



LONDON'S
AIR AMBULANCE
CHARITY



GUIDE TO RUNNING YOUR OWN FUNDRAISING ACTIVITY

Everything you need to help
make your fundraising a success!



WELCOME TO LONDON'S AIR AMBULANCE CHARITY'S TEAM

Thank you so much for choosing to fundraise for London's Air Ambulance Charity – your support is vital and will help us bring hope to every emergency. We're thrilled to welcome you to our team!

We rely on amazing people like you to help us be there for London every day. Your support truly does make a difference and we couldn't do what we do without you.

This guide offers all the necessary information to help you organise a safe, legal and successful fundraising activity, but if you have any questions, our friendly team are here to help you.



THE IMPACT OF YOUR FUNDRAISING

It costs £17 million every year to deliver our service, but we're a charity, with 95% of our income reliant on public support. Without people you, we couldn't be there for London's critically injured, when they need us most.

By fundraising for us, the money you raise could go towards:



CHOOSING HOW TO FUNDRAISE

There are countless ways you can fundraise for London's Air Ambulance Charity. Whether it's an event, challenge, online activity or something creative, we're here to support you. If you are not sure what you want to do, why not look at our fundraising pack for some inspiration?

It's always best to get in touch with us before you start planning your event so that we can provide you with all the support you need. You should also consider that there are some activities that we cannot accept donations from. We ask that all activities associated with our charity align with our strategic mission and values and don't damage the reputation of London's Air Ambulance Charity. For further information, please see our [acceptance and refusal of donations policy](#).

If you're unsure whether your activity is suitable, don't hesitate to contact us for guidance. Once you have decided on your activity, please contact us on: **community@londonsairambulance.org.uk** to let us know, we'd love to hear more about your plans.



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WHAT DO I NEED TO CONSIDER BEFORE GETTING STARTED?

Not sure where to start?

Before setting up your event or activity, there are a few key things that you need to consider.

In aid of events: It's important that it's clear to people attending or supporting your event that it's an 'in aid of event'. This means that your event or activity is supporting the charity but isn't representing or organised by the charity. We're able to provide you with a special 'In Aid of' event logo that you can use to show everyone that you're raising funds for London's Air Ambulance Charity.

Who are you supporting: You should make it clear to those attending your event who you're supporting and how much of the money raised will be going to the charity. For example if you're covering the costs of the event from the money raised, this should be made clear to people who are donating.

Insurance: You should investigate whether public liability insurance is needed for your event. In aid of events are not covered by London's Air Ambulance Charity and you need to work out if you need your own.

Risk assessments: You should complete a risk assessment before putting on your event. Please ensure you've completed a thorough assessment of potential hazards before the event. This includes planning for setup, event duration and clean-up. We also urge you to consider accessibility for everyone attending, to ensure that it is inclusive for as many people as possible. We're able to help you review this and can provide templates if needed.

Licences: You'll need to consider whether you need a licence for your event. If you're holding an event in a public place, you may need permission from the local authority or landowner, or get a licence.

If you're serving food or alcohol at your event, ensure proper hygiene standards and obtain any necessary licenses for sales. We cannot take responsibility for the safety or legal liabilities of your event. If your event involves members of the public, we strongly recommend getting public liability insurance to cover any unforeseen incidents.

CAN I USE THE LONDON'S AIR AMBULANCE CHARITY LOGO?

If you would like to use our logo to promote your event, please contact us in advance. We can provide you with a special 'In aid of' logo and guidelines on how to use it. All promotional materials featuring our logo must be approved by our team before they're printed or distributed.

We can also provide resources to support your fundraising such as posters, sponsor forms, collection boxes, bunting and branded tablecloths. Please contact community@londonsairambulance.org.uk for more details.

CAN I HOLD A PUBLIC CASH COLLECTION?

If you wish to hold a public collection, please contact us in advance. In order to hold a collection in a public space, such as on the street, you need to gain a licence from the local authority. Similarly, for collections on private property, such as shopping centres or supermarkets, you must get permission from the property owner or manager. London's Air Ambulance Charity regularly gain permission to hold our own public-facing collections, so it's essential that you contact us before seeking permission from a local authority or business.

If you've gained the relevant permissions and discussed your idea with a member of the London's Air Ambulance Charity team, you'll also need to think about:

- Ensuring all collections are supervised by responsible adults and always take care of any funds raised.
- All buckets must be sealed at all times and clearly display who you are collecting for.
- If you're counting money raised, we strongly encourage this is done by at least two adults. Alternatively, sealed buckets can be returned to our office and counted by our team.
- Children and young people under 16 are not permitted to collect cash however they can accompany a responsible adult at a collection.
- You're not permitted to undertake door-to-door collections.



CAN I HOLD A RAFFLE, LOTTERY OR AUCTION?

Holding a raffle, lottery or auction can be an excellent way to raise funds, but there are strict laws surrounding these activities. You may need a license from your local authority, especially if the value of prizes exceeds certain limits. Most raffles at a fundraising event would fall under the category of 'incidental' which can be held at a commercial or non-commercial event. They must be in aid of charitable causes and cannot be for private gain. A ticket must be provided to everyone entering the raffle and the following guidelines need to be followed:

- No more than £500 can be deducted from the proceeds of the lottery for prizes. However, there is no maximum limit on the value of donated prizes.
- The raffle cannot include a rollover of prizes to the next event.
- Tickets can only be sold at the location and during the event. The results of the raffle can be drawn at the event or after it has finished. It is recommended that the organisers make it clear to participants when the result will be drawn.

Please check with the [Gambling Commission](#) for more information on the legal requirements.

CAN CHILDREN AND YOUNG PEOPLE GET INVOLVED IN FUNDRAISING ACTIVITIES?

If your event involves children, extra care should be taken to ensure their safety:

- Ensure proper adult supervision at all times.
- Always seek parental consent before photographing children.
- Ensure volunteers are trained to manage situations, such as a lost child, during larger events.
- Children under 16 are not permitted to sell raffle tickets or collect funds in public collections but are allowed to accompany an adult.



FUNDRAISING BEST PRACTICE

We're extremely grateful to all of our supporters who put on their own activity to raise vital funds for our charity and recognise the time, passion and dedication that goes into it.

We've put together some guidance and tips below that you may find useful to help make your event as successful as possible:

- Be friendly, smile and always thank people for supporting your activity
- If engaging with members of the public, always be mindful that not everyone will be able or want to support you. Always be respectful of personal space and never coerce people into giving.
- Please be aware that some members of the public may be considered vulnerable. This includes people with physical and mental health conditions, people with disabilities and those with learning difficulties. It's important that all supporters are treated with the same level of respect.
- Consider the accessibility and inclusivity of your event to ensure that as many people as possible can take part or attend.



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ONE TEAM



FUNDRAISING CHECKLIST!

Below is a handy checklist to help you plan for all the things you need to consider when planning your fundraising activity:

- I have contacted London's Air Ambulance Charity to make them aware of my activity.
- I have set up a fundraising page.
- I have investigated the need for insurance for my activity.
- I have contacted relevant parties regarding licences for my activity.
- I have conducted a risk assessment.
- I have contacted London's Air Ambulance Charity for a suitable logo to help promote my activity.
- I have told people who I am fundraising for and I am clear on how much of the money raised will be going to the charity.
- I have contacted London's Air Ambulance Charity to get all the materials I need to help me with my event.
- I understand the rules and regulations on conducting public cash collections.
- I have checked whether I need a licence for my activity.
- If conducting a raffle or auction, I am clear on the rules that apply to my activity.
- If you need help in completing any of the above tasks, please don't hesitate to get in touch.

WHAT IS GIFT AID?

Gift Aid can increase the value of your donations. However, it cannot be claimed on ticket sales, raffle tickets, sweepstakes, winning auction bids or any donation made as part of a collection. Only individual donations are eligible.

For further information about Gift Aid, please visit our 'Gift Aid explained' page on [our website](#).

PAYING IN DONATIONS

Please send in the funds raised within six weeks of your event, using one of the following methods:

Via your own fundraising page: you can set up your own page for your event [here](#).

Online: via [our donation page](#).

By phone: contact us at 0203 023 3300

By post: send cheques or CAF vouchers to London's Air Ambulance Charity, 5th Floor, 77 Mansell Street, London E1 8AN but please include your name, address, information about your activity and a contact phone number so that we can thank you for your donation.

By bank transfer: you can make a bank transfer for any fundraising you have collected offline.
Email:

community@londonsairambulance.org.uk
for our details and unique reference number.

If you've used other fundraising platforms such as JustGiving or Facebook Fundraising, donations will be automatically transferred to us if you've selected us as your chosen charity.

If you've collected cash at your event, the easiest way to pay that in is to bank the money and then either make a payment on to your fundraising page, contact us about making a bank transfer or send us a cheque.



COLLECTING AND USING DATA

If your fundraising involves collecting personal information (e.g. donor details), you must comply with the Data Protection Act 2018. This means:

- Keeping data secure – this might include password protecting digital files or locking away paper files.
- Only collecting data that is necessary.
- Not sharing personal information without consent.
- Only retaining data as long as necessary
- Disposing of it securely if no longer required e.g. shredding paper.
- When using sponsorship forms or collecting donor details, please ensure the forms are sent to: London's Air Ambulance Charity, 5th Floor, 77 Mansell Street, London E1 8AN.

For further information visit the [Information Commissioner's Office website](#).

COMPLAINTS PROCEDURE

We're committed to maintaining high standards and welcome feedback from our supporters. If you have any complaints or concerns regarding your fundraising experience, we'll listen carefully and resolve issues as promptly as possible. For more information, please visit our [complaints procedure page](#).

USEFUL CONTACTS

This guide provides you with some of the information you might need when preparing for your event but we've also listed some other organisations and websites that you might find useful:

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](#)

CONTACT US

If you have any questions or need further assistance with your fundraising, we're here to help. Please reach out to us:

Email:

community@londonsairambulance.org.uk

Phone:

0203 023 3300

THANK YOU



By following these guidelines, you'll ensure
your fundraising efforts are not only
successful but also safe and legally compliant.
Together, we can continue to be there for
London, today, tomorrow, always.

