



London's  
Air Ambulance  
Charity

UP  
AGAINST  
TIME  
APPEAL



Your steps will save lives

# Mini Miles for Missions

Going the distance to support  
London's Air Ambulance Charity



# Welcome to the team!

London's Air Ambulance Charity has been privileged to enjoy a special relationship with schools in London. Our helicopters often land at school sites throughout the capital, and our service sadly attends incidents involving school age children across the city.

It costs an average £3,000 every time we are called out and we rely almost entirely on the generosity and kindness of our supporters to keep our life-saving service flying.

This short guide is designed to provide you with some tips, support and resources to help you make the most of your Mini Miles for Missions fundraising challenge.

Good luck and thank you once again for choosing to support London's Air Ambulance Charity!

## Planning your lifesaving challenge

Mini Miles for Missions is a walking, wheeling or running challenge held during the summer term. You can choose to complete your chosen miles all in one go or over an allotted number of days

### Choose a date and venue

Whether it's in your school grounds or a local park, or even around your community, the choice is yours. It could be part of a physical education lesson or an early morning event to inspire and enthuse your pupils.

### Choose a distance

You can choose any distance you like. Maybe 3km to represent the cost of a mission or 5km to signify the average of five critically injured patients we attend to every day.

### Decide how you are going to fundraise

Your pupils could encourage sponsorship from family and friends, or you can ask for a suggested donation per child. You could set up an **online fundraising pages** and share with parents, carers and families

### Spread the word and let everyone know what you are doing

Use our **letter templates, posters and digital graphic** to let the world know about the amazing support you are giving to your local air ambulance charity, as well as providing information to parents and carers.

### Have fun and enjoy yourselves

Is your challenge going to be fancy dress? Is there a theme for the day, like emergency services or historical heroes? Remember to have fun as you get active, keep fit and raise vital funds!



## Challenge Checklist

Planning and holding your Mini Miles for Missions challenge should be fun and simple. Just follow the checklist below:

1. Set your **date** and **venue**
2. Choose your **distance**
3. Decide how your school will **raise vital funds**
4. **Tell the world** about your lifesaving fundraising
5. Complete your miles, **have fun** and get active!
6. Send your **fundraising** to London's Air Ambulance Charity
7. **Celebrate** your amazing success!



# Some interesting facts about your local air ambulance charity



London's Air Ambulance Charity was founded in 1989. To date we have treated over **43,000** critically injured people and attended most major incidents in London including the Grenfell Tower fire and London Bridge terror incident.

We need to replace our ageing helicopter fleet by autumn 2024 and need to raise an additional **£15m** in that time!.

On average **five seriously injured patients** are treated every day by our team.

**1,977** critically injured patients were treated by a senior doctor and paramedic team at the roadside in 2022. You can see our life-saving work across London in more detail via our **interactive Mission Map**.

We were the first air ambulance in the UK to:

- Carry a doctor on board at all times
- Provide a 24/7 service
- Administer anaesthetic on scene
- Administer blood transfusions
- Perform open heart surgery on scene

“ Every year we pick a charity to support, but it's not just about fundraising, It's also about spreading awareness and immersing the children in something important too. We always pick a charity that will be meaningful for the children and were proud to support London's Air Ambulance this time around. It was a fabulous day! ”

Annie Thackray, Headteacher  
St Christopher's School, Epsom

## Resources and downloads

We have created a **range of resources** to help with your Mini Miles for Missions challenge:

- Posters for display around your school
- Sponsorship forms
- A letter template for parents, carers or families
- Digital media graphic
- An up-close and personal video tour of our helicopter by our chief pilot, Captain Neil Jeffers
- A video showing what happens when we are called out on a mission

There is also an **FAQ section** on our website

If you require further information or have a question not covered in our FAQ's section, please contact us at **[community@londonsairambulance.org.uk](mailto:community@londonsairambulance.org.uk)** and our dedicated team will respond as quickly as possible.



You can contact us with any questions, feedback or requests for further information by email, phone or post.

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