



London's
Air Ambulance
Charity

**STUDENT
LEADERSHIP AWARD
FUNDRAISING
PROJECT GUIDE**

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FUNDRAISING PROJECT

Hosting a London's Air Ambulance Week

Included in this pack are support materials for running your own London's Air Ambulance Week, a STEM initiative focussing on the work of London's Air Ambulance. It's up to you how and when you run your week, National Air Ambulance Week is held in September (<https://associationofairambulances.co.uk>). Included in this pack are all the necessary ingredients to make the most of your STEM resources:

- An assembly presentation to raise awareness of London's Air Ambulance and to introduce the week
- Help to promote your week and London's Air Ambulance around the school
- Guidance for Coordinators and Student Leaders, including how to participate in the London's Air Ambulance Schools Partnership and the associated Student Leadership Awards Scheme
- A London's Air Ambulance Student Leadership Fundraising Project Booklet
- Fundraising ideas and guidance

Participating as a London's Air Ambulance Week Coordinator

We suggest that London's Air Ambulance Weeks are run by a staff member within the school who would take the lead in coordinating the event and supporting Student Leaders and other staff. This may not necessarily be a teacher, and could be a great project for a member of non-teaching staff. Their role would be:

- To disseminate curriculum materials to the relevant heads of department or subject teachers
- Assist Student Leaders in fundraising and participating in the London's Air Ambulance Leadership Scheme
- Assisting Student Leaders in raising awareness of London's Air Ambulance in assemblies and through the dissemination of promotional materials
- Assisting in handling of donations and overall running of events and event spaces

Participating as a London's Air Ambulance Student Leader

London's Air Ambulance Weeks offer great opportunities for aspiring Student Leaders, particularly for KS4 or KS5 students looking for CV or personal statement boosts. Their role would be:

- Raising awareness of London's Air Ambulance over the course of the week in assemblies and through the dissemination of promotional materials
- Taking responsibility for running and promoting fundraising events and activities



Student Leaders would also be eligible for participating in the London's Air Ambulance Leadership Awards Scheme, by filling in and submitting a Fundraising Project Booklet. All Student Leaders who submit a project booklet will be eligible for a Student Leadership Award, as well as gaining London's Air Ambulance Partnership School status for their school. Students who can evidence exceptional Leadership Skills through fundraising may be considered for a Fundraising Champion award.

Student Leadership Fundraising Project Booklet

The Fundraising Project Booklet is intended to help Student Leaders to plan, reflect and record their activities over the London's Air Ambulance Week. This booklet must be fully completed and signed by the London's Air Ambulance Coordinator before submission in order for students to be eligible. Students should think carefully about the challenges of their week and include everything that might be relevant as evidence of their activities. Each Student Leader should have a separate booklet even when working together, and the diary section may be used for planning as well as recording of events and reflection.

After the week, students should submit their booklets along with the money return forms included in the Appendix.

Fundraising Tips and Ideas

Fundraising ideas do not have to require huge budgets or complex planning, however it is important that all fundraising events are well organised and responsibly managed. Student Leaders should ensure that correct procedures are followed when using school spaces, and that any cash handling is well managed and overseen by the school bursar or another teacher with access to secure storage for donations. If you are stuck for some ideas, you may wish to try one or more of the following during your London's Air Ambulance Week:

- Non-school uniform days – perhaps a wear red day for London's Air Ambulance
- Challenge yourself – sponsored walks, marathons, sports events or dance-athons
- Fancy dress days
- Teacher's car wash
- Tuckshop
- Lunchtime craft sale of badges, cards, accessories or other products
- Photo booth or cinema events
- Lunchtime bake sale – or perhaps selling lemonade or seasonal treats
- Concerts/Plays/Musical/Quiz Evening – don't forget refreshments and raffle tickets!

Remember, if this is your first attempt at arranging such an event, keep it simple, and consider the cost implications of using your school's resources. Also, make sure that you record your events – photos and testimonials are great evidence for Student Leadership Fundraising Project Booklets. Make sure to obtain permission for the use of any photographs or videos as per relevant legislation and your school's policy. Finally – don't forget to advertise.



Visits by London's Air Ambulance

Whether or not you are running events to support London's Air Ambulance, we can arrange a speaker to come to your school assembly or other event, so that your pupils and employees can hear about our life-saving work. These talks are great for motivation, help kick start discussions about our work and will show you how your support will help people in your local area. To arrange a talk, please contact r.evans@londonsairambulance.org.uk

As well as this, to say thank-you for your fundraising, we can also offer cheque presentation visits by a London's Air Ambulance representative.

Assembly Toolkit

In order to promote your London's Air Ambulance Week and to frame the classroom activities, we have created an assembly presentation totalling around 10 minutes. We understand that you will probably want to put your own stamp on an assembly, however this should provide a framework for your thoughts. This assembly could be delivered by the London's Air Ambulance Week Coordinator or a Student Leader.

1	This week your school will be fundraising for London's Air Ambulance, the charity that delivers an advanced trauma team to the side of critically injured people in London.
2	London's Air Ambulance was formed in 1989, to help those who have suffered so called trauma (serious/time critical) injuries, and are in need of life-saving medical treatment as quickly as possible in order to survive.
3	The team, which at all times includes an advanced trauma doctor and paramedic, perform advanced medical interventions, normally only found in the hospital Emergency Department, in time critical, life threatening situations. Missions commonly involve serious road traffic collisions, falls from height, industrial accidents, assaults and injuries on the rail network.
4	London's Air Ambulance operates 24/7, with the helicopter running in daylight hours and rapid response cars taking over at night and in adverse weather conditions. Here is some of the equipment carried by the London's Air Ambulance. Image 1: Ventilator, Image 2: REBOA (Resuscitative Endovascular Balloon Occlusion of the Aorta), Image 3: Chest Drain
5	Using the helicopter allows the team to get to the patient within the 'golden hour'. This is the period in which patient survival is most likely and where life changing damage is least likely. Having a helicopter makes this much easier, and any site can be reached in London in less than 11 minutes, whilst preparing the helicopter only takes 3 minutes.
6	Using this map, you can see where the most and least traumatic injuries were treated. How many patients came from your borough? Traumatic injuries are the biggest killer of under 45s, and you can see examples of the kinds of injuries that London's Air Ambulance responds to.
7	Patient video Sadly critical injuries can happen to anyone, anywhere – simply as people go about their daily lives. Let's watch a video and find out about the experiences of those who have been helped by London's Air Ambulance.
8	The big question, is who pays for this amazing service? Well, the answer might surprise you. London's Air Ambulance is actually a charity, and relies on people like you, your friends and families to raise money. It costs £10 million a year to run, and they need your help.



- 9** If you aren't already tempted to get involved, London's Air Ambulance also like to give something back. London's Air Ambulance have developed the HELIMED app for you to try out flying the helicopter and going on missions for yourself to find out more about the London's Air Ambulance, the app also contains careers information about different roles in the London's Air Ambulance team.
- 10** This is why we have decided to become a London's Air Ambulance Partnership School, and we are making this week into London's Air Ambulance Week. Over this week you will be completing London's Air Ambulance themed activities in your lessons, as well as taking part in a number of fundraising activities across the week, so please donate generously. I hope that you enjoy taking part in the week's activities, and make sure that you all get involved. Thank-you for listening.

Contacting Us

Should you want any guidance in how to run your week, help with fundraising ideas or to register as a partnership school, please get in touch with r.evans@londonsairambulance.org.uk



APPENDIX

Useful Links

- **London's Air Ambulance:** www.londonsairambulance.org.uk
- **STEM Learning:** <https://www.stem.org.uk/>
- **London Road Safety Council:** <http://londonroadsafetycouncil.org.uk/>
- **THINK! Road Safety:** <http://think.direct.gov.uk/>
- **TFL Cycle Skills:** <https://tfl.gov.uk/modes/cycling/cycling-in-london/cycle-skills>
- **Royal Academy of Engineering:** <http://www.raeng.org.uk/education>
- **Tomorrow's Engineers:** <http://www.tomorrowsengineers.org.uk/>
- **STEM Ambassadors:** <https://www.stem.org.uk/stem-ambassadors/ambassadors>
- **Royal School of Medicine:** <https://www.rsm.ac.uk/about-us/public-information/careers-in-medicine.aspx>
- **Where STEM can take you:** <http://www.wherestemcantakeyou.co.uk/index.html>
- **College of Paramedics:** <https://www.collegeofparamedics.co.uk/>
- **Step into the NHS:** <https://www.stepintothens.nhs.uk>
- **National Careers Service:** www.nationalcareersservice.direct.gov.uk
- **BBC London News: Flying with London's Air Ambulance:**
<https://www.youtube.com/watch?v=D98KJolvnEc>

Interview with Prince William about being an air ambulance pilot <http://www.bbc.com/future/gallery/20160914-inside-the-trauma-team-where-prince-william-is-a-pilot>

There are a number of films about London's Air Ambulance at www.youtube.com
(search London's Air Ambulance)

Money Return Form

Please complete this form and send it back to us along with the money you have raised so that we can thank you and make sure the money you send is correctly allocated to you.

Please make cheques payable to London's Air Ambulance.



London's
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Charity

Please find enclosed a cheque/ postal order for £

Event name/how the money was raised:

Your name:

Your school:

Address:

Postcode:

Tel:

Email:

We'd love to stay in touch with you to keep you up-to-date with our latest news and fundraising and show how your support is saving lives.

We might send you updates by post. If you'd rather we didn't or would like to change the way we communicate with you at any time contact us on 020 3023 3319, emailing supportercare@londonsairambulance.org.uk or by writing to us at London's Air Ambulance Charity, 5th Floor, 77 Mansell Street, London, E1 8AN.

And don't worry – although London's Air Ambulance Charity and London's Air Ambulance Trading Limited will use your details, we will never pass them on to third parties for marketing. Visit www.londonsairambulance.org.uk/privacy for more details.

Please let us know how you would like us to share with you how your support is helping (tick all that apply):

- Email
- SMS
- Phone

Please send this completed form back to:

London's Air Ambulance Charity
Community Fundraising
Fifth Floor, 77 Mansell Street
London E1 8AN

Thank you for your support

Visit www.londonsairambulance.org.uk for more information