

# Your handy fundraising guide



WILTSHIRE  
+ BATH **AIR**  
**AMBULANCE**  
*Going above + beyond*





**"The air ambulance saved my husband's life twice, after serious falls. I never thought I would need this amazing emergency service. I volunteer at fundraising events and have raised money wearing a different hat every day since 2021."**

**Volunteer, Hilary Fleming**

**Find us online**

[wiltshirebathairambulance.org.uk](http://wiltshirebathairambulance.org.uk)

Follow us 

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## **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 and Bath Air Ambulance Charity remains operational 19 hours a day, 365 days a year. We're here when you need us the most, but we genuinely hope you won't.

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.

In this fundraising guide, 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/buckets to help you on your journey.

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

Thank you and good luck!

**Thank you**



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**We're here to help.**

Get in touch with our Charity team who are on hand to support with any queries you may have, as well as providing tips and tricks to maximise your fundraising.



## For help with your fundraising

Get in touch with our community team, they would love to hear from you.



[community@wbairambulance.org.uk](mailto:community@wbairambulance.org.uk)



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# Key facts

**We need to raise £5m a year to continue our lifesaving service.  
This works out at over £13,000 a day.**

**We have been providing a critical care service by land and air since 1990.**



**We became a stand alone service in 2015 and moved into our purpose built airbase in Semington in 2018.**

**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.**

**On average, we are called to three missions every day.**



**Speed is our superpower – from our airbase in Semington, we can reach anywhere in Wiltshire and Bath in just 11 minutes.**

# Fundraising ideas

**Want to fundraise for us  
but stuck for ideas?**

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

## **Food**

- Bake sale
- Bring-a-dish night
- Cream tea
- Coffee morning
- Cooking competition
- Curry night
- Food fête
- Roast dinner night
- Summer BBQ
- Sweet jar guessing contest





## Seasonal

- Christmas jumper day
- Christmas stockings swap
- Chinese New Year dinner
- Easter egg hunt
- Fireworks display
- New Year's resolution
- Pancake day
- Pumpkin carving
- St Patrick's party
- Yearly calendar

## Active

- Abseil
- Bike ride
- Cricket match
- Dance-a-thon
- Football match
- Fun run
- Marathon
- Skydive
- Sports day
- Swim-a-thon

## Workplace

- Breakfast club
- Charity of the Year
- Green and yellow day
- Guess the baby photo
- Secret santa
- Sweepstake
- Walk to work week
- Office olympics

## Other ideas

- Car wash
- Firewalk
- Head shave
- Jumble sale
- Las Vegas night
- Open mic night
- Scavenger hunt
- Sponsored silence

# The power of online giving

**Unsure where to start or how to set up your online giving page?**

**Our simple tips will help you get your pages set up. If you need any additional help setting up your page, please do get in touch.**



## **Add a profile photo**

Making your page personalised will help you connect with your supporters more. It also helps friends and family searching for your page identify they have the right one.



## **Don't forget your target**

A target gives yourself and your supporters something to work towards. Fundraisers who add a target to their page may see an increase in the amount raised.



## **Update your supporters**

Uploading regular updates in the lead up to your event updates your supporters on your fundraising journey. On some platforms, you can also connect Strava/FitBit to your account to share your maps and mileage with your supporters during your training.



# How to boost your fundraising

**There are numerous ways to boost your fundraising to help us go above and beyond for those who need us most.**

## **Spread the word**

We can supply short videos and photos to help people understand why you – and we – need their support. Don’t forget to tag us in your social posts, we love to see what our supporters are up to!

## **Talk to nearby businesses**

They may be able to help with sponsorship or prizes for raffles or auctions. Your workplace may also be able to help by match-funding any funds you raise.

## **Connect with local newspapers and radio stations**

This can help to expand the reach of your fundraising. Use their platforms to spread the word and gain wider community support.

## **Organise cost-effective impactful events**

Bake sales and team fun days at work are impactful. Creating an exciting atmosphere that encourages participation can help to boost donations.

## **Talk about your story**

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.

# Fundraising resources



We have a range of materials available to support with your fundraising journey including:

- Branded posters
- Information leaflets
- Banners
- Stickers
- Cardboard collection boxes
- Collection buckets and tins
- Branded supporter materials (t-shirts, vests, etc.)

Don't forget that you can use an online QR code generator to assist with promoting your event and any online giving pages you may create. This can be used on any posters or social media advertisements.

## Special requests

If you are hosting a large-scale event, please get in touch with our community team to discuss how we can support you.

Depending on availability, this support may include a merchandise stand, attendance from our dedicated volunteers or even an appearance from one of our Charity mascots, Marsha or Wilber.



Our community fundraising bunting, cake toppers and rosettes are available to be downloaded through scanning the QR code on this page.

Each item is downloadable and able to be printed and assembled at home. If you have any queries, please don't hesitate to contact us.



SCAN ME



# How your support helps us

£17

## *One ventilator circuit*

Disposable breathing circuit, providing the connection between the patient and the mechanical ventilator.



£25

## *OLAES trauma bandage*

An advanced bandage used for the management of severe haemorrhage.



£45

## *Blizzard blankets*

Blizzard blankets are extensively used in the HEMS (Helicopter Emergency Medical Service) and military environment. They are lightweight, wind and waterproof making them ideal to keep a casualty dry and warm.



£100

## *MEQU - blood products*

Warms up blood from cold to body temperature within seconds, making it safe to give to the patient.



£300

## *Intra-osseous access device*

Provides critical vascular access for fluid or drug therapy when traditional intravenous access is unable to be gained.



# Ways to bank your fundraising

Once you have finished your fundraising efforts there are several ways you can bank your fundraising:

## Fundraising page

If you have set up a fundraising page with JustGiving, GivenGain or Enthuse, your funds will automatically be transferred to us. You don't need to take any further action other than ensuring that your page closes following the event.

## In person

If you would like to pay in funds in person, please contact the Charity team to arrange a time to drop off your donation at our airbase in Semington.

## Bank transfer

Please contact the Charity office to obtain our bank details. When sending your funds, please reference your payment accordingly.

## Online

You can use our website to pay in your fundraising, scan the QR code which will take you to our website. Please provide as much information as possible so we can ensure we thank the appropriate people.

## By Cheque

Cheques should be payable to Wiltshire and Bath Air Ambulance Charity. You can post your cheque with a covering letter to our Charity office (please include your name, address and how the funds were raised). Please do not send cash in the post.

Wiltshire and Bath Air Ambulance Charity  
Outmarsh  
Semington  
Wiltshire  
BA14 6JX





SCAN ME



## Your safety and the law

There are legal requirements for some fundraising methods such as raffles and street collections. If you are planning a fundraising event please do 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! For more information, please visit the Fundraising Regulator by scanning the QR code.

## How do I claim Gift Aid?

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

## 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.

# FAQs

## Can you add my event to your website?

We love to hear from our wonderful fundraisers about the work they are doing to **support us**. Please do get in touch to let us know about any events you may have planned.

We can then ensure we support you with anything you need from us. You can request to have your event listed on our website, please do email us with your event information and any posters or links to your event or fundraising page.

## 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' or our 'proudly supporting' logo, please get in touch and we will happily provide you with the necessary artwork files.

## Can I organise an event for Wiltshire and Bath Air Ambulance Charity and another charity jointly?

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

### Get in touch

For more information, our team will happily help you.



[community@wbairambulance.org.uk](mailto:community@wbairambulance.org.uk)



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*Thank you for going  
above and beyond*

