

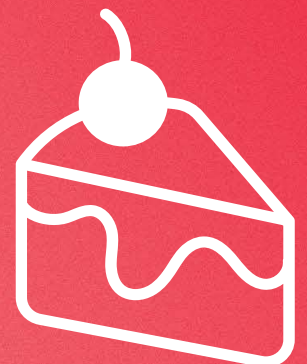


LONDON'S
AIR AMBULANCE
CHARITY



FUNDRAISE FOR US!

Everything you need
to help make your
fundraising a success!



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IT'S GREAT TO HAVE YOU ON BOARD!

Thank you so much for choosing to fundraise for London's Air Ambulance Charity. Your support will ensure that when someone is critically injured in London, we can get there in time to make a difference. We're thrilled to welcome you to the team.

As a charity who is reliant on the public for 95 per cent of our income, we couldn't do what we do without you. Your support helps us be there for London, today, tomorrow, always. So, whether you have a great fundraising idea or if you don't quite know how you want to support us yet, we're here to help you every step of the way.

This pack includes ideas, resources and information to help make your challenge a success, as well as stories from other supporters that might inspire you. If at any point you need anything else, please don't hesitate to get in touch.

Thank you again for joining our team,

London's Air Ambulance Charity

If you need us, you can contact us on:
Email: community@londonsairambulance.org.uk
Telephone number: **0203 023 3300**

To keep up to date with our news, visit us at:

- ✕ @ldnairamb
- 📷 @londonsairambulance
- 📘 London's Air Ambulance
- 🏠 London's Air Ambulance Charity



"On any day in London, six people on average need the skills London's Air Ambulance's crew can bring to the scene. The only way we can continue to be there when we are most needed is with the support of people like you. 95% of our funding comes from the general public and the fundraising you do really does make all the difference. On behalf of everyone at London's Air Ambulance Charity, thank you for your support."

Jonathan Jenkins,
CEO, London's Air Ambulance Charity



HELP US BE THERE FOR LONDON

When patients in London suffer life-threatening injury, our teams perform complex medical procedures to save lives where others can't.

Our crew can get there in time to make a difference thanks to our fleet of helicopters and rapid response cars, which deliver our medics to the patient's side within minutes of injury. We're the only ones in London who can perform open chest surgery, administer blood transfusions and induce patients into comas on scene.

Traumatic injury is the biggest killer of people under 40 in the UK - but on the worst day of someone's life, we can provide hope for the patient and their loved ones.

We're here for London, today, tomorrow, always.



HOPE
HOPE
HOPE
HOPE
HOPE



KEY FACTS ABOUT US

50,000+

Patients treated

£17m

Yearly service cost

365

Days a year, 24/7

11 mins

Maximum reach time

£2,600

Average mission cost

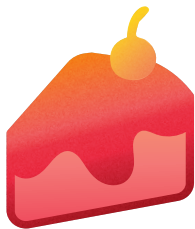
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Patients treated a day



GETTING STARTED WITH YOUR FUNDRAISING

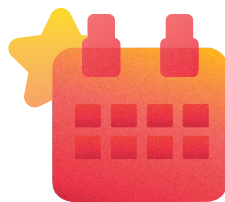
You might have already decided on your fundraising idea, but if you still need some inspiration, you could consider some of the ideas below:



BE CREATIVE

Use your creative talents to raise vital funds – the possibilities are endless!

- + Maybe you're in a band or a choir and could host an event for us.
- + Perhaps you have a passion for baking, painting, cooking or knitting.
- + You can use your skills and creativity to raise funds by selling handmade items, running an auction or organising a raffle.



HOLD AN EVENT

Put the fun in fundraising by holding a social event for your friends and family.

- + Whether you want to put on a quiz night, a themed music event or a family funday, you can raise funds in many different ways such as ticket sales, raffles and games.
- + Or if you can't do something in person, why not hold an online event, like an online class or a quiz.



GET ACTIVE

Setting yourself a personal fitness challenge is not only a great way to improve your health but also a great way to support London's Air Ambulance Charity.

- + You could complete a personal challenge such as a swim, cycle or run.
- + Or if you belong to a sports club or team, perhaps get creative by putting on a tournament or competition.

WE'RE HERE TO HELP YOU

Not sure where to start?

Download [our guide](#) to running your own fundraising activity which tells you everything you need to know to run an successful, safe and legal event.

Need more inspiration?

Visit [our website](#) to read stories about our previous fundraisers, they might give you some new ideas.



Tell everyone about your event or fundraiser

Not sure where to start? We can provide you with posters, bunting, sponsorship forms and a whole host of other useful materials. Make sure everyone knows what you're planning by sharing on your socials and tagging us.

Setting up a fundraising page

The easiest way to get all your fundraising activity in one place is by setting up a fundraising page which you can do directly on [our website](#). You can then share this with your friends and family and keep all your donations in one place.

PAY IN YOUR FUNDRAISING

If you choose not to set up a fundraising page, there are a number of other ways you can pay in your fundraising:

Online: [Click here](#) to pay in your fundraising online. Don't forget to tell us about your activity by emailing us at: community@londonsairambulance.org.uk.

Cheque: You can send us a cheque made payable to 'London's Air Ambulance Charity' to London's Air Ambulance Charity, 5th Floor, 77 Mansell Street, London E1 8AN. Don't forget to include your details and how much you raised so that we can thank you.

Bank transfer: You can make a bank transfer for any fundraising you collect offline. Email: community@londonsairambulance.org.uk for our details and your unique reference number.

Need anything else?

Don't hesitate to contact us for any further materials and support – we'd love to hear from you!

"Thanks to your support, our medical teams can continue to treat critically injured patients when every second counts. When the klaxon sounds at the helipad and our teams race to the helicopter, we have no idea what level of injury we might be about to see, or who we might be about to treat. What we do know is that thanks to our incredible supporters, we have the expertise and equipment that allows us to perform the most complex procedures so we can give our patients the very best chance of survival."

Tom Hurst, Medical Director of London's Air Ambulance Charity



OUR SUPERSTAR SUPPORTERS

You can read many stories from our fantastic supporters on our website [here](#). But below are a couple of creative examples we thought we'd pull out for you.

FUNDRAISING WITH A FOXTROT

A social dancing company based in Hillingdon raised £2,000 for our charity with their exclusive dancing fundraiser.

The event saw 80 dancers take to the floor with ballroom, Latin American and sequence dancing, and raised money through ticket sales, a raffle and additional donations from the dancers. The hall gave a discount on the hire price, the local Tesco branch donated all the refreshments for the event and individuals gifted all the raffle prizes: the evening truly was a community collaboration.

"It was a fantastic evening," said Philip, the organiser. "Everyone had such a great time and we were thrilled to raise £2,000."

VISITING 269 TUBE STATIONS IN 1 DAY

One of our younger supporters, an 11 year old boy in Watford, undertook an incredible journey across the capital, visiting 269 London Underground stations, in only one day.

With a total distance of 404km between all the stations, the 'Tube Challenge' took Vivaan and his father 19 hours and four minutes, and resulted in Vivaan raising over £1,200 for our charity.

"I wanted to make my voice heard so that other people would do remarkable things for your charity," said Vivaan.



THE IMPACT OF YOUR FUNDRAISING

The support we receive from people like you is vital in ensuring we can provide London with world-class medical care when a life is on the line.

"We know 100%, that if the air ambulance had not been in existence, Ben would have died. He would not have survived the time it would take to get to hospital. Without their skills at the roadside, he wouldn't have made it. They're the reason Ben is here. So, when people asked if they could help us or do anything, we said donate to the charity!"

To find out more about some of our patients, please [read their stories here](#).

£170

could pay for a **pair of boots** for the team

£250

could pay for a **REBOA bag**

£375

could pay for a **Paediatric grab bag**

£630

could pay for a **Monitor backpack**

£825

could pay for an **emergency medical bag**

£2,100

could pay for a **medic safety helmet**

£2,650

could pay for a **training manikin** to train clinicians

£4,000

could pay for a replacement **tail rotor blade**

£5,000

could pay for an **ultrasound** required for life-saving procedures

KEEPING IT SAFE AND LEGAL

It's important to consider fundraising guidelines and regulations when planning your activity, including health and safety. Your safety and wellbeing is our priority and we're here to help you follow these guidelines.

London's Air Ambulance Charity adheres to the Fundraising Regulator's Code of Fundraising Practice to ensure all activities are legal, transparent and respectful. We've put together this [handy guide](#) on how to run your own fundraising activity which will tell you everything you need to know.

Our guide includes information about:

- Insurance and liability.
- Risk assessments.
- Fundraising 'in aid of' London's Air Ambulance Charity.
- Event licences and permissions.
- Serving food and drink.
- Holding cash collections.
- Holding raffles or auctions.

You can also find more information here:

- [Fundraising regulator – Code of Fundraising Practice](#)
- [The Health and Safety Executive](#)
- [The Gambling Commission](#)
- [Food Standards Agency](#)
- [St John's Ambulance](#)
- [Information Commissioners Office](#)

Please don't hesitate to contact us if you have any questions.



THANK YOU

+ Thank you so much for choosing to support London's Air Ambulance Charity. We look forward to supporting you achieve your fundraising goals and of course have fun in the process! +