered Charity Number: 801013

By Post

London's Air Ambulance

5th Floor
77 Mansell Street
London
E1 8AN

By Email

supportercare@londonsairambulance.co.uk

By Phone

Call: 020 3023 3319

Social Media Links

Website: www.londonsairambulance.co.uk

Flickr: www.flickr.com/londonsairambulance

YouTube: www.youtube.com/londonsairambulance1

Facebook: www.facebook.com/LDNairamb

Twitter: [@LDNairamb](https://twitter.com/LDNairamb)

