

HOW COULD YOU SUPPORT YOUR LOCAL AIR AMBULANCE?

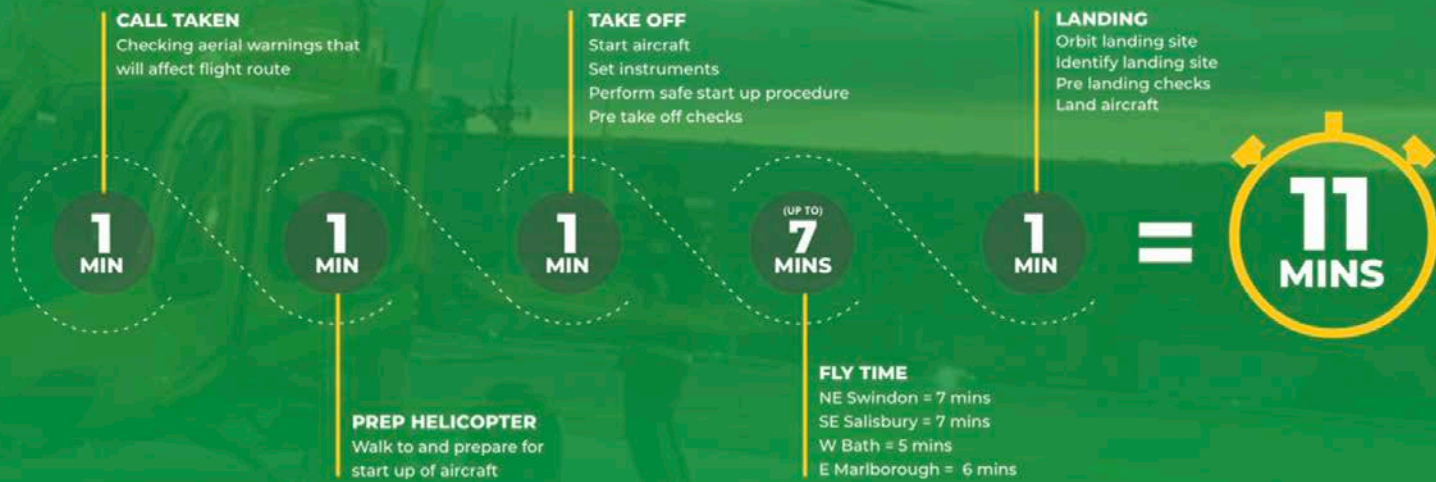
YOUR FUNDRAISING



Wiltshire
Air Ambulance
funded by you, flying for you

TIPS AND IDEAS

Anywhere in Wiltshire within 11 minutes



Thank you

Thank you so much for beginning your fundraising journey. Your support is hugely important to us and will support our lifesaving mission. No matter the size of your contribution, it's a crucial piece of the puzzle that ensures our service continues.

Thanks to generous fundraisers like you, Wiltshire Air Ambulance remains operational 19 hours a day, 365 days a year— we truly are funded by you, flying for you.

On average, we are called to three potentially lifesaving missions daily, both in our helicopter and critical care cars.

We are called out to all kinds of emergencies, from road traffic collisions to cardiac arrests, child-related emergencies to horse-riding and cycling injuries, spanning Wiltshire, Bath, and surrounding areas.

In this fundraising pack, you'll discover tips and tricks to boost your fundraising. Get in touch with our charity team to request additional materials such as sponsorship forms, permission to fundraise letters and collection tins to help you on your journey.

On behalf of our paramedics, doctors, pilots, and the entire charity team, we thank you for your support.

Wishing you all the best,
The WAA Team

KEY FACTS:

- We need to raise £4.5m a year to continue our lifesaving service.
- This works out at over £12,000 a day.
- We receive no regular direct funding from the Government or National Lottery grants.
- We operate up to 19 hours a day, 365 days a year.
- We are one of 12 air ambulances who are able to fly at night.
- In 2023 we undertook 1,167 missions.
- In 2025, the charity will celebrate its 35th anniversary.



Wiltshire Air Ambulance were lifesavers for Jamie Glassborrow when he was struck by a car during a holiday in Brea.



Jamie's story

The incident, on 20 September 2022, took place along South Road in the Somerset seaside town. Jamie was perusing the menu on a restaurant window when a car left the road and mounted the pavement, careering into him. Mum Linda takes up the story.

She said: "Jamie's head hit the windscreen and he was subsequently flung over a six-foot wall, landing on a concrete driveway.

"Jamie was on holiday with his girlfriend Charlotte in Brea Sands at the time and she rang me quite soon after the incident happened. I struggled to understand as she was understandably hysterical.

"By then a local bar worker was giving Jamie CPR. She saw blood coming from his eyes, ears and nose, and continued to support him until the air ambulance landed."

As the nearest air ambulance resource available at the time, Wiltshire Air Ambulance was tasked to attend, taking a matter of minutes to fly from Bristol Airport where the crew had been undertaking pilot training.

The helicopter was flown by pilot Elvis Costello, with critical care doctor Reuben Cooper and critical care paramedic James Hubbard on board.

"We could see Jamie was really unwell with a head injury and was having a seizure as we arrived. The worry was he had sustained a significant brain injury, so we needed to stop that getting worse," said Dr Cooper

As a pre-hospital critical care doctor, Dr Cooper can carry out specialist procedures, as well as being able to prescribe a whole range of medication to support patients.

Dr Cooper added: "I gave Jamie a pre-hospital emergency anaesthetic to put him in an induced coma. That switches off the brain and lets it rest, which would stop any seizures and prevent further damage. We also took over his breathing by inserting a tube down into his lungs and putting him on a ventilator, as well as managing his blood pressure.

"We flew him to Southmead Hospital in Bristol, which is the regional major trauma centre."

Once at the hospital, Jamie underwent emergency craniotomy (brain) surgery and remained in an induced coma for two-and-a-half weeks.

He stayed in the critical care unit for four weeks before he was transferred closer to home in Coventry.

In November 2022 Jamie transferred to the Royal Leamington Spa Rehabilitation Hospital and was discharged two months later.

"Initially doctors couldn't tell us if Jamie would be able to walk or talk again because of his brain injury," mum Linda added. "However, he's made a fantastic recovery. His first word was Coventry, his favourite football team. That's when we knew he was back."

Jamie, who was aged 28 on the day of the incident, said: "I'm back living with mum and dad to get regular support and I've returned to work at the Dulux Decorator Centre twice a week. I was working full time before the accident and that's my long-term aim.

"I'm still receiving rehabilitation, including physiotherapy, speech and language therapy and neuro psychology.

"Most importantly, I'm able to go to football and support Coventry City!"

In March 2023 a group of Jamie's family and friends took on the Bath Half Marathon to raise funds for Wiltshire Air Ambulance.

Weeks later Linda and Jamie visited the Wiltshire Air Ambulance airbase in Semington, near Trowbridge, to re-engage with the aircrew who saved Jamie's life. They were joined by dad Nick, Jamie's girlfriend Charlotte and his sister Samantha.

"The Bath Half was a fantastic day," added Linda. "We had around 50 of us down there from Coventry, with about 25 of them running the half marathon.

"To meet the crew was unbelievable. We're just so grateful for everything they did for Jamie.

"We didn't know anything about air ambulances, the fact they aren't Government funded and they have to raise money as a charity to continue their work. It amazes us and we were only too happy to support them by fundraising."

Dr Cooper added: "To see Jamie some 14 months on and witness the incredible recovery he has made puts all the work we do into context."

To date 'Team Jamie' has raised over £10,000, which is the equivalent of paying for more than two lifesaving missions. Thank you!



Fundraising **A-Z**

Want to fundraise for us but stuck for ideas?

Give one of our ideas a try! If you're raising sponsorship for a challenge event, you could mix and match a few to really help boost your fundraising!

Absail

Afternoon Tea
Arts and Crafts Fair
Art Exhibition
Auction
Adventure Trail

Bad Tie Day

Ball
BBQ
Bake Sale
Barn Dance
Beer Festival
Bike-a-thon
Bingo
Boat Race
Book Sale
Bungee Jump
Burns Night

Car Boot Sale

Car Wash
Carol Concert
Casino Evening
Coffee Morning
Colour Run
Come Dine with Me
Comedy Night
Cricket Match
Curry Night
Custard Pie Throwing
Cycle Ride
Christmas Fair

Dance-a-thon

Darts Tournament
Dinner Party
Disco
Dog Show
Dress Down Day

Easter Egg Hunt

Eating Competitions
Egg and Spoon Race

Face Painting

Fancy Dress
Fashion Show
Fete
Film Night
Fireworks Display
Football Tournament
Fun Day
Fun Run

Game-a-thon (24hr)

Games Night
Garden Party
Go-Kart Racing
Guess the Name of the Teddy
Guess Who

Halloween Party

Head Shave
Hook-a-Duck
Horse Show
Hula Hooping Competition

It's a Knockout

Indoor Games Evening

Jazz Night

Juggling Contest
Jumble Sale

Karaoke

Knitted Goods Sale
Keep Fit Class

Line Dancing

Lucky Dip

Magic Show

Marathon
Masquerade Ball
Music Night
Mini Olympics
Miles of Pennies/Pounds

Name that Tune

Nature Trail
New Year's Resolution
Night Walk
Non-Uniform Day

Obstacle Course

Office Olympics
Olympic Games
Open Garden
One Day Silence

Paintballing

Pamper Evening
Pancake Races
Pantomime
Perform for WAA
Pet Competition
Photography Exhibition
Plant Sale
Pop Concert

Queen Tribute Night

Queens and Kings Party
Quiz

Race Night

Raffle
Ramble
Rugby Match

Saddle Up for WAA

Scavenger Hunt
Silent Auction
Skydive
Sponge Throwing
Sports Day
Stars in Their Eyes

Swear Box

Swim-a-thon

Tabletop Sale

Talent Show
Tee Off for WAA
Teddy Bear Picnic
Three-Legged Race
Tombola
Treasure Hunt
Tug of War

Ultramarathon

Variety Show

Vintage Car Rally
Vintage Clothes Sale
Volleyball Tournament

Walks

Water Sports
Weight of the Cake
Welly Throwing
Wheelbarrow Races
Wine and Cheese Night

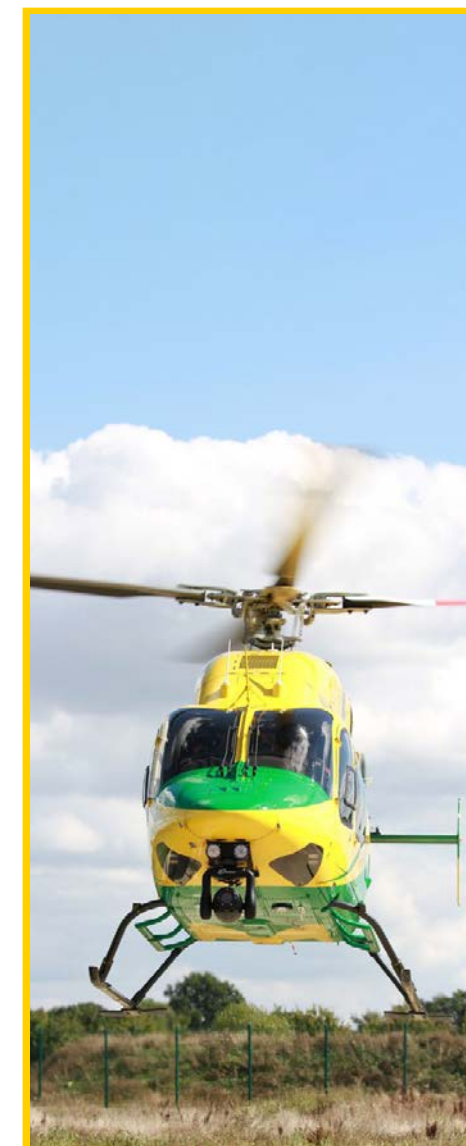
Xmas Evening

Xmas Hamper

Yellow and Green Day

Zorb Football

Zorbing



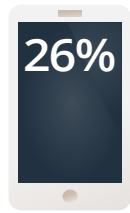
The power of online giving



Unsure where to start or how to set up your online giving page? Here are some stats from Just Giving for those fundraisers who have set up pages on their platform.



more sponsorship raised by pages set up 90-150 days before the event



more money raised via the JustGiving iOS app than desktop users



boost in fundraising by adding a personalised summary



more raised on average by uploading a profile photo to your page

The best fundraisers arrive early

Fundraisers who start early, about 90-150 days before an event, tend to raise 12% above their target. Plus, the earlier you start the more time you'll have to raise sponsorship, and you'll be able to update your supports as you go.

Add a profile photo

Fundraisers who add a profile picture raise on average 23% more. It helps friends and family searching for your page identify they have the right one. Plus, there's an excuse for selfie if we've ever heard one!

Don't forget your target

We may provide you with a fundraising target for an event, but did you know that fundraisers who add a target to their JustGiving page can lead to a 45% increase in the amount raised?

**statistics provided by JustGiving.com*

Make it personal

A personalised page summary tends to hit home to your supporters about why you're doing this. We can help you write a summary by supplying patient stories or facts about the charity. With a summary, fundraising can go up by 36%!

Snap away

Take photos of your training, whether you witness a great sunrise, running when the sun goes down or see something unusual. Those who update their page regularly have seen their fundraising go up by 8%!

Download the app!

Did you know, people spend 87% of their mobile internet time on apps, rather than browsers? Download the JustGiving app and make sure you turn on notifications to find out when your page receives a donation.

Boost your fundraising



Engage local businesses
Talk to nearby businesses for potential sponsorship or prizes for raffles or auctions, tapping into their support can help bolster your overall fundraising efforts.

Connect with local media
Connect with local newspapers and radio stations to expand the reach of your fundraising. Use their platforms to spread the word and gain wider community support.

Utilise your workplace
Organise cost-effective yet impactful events like bake sales or team fun days at work. Creating an exciting atmosphere that encourages participation can help to boost donations.

Double your impact
Ask about match funding opportunities in your workplace to double the funds you raise. Check if your employer participates to maximise your fundraising potential.

Enhance with add-ons
Boost your fundraising by adding elements such as silent auctions, raffles, or food and drink sales. These touches can enhance donor engagement and contribute to your success.



We have lots of followers across social media, so anytime you post an update about your fundraising, remember to tag us.

If you're asking for sponsorship, tell people how you are feeling. Your friends and family will respond better if you tell them about your experiences.

Spacing your messages out to one every fortnight is about right, though you may find it useful to increase the frequency in the week before the event to really galvanise people.

We can supply short videos, case studies and photos to help people understand why you - and we - need their support.



Fundraising materials

If you are creating your own posters, add a QR code so people can scan and be directed to your fundraising page.

Choose Content:

Have your fundraising page URL ready

Select a Generator:

Use an online QR code generator, such as qr-code-generator.com or QR Stuff.

Enter Information:

Input your fundraising page URL into the generator.

Generate:

Click "Generate" to create the QR code.

Download:

Save the generated QR code to your device.

Now, your QR code is ready for use! Place it where you want people to scan and access your fundraising page.

Please let us know if you would like any leaflets about our work to hand out at your event.

Special requests

If you're hosting a large-scale event, such as a community fete, festival, or football tournament, you have the option to request a Wiltshire Air Ambulance merchandise stand to come along.

Our dedicated volunteers will be on hand, showcasing our merchandise and proudly representing the charity.

To add an extra touch of excitement, you can even request our beloved mascots, Wilber or Marsha, to make a special appearance.

It's important to note, this is subject to availability and must be requested in advance—so the earlier you make the request, the better!

Please note, if you are creating promotional materials to support your fundraising or event, you **must** use the expression 'in aid of Wiltshire Air Ambulance'.

This is set out by the Fundraising Regulator to distinguish your fundraising from the charity's own fundraising.

If you produce any fundraising handouts yourself these must include the following:

Registered charity number 1144097
Telephone number: 01225 300536

To help with this, we have a specific logo available to use, get in touch with our charity team who will be happy to supply the logo.

We are happy to help, so please get in touch for any design guidance and proofing to ensure anything you produce complies with Fundraising Regulations.



FAQs

Do I need to tell you if I'm raising money for you?

If you're holding an event, please contact us on hello@wiltshireairambulance.co.uk or call on 01225 300536.

We can provide you with resources to help make your event a success!

Can you add my event to your website?

Yes, if you send over a copy of your poster and information about your event, we can put this on our events page.

Can I organise a fundraising event for Wiltshire Air Ambulance and another charity jointly?

Yes, as long as you let your supporters know how the money is being split, and between which charities.

Am I allowed to use your logo on posters/leaflets I've made to advertise my event?

If you are fundraising for us, you can use our 'in aid of' logo. It must be used within the guidance provided to comply with the Fundraising Regulator.

If you are unsure please contact us, we will be happy to help.

How do I organise a raffle?

All raffles fall under strict laws. There are some cases where a license from your local council may be required.

Please have a look at the Fundraising Regulator website and refer to the Gambling Commission's regulations.

How do I claim Gift Aid?

As a charity, we can claim an extra 25p for every £1 donated by individuals. Simply ask donors to fill in their name and address details on a sponsorship form or tick the box when making a donation using online platforms!

Your safety and the law

There are legal requirements for some fundraising methods such as raffles and street collections.

If you are planning fundraising events please let us know and we can give you all the relevant information.

Your safety is far more important than money, so whatever you do to raise funds, please don't put yourself at risk.

Above all, enjoy it – your enthusiasm will catch on! Don't forget, we're here if you need any advice, suggestions or support.



How your support helps

Items are for illustrative purposes; your donations will help us reach the £4.5 million we need each year to fund our service. Figures correct as of March 2023.

£19

Blizzard blanket

An extra large thermal protection blanket which wraps around a casualty and seals with a self-adhesive closure to ensure they are kept warm.



£144

20 packs of blood pressure cuffs

The cuff is wrapped around the patient's upper arm and inflated to stop the flow of blood in the artery in order to take a reading.



£972

Four units of Lyoplas

Lyoplas is freeze dried plasma in powder form. It contains the clotting agents needed to help blood to clot when a patient is bleeding.



£1,189

One pre-hospital blood transfusion

The aircrew can administer up to eight units of blood products to patients, which is the same quantity they would receive in a large hospital.



£4,000

One potentially lifesaving mission

We attend, on average, three missions a day. During 2023 we were called to 1,167 incidents across Wiltshire, Bath and surrounding areas.



£6,500

Replacement mannikins

Our Emergency Awareness Training programme delivers a range of lifesaving skills. Mannikins enable us to deliver hands-on CPR training to school-aged children across Wiltshire and Bath.



£12,329

Fund our service for a whole day

We need to raise £4.5 million a year, which equates to more than £12,000 a day. We are operational for up to 19 hours a day, 365 days a year.



Ways to bank your fundraising

✉ By cheque

You can send your cheque and a covering letter (please include your name, address and how the funds were raised) to our charity office:

Wiltshire Air Ambulance
Outmarsh
Semington
Trowbridge
BA14 6JX

Please do not send cash in the post. Cheques should be made payable to Wiltshire Air Ambulance Charitable Trust.

➔ Bank transfer

You can use online banking to pay directly into our bank account.

Please contact the charity team to obtain our bank details.

When sending funds, please reference your payment accordingly.

🌐 Online

You can use our website to pay in your fundraising, visit:
wiltshireairambulance.co.uk/donate

Select 'Pay in funds' and please provide as much information as possible so we can accurately log the money and thank the appropriate person.



👥 In person

Contact our charity team on the details below to arrange a time to drop off your donation at our airbase in Semington. Cash can be brought to the airbase during office hours Mon-Fri, 9am-5pm.

If you would like a collection bucket, please let us know.

📱 Fundraising page

If you have set up a fundraising page with JustGiving, GivenGain or Enthuse, your fundraising will automatically be transferred to us. You don't need to take any further action.

Get in touch

Please contact our charity team if you have any questions regarding paying in your fundraising.

✉ hello@wiltshireairambulance.co.uk
☎ 01225 300536

SPONSORSHIP FORM

YOUR DETAILS

Name: _____ Address: _____
 Event: _____ Postcode: _____
 Email: _____ Telephone: _____
 Online giving page name: _____

If I have ticked the box headed 'claim Gift Aid on my donation', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax and / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

IMPORTANT: • You must provide your full name, house number, postcode & ' Gift Aid for the charity to claim tax back on your donation.

YOUR DETAILS ESSENTIAL TO CLAIM GIFT AID			Donation Amount	Date Paid	Yes please claim Gift Aid on my donation	Email address
Title	Full name	House name/number	Postcode			Please put your email in the box below if you wish to be kept updated about charity news, fundraising and volunteering.
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PRIVACY STATEMENT

We are committed to ensuring that your privacy is protected and that data collected will only be used in accordance with our privacy policy, which can be viewed on our website. All personal data collected within this form is collected to enable us to process your donations and/or gift aid in accordance with your instructions. The data you provide is used for the following purposes:

- Recording of individual donations and maintenance of running totals
- Reporting of donations for Gift Aid collection and maintenance of accounting records. We may contact you if there is a query relating to your donation.

DATA COLLECTION NOTICE

We would also like to keep you informed about our work, but will only contact you with your permission. We will not share your details with any other third party or organisation for marketing purposes other than that of Wiltshire Air Ambulance and promise to only use personal information in accordance with our Data Protection and Privacy Policy.

You can withdraw your consent at any time by contacting us on hello@wiltshireairambulance.co.uk or 01225 300536.

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