



IDEAS TO HELP YOU HELP OTHERS



**HELP APPEAL
FUNDRAISING PACK**

A REGISTERED CHARITY IN ENGLAND AND WALES (1057063) AND SCOTLAND (SCO45963)

THANK YOU FOR HELPING

The HELP Appeal is the only charity in the country that funds life-saving helipads at Major Trauma Centres and key hospitals.

Every flight, every landing, every life, depends entirely on the financial generosity of the public. As we don't receive one single penny in Government or National Lottery funding, charitable donations are our lifeblood without which we would not exist and helipads might not be built or upgraded.

This fundraising booklet is packed full of ideas that will inspire you to put together your own special money-raising event, which will help to save more lives.

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THE IMPACT WE CAN MAKE

The HELP Appeal has instigated and driven a number of projects that are now helping to save lives and improve a patient's chance of a full recovery. The scale and importance of what we have already done is evident 'on the ground', as is our ambition for the future – these numbers represent real and tangible help.

KEY HIGHLIGHTS

- 57 helipads opened across the country
- Over 34,000 landings since 2009
- Over 40 new and upgraded helipads planned near you
- Future projects costing £50.75 million



"If the helipad had been anywhere other than just a short trolley dash to the emergency department, Amelia would not be here today. Saving time, saved her life."

Jemma, mother to Amelia, who suffered a serious head trauma when she was just three years old.



YOUR CHANCE TO HELP OTHERS



"Some people may feel indestructible but when you have a serious accident like I did, you realise you're not. Any delay in treatment could have been detrimental to my health. The helipad ensured that I was delivered into the right hands promptly."

Martin suffered multiple fractures to his spine and was in a coma for eight days. Now recovered, he's living life to the full with wife Wendy.

"I find it astonishing that such a vital medical resource like a hospital helipad requires charitable funding. If there had been no helipad I wouldn't have got the specialist care that I desperately needed immediately. It's as simple as that."

Jennifer, suffered life threatening injuries after a road accident but since her recovery has climbed Mount Kilimanjaro.



"Ellena's air ambulance couldn't land at the hospital as there was no helipad, so she had to hover over a busy park that was full of families and wait for an area to clear before she could safely land and be rushed to A&E. It felt like forever. Despite this delay, Ellena survived. Others might not be so lucky."

Genna, mother to Ellena who was only a few months old when she stopped breathing while on holiday. Thankfully she has completely recovered.

HOW TO PLAN YOUR EVENT

The ultimate aim is to raise lots of money so we can support the many hospitals that need helipads, thus helping to save time and lives.

Fundraising, whilst fun, can be hard work too. Having a good plan of action will enable you to make your event really successful.

Here we have given you some pointers on how to approach your fundraising activity.



Theme

A themed fundraiser is a great way to engage people and sponsors. Use our list of themes and ideas on pages 16-23.



Venue

The venue is really important too. Having a location that gives you flexibility would be advantageous.



Activity

There are so many activities that you can choose from. Remember to pick one that challenges you and that you also enjoy.



Set a Date

Make sure you set a date that works for everyone involved and does not clash with any other major events. Also have some contingency dates in mind too and check that your venue can be flexible.



Plan

Writing up a good plan is essential to make sure your event runs smoothly. Brainstorm everything and factor in plenty of time before the event to get things prepared.



Promote your event

Once you're all set up it's time to promote your event. See our tips on promotion on pages 10 & 11.



Health & Safety

Depending on your type of activity and the numbers involved, you may need to check out the safety aspects to ensure no one gets hurt or injured.



Donations & Sponsorships

Find as many ways as you can to make money around your event. See if you can get a venue, facilities or prizes donated.

PROMOTE YOUR EVENT

Once you have got your plan all ready, it is time to start the promotion process. Your event will only work if people know about it. We can help – we have a number of suggestions to guide you through the most effective promotions.



Create a website/blog

A website or blog will tell people all about your fundraising event. You can also link this to a dedicated donation page like Virgin Money Giving – this will help to increase donations and also ensure that the money you raise goes directly to them.

Get Social

Set up a dedicated page on a social network. Most people have access to a social network like Twitter, Facebook or Instagram. This will increase the share factor of your fundraising event and also encourage people to donate – remember to share any news and thank people who donate and share your posts.

Create a flyer

Creating a flyer and distributing it to local attractions and businesses is a great way to get your fundraising event noticed. Make sure you have the right information on the flyer like the date, venue, time, website. Plus, don't forget to include how they can donate too!

Branded merchandise

One way to get really noticed is to brand up T-shirts or Caps with your event name and website. Wear them wherever you go, to help raise awareness of the event and the HELP Appeal too.

Tell friends, colleagues & local businesses

Get your friends and colleagues on board to spread the word. Make sure they have flyers, donation forms and anything else that might help promote your event. Also, canvas local businesses – they may be willing to support and promote the event too.

Don't forget to tell us

We really want your event to be a success, so please don't forget to tell us about it. We'll help you promote it via our website and social media channels. We may even come along to enjoy the event with you too.

MAKING A DONATION

Now you have everything set up and your HELP Appeal fundraising event is being well promoted, you'll want to start collecting donations from friends, colleagues and sponsors. To make it really easy, we've pulled together some of the best ways you can donate to the HELP Appeal.

When donating through JustGiving, the platform automatically adds a "tip" to support its running costs. If you prefer **not** to leave a tip, you can change this easily:

1. When you reach the **"Tip"** section of the donation page, look for the option to "Enter custom amount."
2. Select this and type **£0**.
3. Continue with your donation as normal.

This ensures **your full donation goes to our charity** and not to the JustGiving platform.



HELP Appeal Website

Our website has various options that will enable you or your sponsors to make online donations. We use Paypal as our preferred payment gateway to ensure that payments are secure and protected – www.helpappeal.org.uk

QR Code

A quick and easy way to donate is by scanning this QR code.



Collection Tins

We also have collection tins and boxes that are available for your event. If you would like to order some for your event, please contact the fundraising team on **0800 389 8999** or email us on info@helpappeal.co.uk

Just Giving

We have partnered with Justgiving.com, where you will be able to create your fundraising page on their website and link it to the County Air Ambulance Trust HELP Appeal. This gives you a good platform to manage your fundraising event and donations.

BE INSPIRED

A good idea doesn't mind who has it...this sentiment is so true and should really get you fired up. All we can say to you, is try and make your idea unique and truly inspiring and memorable. The better the idea, the more people will engage, join in and donate. There are so many different ways in which you and your fundraising team can raise money. Here, we've shown what our amazing fundraisers have done.

Evvy Rayner, 9, raised money for the HELP Appeal by asking donors to guess how many sweets were in a jar.



Bringing a sense of 'fun' into fundraising, Aaron Astbury and his club the Green Turtles are always developing innovative fundraising ideas, from creating the strangest hairstyles to organising a virtual bike show.



Winchcombe Cycling Club and Cheltenham and County Cycling Club organise the annual Hell of the North Cotswolds (HONC) race which helps to raise thousands of pounds for the HELP Appeal.



Andy Pressdee has raised funds for the HELP Appeal by running the London Marathon in the capital and virtually, close to where he lives.

THE A_{to}Z OF FUNDRAISING IDEAS

Be different, be unique and inspire others. But most of all enjoy yourself and know that your hard work and effort is giving someone the opportunity to get urgent medical care quicker. Happy Fundraising!



A B C D E F G H I

Auction Of Promises
Auction of Skills
Auction of Clubcard Points/Airmiles
Abseiling
Amazon Smile

Bad Hair Day
Bad Taste Day
Bring A Book To Sell Day
Barbecue
Bike Rides
Boot Sale
Bring & Buy Sale
Balloon Race
Breakout
Birthday giving
Bake sale
Bingo
Bed Push

Car Wash
Christmas Cards
Collection Boxes
Cycling
Coffee morning
Craft sale
Comedian Hour
Casino Night
Computer Games
Knockout
Charity Cocktail Hour
Cookery Sale
Cook Book
Coach Trips

Dress Down/Fancy Dress Day
Dance Marathon
Dinner Dance
Dragon Boat Race
Dinner Party
Drawing Contest
Darts Match

Email Ban Day
Exercise
Ebay
Equipment
Hires

Foreign Currency Day
Fete
Fancy Dress
Fireworks Party
Football Tournament
Fun Run
Film Night
Fashion Show
Facebook Birthday Fundraiser

Guess The Babies Name
Golf Day
Guess The Amount Of Sweets In A Jar
Give Something Up
Golf
Grow a Beard
Games Night
Go-Karting

Hill Climbing (3 Peaks Challenge)
Hiking
Head shave
Hour of earning

It's A Knockout
Iron Man Challenge
Ice Bucket Challenge

J K L M N O P Q

Job Swap
Jokeathon
Jumble Sale

Karaoke Night
Kick a Habit
Knitting
Kayaking

Lift Ban
Lunch Party
Lunch Delivery
Service
Learn a New Skill
Loose Change
Lego Contest
Lottery Bonus
Ball Sweepstake

Murder
Mystery
Mile of Coins
Mobile Free Day
Mock Game
Show

Nearly New
Sale
New Year's
Resolutions
Nail Art
Nice Day

Office
Olympics
One Day
Leave Raffle
Obstacle Course
Outward
Bound

Penalty Shoot-Out
Challenge
Pay-To-Play
Challenges
Plastic Duck Race
Plank Challenge
Paintballing

Quizzes
Quiet Hour
Quit It For
Charity

RSTUVWXYZ

Raffles
Running
Events
Race Events
Readathon
Rafting

Sweepstakes
Swear Box
Silly Games
Swap-Shop
Shades For
a Day
Sports Day
Superhero Day
Sponsored
Silence

Talent Contest
Ten Pin Bowling
Challenge
Tombola
Treasure Hunt
Tuck Shop
Table Tennis
Tournament
Tug-of-War

Unwanted
Christmas Gifts
Sale
Uniform-Free Day
Upcycling

Valentine's
Day
Vegan Day
Village Fete
Vintage Sale
Volleyball
Challenge

Whose House Is
this? Competition
Wacky Races
Walks
Wine Tasting
Wear a Waistcoat to
Work Day
Wills and Legacies

Xmas Party
Xmas Hamper
Raffle

Yard of
Ale
Yoyo Contest
Yogathon

ZZZ... competition
Zero Waste Day
Zip Wire
Zoom Quiz



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THE HELP APPEAL IS ORGANISED AND CO-ORDINATED BY THE COUNTY AIR AMBULANCE TRUST.
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