

Thank you for joining Team GWAAC



Great Western
Air Ambulance Charity

Your Charity, Saving Lives Together



Let's get your fundraising
off to a flying start!



Welcome on board!

You are about to make a huge difference to people in your local area!

This guide is packed full of things to help make your fundraising a huge success. You'll find loads of tips and ideas to motivate you on your fundraising journey, from inspirational ideas, to planning, promoting and completing your chosen activity.



Choose your activity



Plan your fundraiser



Have fun fundraising



Bank your cash



Wow, you're a lifesaver!

“We’re always amazed by the time people give in aid of raising money for our service. Every step walked, event hosted or activity taken on motivates us each and every day and allows us to keep providing our critical care for those in need. Thank you for helping us!”

- Ed Valentine, GWAAC Lead Doctor



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The money you raise for GWAAC will help to ensure our lifesaving service continues to be there for those in need, saving local lives and meaning more people can be with the ones they love for longer.

Our crew can only carry out missions because of people like you. It’s your fundraising that makes their work possible every day. That’s why you’re really important to us.

Have lots of fun with your fundraising and remember to get in touch if you would like any advice or support, and let us know about your plans!

It’s great to have you on board!

Thank you.

Team GWAAC

Contact us

Email: info@gwaac.com Telephone: 0303 4444 999





Spread the word about GWAAC

As you get started on your fundraising journey, we want to make it easy for you to talk to your friends, family and others about the work we do. Here's some easy to remember facts to help you spread the word:

We're a charity!

Many people don't know that we are not funded by the NHS or the Government – despite being an emergency service, our charity is funded completely by people like you!

We bring the hospital to the patient

We're not just a fast way of getting people to hospital, or a flying ambulance. Our service is all about the specialist skills our crew bring. We carry advanced drugs and can carry out advanced medical procedures on scene, essentially bringing the hospital to the patient.

We take the patient to the hospital that's best for their needs

We take people to the hospital best suited to their needs, which isn't necessarily the closest one. Being able to provide medical care on scene means we can stabilise a patient, giving us more time to transfer them to the hospital best suited for their illness or injury.

We attend patients in urgent need, in any location, not just in remote places

We are only called to those who have life-threatening illness or injury, where our crew's advanced skills can make a difference to the patient on scene. The types of incidents we attend include cardiac arrests, road traffic collisions, falls from a height, and other serious trauma or medical illness.

Need these on the go?

You can download these handy, interesting facts as cut-out table toppers from our digital resource pack at:

www.gwaac.com/fundraising-resources

Spread them around the tables at your event for people to pick up and see, and you'll help raise awareness and understanding of why you've chosen to fundraise for GWAAC.





Choose it

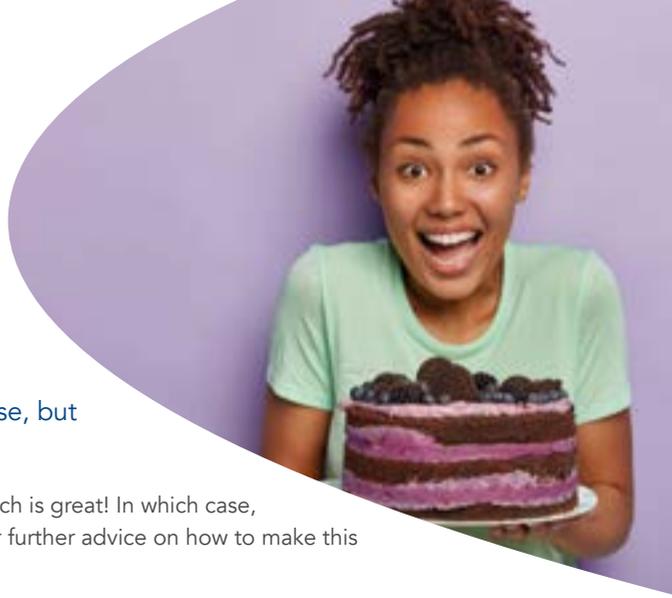
So you've decided to fundraise, but how are you going to do it?

You may already have an idea, which is great! In which case, you can skip through to page 9 for further advice on how to make this happen and how to prepare.

Not sure what you want to do? Think about what you love to do. Love being outdoors? Maybe a sponsored walk or run. Love baking? Perhaps a bake sale. There's something for everyone, it's about finding what's right for you.

Coffee morning/bake sale

You could have a 'latte' fun with this! Get creative in the kitchen or just gather your family, friends and colleagues for a virtual or face-to-face chat over some coffee and cake, and a donation to GWAAC.



Break a record

Why not try and find a quirky world record that you think you could beat and get your friends to sponsor you?

Did you know?

Our very own Critical Care Doctor, Tim, once challenged himself to see how many baked beans he could eat with a cocktail stick...

"My greatest ever achievement is that I was two baked beans off beating the world record for the number of baked beans eaten in three minutes with a cocktail stick!"





Open Mic Nights

Find a venue that will let you host it or share videos online and either sell tickets, or charge people a set amount to enter and watch.

Come dine with me

Have a dinner party, wine and cheese night or outdoor BBQ and ask friends to pay what they would for a meal out, or perhaps turn it into a competition and see who can put on the best night of food and entertainment.

Quit it

Boot those bad habits and get sponsored to do so, or donate the money you've saved yourself by cutting something out.

Sponsored silence

Get your family, friends and work colleagues to sponsor you to stay silent for a whole 24 hours – it's not as easy as it sounds!

Clothes swap

Get everyone to have a clear out of their wardrobes and host a clothes swap evening or day at work, with each item priced up for charity.

Head shave

Be brave and go for the chop – not only can you get sponsored for a head shave, if your hair is long enough you can also donate it to the Little Princess Trust.

Caroline bravely took on a head shave in aid of GWAAC, raising £240!



Charity ball

If you fancy hosting your own Charity Ball, or similar event, then get in touch with us to see how we can help.

Steph Pearce has been holding the annual Tortworth Ball in aid of GWAAC since 2009, after our crew saved her friend's son, Andy. The charity ball raised over £5,800 at 2019's event and nearly £40,000 to date!

Steph said: "It's such a vital service, and yet they receive no day to day funding from the Government or National Lottery. It relies completely on generous donations and I'm just doing my bit to ensure it can help people, like Andy, when they're having the worst day of their life."



Pub quiz

Host a virtual pub quiz online or ask your local if you can take over for a night of quizzing in aid of GWAAC. Why not see if they will donate a prize for the winners too?

Open Garden

Show off your green fingers to your family and friends with a 'blooming' great outdoor event - or share it virtually - with an online tour!

Sweepstake

These are easy to do with your friends or colleagues (remember you don't have to be in the office, you can do this virtually). Ask people to pay to enter and once the sweepstake is over, award the winner a prize and donate the funds to GWAAC! How about picking a theme around:

- Sports events (Six Nations, FA Cup, Grand National)
- TV programmes (Bake Off, Apprentice)
- A friend or family expecting a baby? Guess the name, gender, weight or date of birth!

Hold a Raffle!

A raffle is a great way to top up your fundraising – why not see if your family, friends or any local businesses have any items they are willing to donate as prizes?





Choose it



Sponsored walk, cycle or run

Check out our charity challenges online at www.gwaac.com/charity-challenge or set up your own route. Why not get others involved too and fundraise as a team?

Go digital!

Most events can now be adapted to run 'virtually' using the internet. From running 5km around your local park, to hosting an online quiz night, there are lots of things you can do from your own home that will help raise lifesaving funds for GWAAC.

Set up a Facebook Fundraiser

Facebook fundraisers are a great way of getting your friends and family to donate or sponsor you. You can set one up for your birthday, or do it as a way to enhance your fundraising target!

Niky Crooks set up a Facebook fundraiser raising over £1,000 for GWAAC, after our crew attended to her 4-year-old daughter, Jasmine, who suffered a cardiac arrest at home.

"By the time your team arrived I was crumbling, at a loss of what to do or what to expect. I will never forget Scott, Andrew and Jack's reassurances to me.

I knew we now also had Emergency Doctors onsite, trained in Paediatrics, and they had her, they had 'this'. I felt complete trust in them. During the worst, most horrific episode that any parent could be in, I was kept calm, and listened to, I felt safe."



Plan it



1 Pick your time and place

Give yourself a realistic timeframe to plan for and promote your fundraising activity. Check the calendar for public, school or religious holidays that might clash with your event.

Get online

Think about how to reach people for donations. We recommend setting up a JustGiving page for a challenge event – we've outlined how to do this on page 13.

Involve others

Share tasks among friends and family.

Spread the word and take advantage of your networks. Does anyone have any special experience that could help you?

Shout about it!

Spread the word about your fundraising!

Social media is a great way to raise awareness and encourage people to come along or sponsor you and donate. You can download some social media fundraising graphics and photos from our website at www.gwaac.com/fundraising-resources.

Share updates on your progress and share your JustGiving link if you have one. Photos and videos are great content to inspire people to donate. If you're holding an event, then set up a 'Facebook event' and get friends and family to share amongst their networks.

Remember to tag us so we can see how you're getting on!

Instagram: [@GWAAC](https://www.instagram.com/GWAAC)

Twitter: [@GWAAC](https://twitter.com/GWAAC)

Facebook: [Great Western Air Ambulance Charity](https://www.facebook.com/GWAAC)

Taking on a half marathon?

Our very own Critical Care Doctor, Andy Lockyer, has pulled together a training plan to help you out. Take a look at www.gwaac.com/half-marathon-training-plan.



Gift in Kind

Why not see if any local businesses can provide you with goods or services for free as a Gift in Kind to help with the running of your event?

Tip:

Ask a generous friend or family member to make the first donation on your fundraising page. Others are more likely to match it if they can, so the larger the amount the better!



Hot off the press

Getting on your local radio station or being featured in your local paper can be a great way to spread the word.

Is there a personal story behind your fundraising? Why not get in touch with local press and see if they would be willing to help share your fundraising story. You can find some tips and templates on how to write a press release online with our digital resources.

Tip:

Personal quotes on why you are fundraising for GWAAC and high quality images will mean your story is more likely to be featured.



Be seen

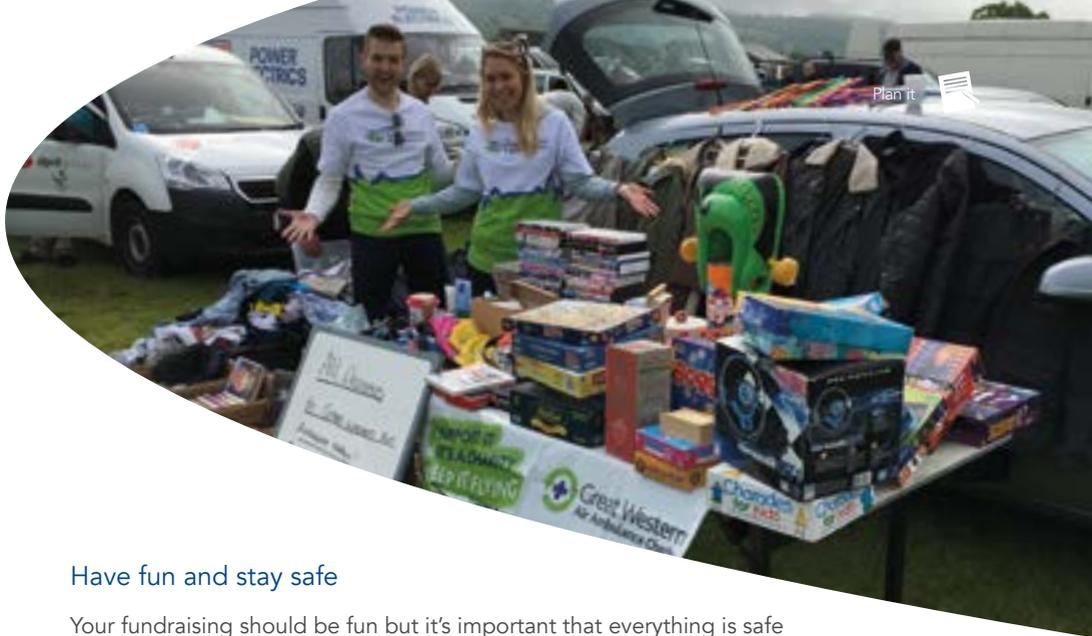
Ask if you can put up a poster or two in your workplace or local community and help raise awareness of what you're doing. You can download a poster online in our digital resources.



Download resources to help you fundraise

We've pulled together some handy resources and made them available for you to download at www.gwaac.com/fundraising-resources





Have fun and stay safe

Your fundraising should be fun but it's important that everything is safe for everybody involved. If you are organising your own activity or event, plan ahead and consider the following health and safety checks so everything runs smoothly:

- First aid
- Security and cash handling
- Food safety and hygiene
- Risk assessments
- Accessibility for people with disabilities
- Safeguarding of children and vulnerable adults

Getting the right permissions (the legal stuff!)

As with any event, there are some things you need to consider before running it, such as whether you have the correct insurance and licences for cash fundraising or public events, serving food or alcohol and taking photos or videos of attendees. Head to our website at www.gwaac.com/fundraising-resources to read up on the following:

- Licences and insurance (cash donations, public events, etc.)
- Serving alcohol
- Photos and video
- Food safety
- Lotteries, raffles and collections
- Sweepstake guidance
- Messaging and using GWAAC's brand
- Use of personal data and consent
- Legal and ethical fundraising (behaviour when fundraising)

Get in touch if you have any questions or concerns about the health, safety or legality of your event.

Raise it



Download and print a paper sponsor form at www.gwaac.com/fundraising-resources for cash or cheque donations. These are handy for taking into the office!

Set a target

Setting a fundraising target helps to motivate you, and can encourage people to donate. Have a think about how much you would like to raise for GWAAC but don't worry too much, you can change your target later if it doesn't feel right. If you know what activity you're planning, think about what people may pay or donate for it, and who it would appeal to.

Remember every penny counts. No matter how much you fundraise, you're helping to spread the word about our lifesaving service amongst your friends and family, and anything you do raise helps our crew continue to be there for those in need.

How the money you raise makes a difference

Thinking about the real impact your donations could make will help motivate you to achieve - and maybe even exceed - your target!



£250 could pay for a flight suit to keep our crew visible and safe on scene



£330 could pay for a Credo cool box to safely store and transport blood products



£712 could pay for the daily cost of a Specialist Paramedic in Critical

£2,000 could save a life - this is the average cost of one mission

Every parents' worst nightmare came true when brothers Josh and Jamie were involved in a car crash, leaving Jamie with a life-threatening head injury. Our crew put Jamie into an induced coma on scene, and airlifted him to hospital in just six minutes, where he underwent lifesaving emergency surgery. Jamie has now made a full recovery and is back to a full and active life.

Parents, Andrew and Marie, said: "With GWAAC responding so fast and enabling emergency surgery within an hour, it prevented further brain damage. If he had gone by road, we were told he most likely would not have survived or would have sustained further brain damage.



"My wife and I are so grateful to the whole team that we felt we had to do something, so we held a local fundraising event and raised just over £2000."

Set up your JustGiving page

It's quick and easy to create a fundraising page on JustGiving. Just follow these steps and your donations will be flying in!

Step One: Go to www.justgiving.com and log in or sign up with an account.

Step Two: Click 'Start Fundraising'. When asked 'Are you fundraising for a registered charity?', select 'Yes, continue'.

Step Three: Search for and select 'Great Western Air Ambulance Charity'.

Step Four: Either select a pre-existing event, or add your own event to the list.

Step Five: Choose an easy to remember web address to share with friends and family.

Step Six: Click 'Create your page'. You're now ready to start fundraising for GWAAC!

Step Seven: Share your page. Why not ask a close friend to make the first donation? Research shows that once one donation has been made, more are likely to follow.

If you have any questions along the way, or need support with what to write, get in touch with us at info@gwaac.com.

Make sure you describe your fundraiser in detail so people know why they should support you!

Make your fundraising go further

Now you've set your target and set up your fundraising page, here are some handy tips and suggestions on how to push your total higher!

Gift Aid it

If your supporters are UK taxpayers and their donation is voluntary, you can gain an extra 25% on their donation. They simply need to tick that they are happy for us to claim Gift Aid when they donate.

This can be via a sponsorship form, or we can send you Gift Aid forms and envelopes for people to complete at your activity or event. JustGiving has this feature automatically so you won't need to worry about it if you are raising money online. You can find out more about Gift Aid and who is eligible at www.gwaac.com/giftaid.

Matched giving

Lots of businesses and companies offer a matched giving scheme which means you could double the amount you raise. It's worth having a chat with your employer to find out if this is something they would be willing to offer. If they agree to do this, then don't forget to let us know so that we can look out for their donation!

giftaid it

Pay it in



Your fundraiser is complete and it was a success! Give yourself a big pat on the back, well done you! Now it's time to pay in the money that was raised. The sooner it wings its way to us, the sooner it can start working hard for local people.

By bank transfer

You can pay the money by bank transfer by using the following information:

Account Name:

Great Western Air Ambulance Charity

Account Number: 31562711

Sort code: 40-14-24

Name of Bank: HSBC UK

Reference Number:

Get in touch with us before paying in your fundraising money so that we can provide you with an individual reference number. By putting this as a reference on your payment we can track what money has come in from you, keep you updated with a total, and of course – say thank you!

Online

You can pay in your fundraising online at www.gwaac.com and select 'One-off donation'. Make sure to insert your fundraising activity and your individual reference number in the comments so that we know who it has come from.

JustGiving and Facebook fundraising

They will send it automatically to us – you don't need to do a thing!

By post

You can send a cheque made payable to 'Great Western Air Ambulance Charity' to:

Great Western Air Ambulance Charity

3rd Floor, County Gates

Ashton Road

Bristol

BS3 2JH

Make sure that you include your details on the back of the cheque or in the envelope so that we know who it has come from.

Please don't send cash in the post – if you have collected cash donations, you can either pay them in via a bank transfer, online via our website, or send a cheque.

Over the phone

Give us a call to make a payment over the phone on 0303 4444 999. Lines open 9am – 5pm Monday to Thursday and 9am - 4pm on Friday.





Your event checklist

If you're hosting your own fundraising event, cut this list out and stick it on your fridge so you can keep track of what needs to be done - there's nothing more satisfying than ticking things off the list!

Before the event

Due date

- Set the date _____
- Book and confirm a venue (get this in writing!) _____
- Set your fundraising target _____
- Ask for help from friends, family or colleagues if needed _____
- Invite people _____
- Check insurance requirements _____
- Consider health and safety requirements _____
- Write to companies for support/ask your own company if they will do matched giving _____
- Shout about your event _____
 - Social media _____
 - Local press _____
 - Share with your friends, family and colleagues _____
- Tell us your plans! _____
- _____
- _____
- _____

On the day

Relax, Smile

Enjoy it!

Remember to take photos and tag us on social media

After the event

Keep any cash donations secure

Thank those who attended, donated or helped

Send us the money you've raised



Thank you!

Thank you for joining Team GWAAC and helping us to continue providing our lifesaving service to those in need. Your support means the world to us, and to many individuals and families across the region.

We couldn't do what we do without you - thank you for being amazing!

How else can you support GWAAC?

You can also get involved in supporting GWAAC in many other ways. We're grateful for any and all support we get – it all allows us to keep being here for those in need, saving local lives.

Play our lottery

Entry costs just £1 per week and draws are made weekly – meaning you have a chance to win our top prize of £1,000 every week. www.gwaac.com/play-our-lottery

Set up a regular donation

Regular gifts help us plan for the future. Set up a regular donation at www.greatwesternairambulance.com/donate

Leave a gift in your will

Once you have remembered your loved ones, you can choose to support us well into the future by leaving a gift in your will. Find out more at www.gwaac.com/gifts-in-wills

Recycle, recycle, recycle!

Did you know we have textile recycling banks dedicated to GWAAC across our region? Why not have a clear out of your wardrobe and bag up any old clothes you no longer wear.

Find out where your nearest recycling bank is here: www.recyclingsolutions.org.uk/clothing-banks

Volunteer

There are many ways in which you can volunteer your time for GWAAC and join our vital 'Ground Crew' of supporters. Find out what volunteer roles are available at www.gwaac.com/volunteer

Get in touch!

Great Western Air Ambulance Charity

3rd Floor, County Gates, Ashton Road,
Bristol, BS3 2JH

0303 4444 999

www.gwaac.com

info@gwaac.com

Follow us!

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Charity

Registered charity
number: 1121300

