

South Central
Ambulance
Charity

Our Emergency Guide to **Fundraising**

Our Emergency Guide to Fundraising



Imagine that you have dialled 999 because you are experiencing stroke symptoms. You know an ambulance is on its way, but every minute you are waiting for it to arrive feels like an hour. How re-assuring would it be if a properly trained volunteer who lives in your local area, was ringing your doorbell within a couple of minutes of you putting the phone down, and was fully equipped to administer advanced life saving support ?

With your help we can recruit, train and equip even more Community First Responders – the amazing volunteers who are the ambulance at the end of your street.

Imagine that you are out for a walk in your local park, and you come across someone who has collapsed with heart trouble. You dial 999, but you feel helpless because you can't do more.

Now imagine that, using your phone, the person who answered your 999 call could see what you see. Imagine that they said it's OK, what this patient needs is help with their heart. There is a public access defibrillator in the park, this is how to find it and this is how to use it. We can watch you over your phone and give you any more help and advice you need.



- **No more feeling helpless – you just saved a life.**
- **With your help our charity can make this possible**
- **We need to raise £1m by Christmas 2019 to help your local ambulance service help you.**
- **We hope that Our Emergency Guide to Fundraising will help you to help us hit that target.**

But where do you start?

There are as many ways to fundraise as there are people like you who want to make a difference. This booklet sets out a few ideas that might help get your imagination working. Once you've decided what you are going to do, don't forget to register your event (www.sca-charity.org.uk/registering-your-fundraising-event/) with us, so we can help you in any way we can.

Good luck and Thank you

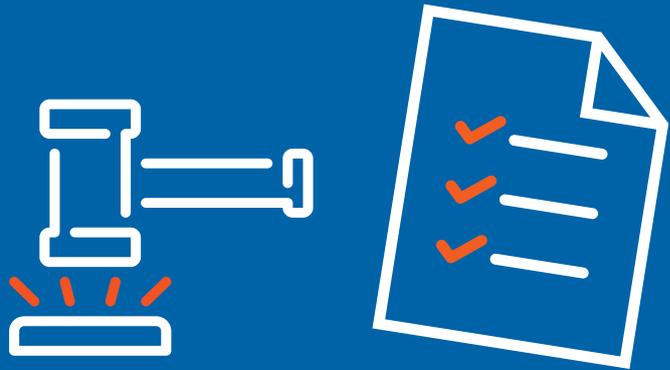
Getting started

The first rule of fundraising is who do you know and how might they help?

Start by just writing down the names of everyone you can think of – friends, family, hairdresser, teacher, student, colleague, team mates, fellow allotment plotters, the butcher you shop with every weekend...

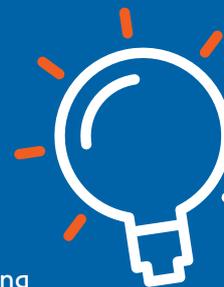
Use this list to help you think who might:

- Make a cash donation
- Make a promise or a gift that you could auction or raffle
- Sponsor you to do something
- Sign up to take part in your fundraising project
- Host a charity collecting box on their counter



The second rule of fundraising is make a plan!

To avoid emergencies you need to work out the who, what, where and when of your fundraising activity.



- Step 1** Pick a fundraising idea (you will find lots of ideas in this guide).
- Step 2** Work out where you are going to hold your event, or do your activity. Don't be shy about asking to use a venue for free. The worst that can happen is someone will say no!
- Step 3** Think about who you can get to help you, to take part, to sponsor you – and get out there and just ask!
- Step 4** Decide when your activity is going to take place.
- Step 5** Work out the details, and don't be afraid to contact us and ask for help if you get stuck.
- Step 6** Make a budget. You don't want to find out at the end that your activity cost you more to organise than you raised in donations.
- Step 7** Register your event with us by completing the event registration form at www.sca-charity.org.uk/registering-your-fundraising-event/
- Step 8** Tell everyone you can think of what you are doing and ask for their support or help to publicise your event. Set up an online giving page, so that even if people can't come along they can still donate.
- Step 9** Collect the money and pay it in to us. You can find out more about how to do this here (www.sca-charity.org.uk/send-us-money). And don't forget to send us some pictures to info@sca-charity.org.uk – we'd love to use your great idea to inspire other people!
- Step 10** Sit back and enjoy the feeling of having done a great thing!

Our Emergency Guide to Fundraising ideas



Give it up for charity

What could you give up for a good cause? Pies, chocolate, TV, swearing....? Get your friends and family to sponsor you to “give it up” for a week or even a month. See if you have what it takes and watch the cash roll in.

Dress up – or down

Can you get everyone in your school to pay to come to school in their pyjamas? Will your boss let you have a dress down Friday in your office? Can you do a dress in purple or orange day in your workplace... the possibilities are endless and just £2 from everyone who takes part makes a big difference to us.

Ready, steady...bake!

Everyone from tots to teens, and twenty somethings to those of us in the third age can be tempted by cake! Don't forget to send us pictures of your star bake with the proceeds from your cake sale. When you register your event with us you can order posters, balloons, collecting boxes and even mugs to help make your cake sale stand out from the rest.

Get your club involved

Can your golf club hold a charity day for us – with fees donated to our charity? Maybe your kids play rugby at the weekend. Once a year could you get together with the other parents and hold a fundraising event in the clubhouse? Could your swimming club do a sponsored swim for us? Or maybe your dance or drama group could do a benefit night show for us and donate some of the ticket money?



BBQ for the ambulance service

Grab some grub, get the coals fired up and party for us. Ask your guests to donate some pennies (or even pounds) in return for a great plate of BBQ food.



Promises, promises

Everyone can donate something to a promises auction – whether it's an hour weeding someone's garden, an evening's babysitting or a week in a holiday house. And don't forget to ask local businesses – they will often donate goods or services .

Collect the pennies

Ask the local shops and businesses who know you if they will host a collecting box for us, and help us make sure that it is regularly and safely emptied, and the business thanked.



Win a four day week

See if your boss will donate a day off as a raffle prize, and watch ticket sales rocket!

In return could you donate a day's wages for us? Just divide your annual salary by 365 – and suddenly it doesn't sound a lot does it? If everyone in your office did this it would soon add up for us – especially if your boss can be persuaded to match your donations.



Celebrate and donate

Having a big birthday? Getting married? Retiring? Got a house full of stuff already and really don't want presents? Any excuse for a party is a way to fundraise. Set up a Just Giving page and ask your friends to celebrate with you by donating to us – and don't forget to ask them to add gift aid. It adds 25p to every £1 they pledge – at no extra cost to them.

Hold a raffle

As long as you are only selling tickets at your event, the draw is the same day as the event and all the money is coming to charity then you can hold a raffle without a licence. If you want to do a raffle on a grander scale then contact us for some advice.



Brave the shave

Get sponsored to shave your head (or hipster beard!) for us... and don't forget to take before and after pictures.

Come Dine with me – for a good cause

Take it in turns amongst you and your friends to host a dinner party. Get competitive and ask guests to pay what they think the meal was worth and see who raises the most.



‘Desk drop’ challenge

Give everyone in the office a tube of Smarties with an ‘eat me, fill me, donate me’ label. They get a treat and simply have to fill the tube with coins afterwards.

Apprentice challenge

Each team gets a small budget. Their task is to use their wit and skill to multiply their funds in an agreed amount of time (legally and safely)!

Virtual challenge

Climb Mount Everest or run a marathon without leaving the gym, or ask everyone to take part in a step challenge. Use a pedometer smartphone app and aim for a collective number of miles, which could be racked up by walking up the stairs, to work or between offices.



Take a real challenge

Look at our website www.sca-charity.org.uk and sign up for a local race or the adventure of a lifetime – and all for charity!

Plus once you've decided, we can help you with:

- Fundraising materials: collection tins, t-shirts, balloons, banners, sponsorship forms and much more
- Marketing materials: posters, press releases, logos, guidance on key messaging and much more
- General advice: raffle licences, permits and any risk assessments you might need

Any questions? Just get in touch

 info@sca-charity.org.uk

 www.sca-charity.org.uk

 01869 365000

 South Central Ambulance Charity, Units 7&8 Talisman Business Centre, Talisman Rd, Bicester, OX26 6HR



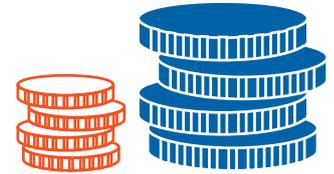
Once you know which activity you are going to do to fundraise for us, please complete a Fundraising Registration Form which can be found at www.sca-charity.org.uk/registering-your-fundraising-event/

Registered charity address: Units 7&8 Talisman Business Centre, Talisman Road, Bicester, OX26 6HR

Registered charity no: 1049778



Register to Fundraise



Your details

Title First name or initial(s)

Surname

Email

Telephone

Your event

Date of Event (if known)

What type of Fundraising event are you planning

What is your fundraising target



Form continued overleaf



Approx number of participants

Additional information

Have you set up your own Just Giving page?

Yes

No

If yes, please enter the web address for your page below

Do you want the money raised to go to your local CFR scheme?

Yes

No

If yes, please tell us the name of the scheme you are fundraising for

Fundraising materials

If you require additional fundraising materials please let us know how many here. In order that we minimise costs, supplies are limited.

T-shirt

Collection tins

Sponsorship Forms

In Aid of logo

Other - please specify

Please confirm you have read understood the South Central Ambulance Charity Fundraisers Terms & Conditions.

I have read and understood the Fundraisers Terms & Conditions.

