

# Yorkshire Air Ambulance Guide to Fundraising



The following information is here to inspire and help you in your fundraising efforts for the YAA.

There are no real rights or wrongs when it comes to raising funds for the YAA – just a bit of imagination at times! We will however, highlight a few areas which need a little more consideration than others.

If you would like to request a YAA representative to come along to your event, it is vital that we are given as much notice as possible. We attend many, many events, especially over the summer months and cannot guarantee that we will have someone available to attend an event at short notice (we classify short notice as 1 to 2 weeks). Ideally we require 4 weeks + notice to be able to bring our fundraising stall to events such as fetes/ galas/ fundays etc.

If you have any questions, need some fundraising resources, or just need extra help and advice, our friendly team at the Charity HQ will be more than happy to help and advise you.

**Call them on 01422 237900**



**YORKSHIRE  
AIR AMBULANCE**

Registered Charity No. 1084305

## FUNDRAISING FOR THE YAA

**Raising funds is both fun and challenging. Here are a few points you need to consider before you start.**

- Brainstorm your ideas with friends and agree on something that is realistic and likely to work.
- Set yourself a fundraising target to aim for.
- Give yourself adequate time to prepare and promote your fundraising activities.
- If you will incur any overheads – plan a budget or get sponsorship, prizes donated or a venue provided free of charge by contacting local businesses and people you may know who can assist you.
- **Contact the Charity office** and let us know what you are planning - where we can, we will help you maximise and promote your fundraising event.



## GET LOCAL SUPPORT AND PUBLICITY

Publicising your event/fundraising in the local media is a great way to attract support and also raise awareness for the YAA. Many local papers are very supportive of local events and local people getting involved. The easiest thing to do is contact your local papers newsdesk.

Let people know why you are supporting YAA, and what inspired you to raise money – you may have a moving personal story which could inspire others. These are the sort of stories your local press would love to hear about.

**Remember to include the following information:**

- Details of your event
- Why you are supporting the YAA
- How much money you hope to raise
- What you are planning to do.

Many newspapers welcome a follow up to the initial story with an accompanying photograph of the day/event so make sure to take lots of photos from your event.

Don't forget to spread the word to your family, friends, neighbours and colleagues. Publicise your efforts on a notice board at your gym, church, college or work place. You can even advertise your event on the YAA website and social media, contact the office for details of how to go about this.

### YAA Events Webpage:

If you would like your even adding to our events page, please email FULL details to Liv Johnson at [o.johnson@yaa.org.uk](mailto:o.johnson@yaa.org.uk)

### Information needed:

- Name and type of event.
- Event date and time.
- Location – with full address.
- Event price – If this is a ticketed event and also where tickets will be available to buy.
- Your Just Giving & Virgin Money links.
- Event contact name and telephone/email.

## FUNDRAISING IDEAS

There are many ways you can raise money for the YAA.

**Here are just a few to get you started:**

- The old ideas are often the best – organise a raffle, coffee morning, quiz night, sponsored challenge or host an open garden.
- Turn your hobby into cash – sell arts and crafts or delicious cakes at summer fetes and local shows.
- Sporting challenge – host five-a-side football tournaments, family sports days, golf and darts competitions.
- Involve everyone – events that encompass all ages are often very successful such as family fun days, fetes and galas.

## SKYDIVING

We often get approached by our daring supporters who would like to do a Skydive to raise money for us but aren't sure where to start. We are currently the Chosen Charity of the Year at SkyDive GB, Yorkshire. These guys are awesome and specialise in introducing people to the exciting sport of skydiving! The skydiving centre is based just north of the coastal resort of Bridlington, East Yorkshire offering unrivalled views from the aircraft and throughout the skydive experience – and all for a life-saving cause!

**For more information visit their website:**  
[www.skydivegb.com/charity/yorkshire-air-ambulance](http://www.skydivegb.com/charity/yorkshire-air-ambulance)  
or call T: 01262 228033.

## MAKING A DONATION IN MEMORY

Making a donation in memory of a loved one, friend or colleague is a extremely thoughtful way to celebrate their life. It really is a positive way to help make their memory last and to support our vital work across the region. If you are holding an In Memory event, please be sure to contact us with the below information:

- Name of deceased
- Next of kin details
- If you would like to add a message to our In Memory page on the YAA website, please include this also
- Information can be sent to [info@yaa.org.uk](mailto:info@yaa.org.uk)



**YORKS**  
**AIR AMB**

**www.yaa.**  
**call 0142**

## MONEY MATTERS

### Online fundraising

Set up your own fundraising page on [www.justgiving.com](http://www.justgiving.com) or [www.virginmoneygiving.com](http://www.virginmoneygiving.com) and collect sponsorship without the hassle of dealing with cash or cheques. Sponsors can donate quickly and easily online with a credit or debit card and their money comes straight to the YAA. If you would like to raise money for more than one charity you can do so on the Virgin Money Giving Website. For a full guide on how to set up Just Giving or Virgin Money pages or T&C's please visit their websites.

### Match Giving

You should find out whether the business you work for does matched giving. This is where they will donate £1 for every £1 you raise. It's a great way to boost the money you've raised and an extra incentive for all your friends and colleagues.

### Gift Aid

If you are organising a sponsored event or are asking for donations please ask supporters to 'Gift Aid' their donation. This means if they are a UK taxpayer they can increase their donation by 25% just by ticking the gift aid box and including their name and address on the YAA sponsorship form or by completing a gift aid form which can be downloaded from our website. This means that for every £1 they donate the YAA can claim an extra 25p at no cost to them.

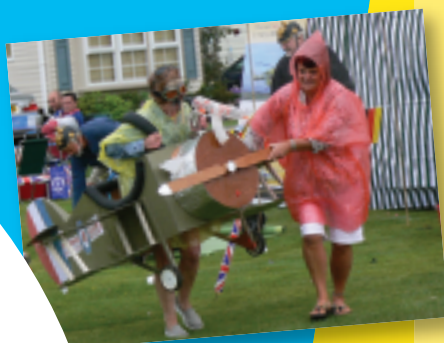
**Sponsor forms can be downloaded on our website [www.yaa.org.uk](http://www.yaa.org.uk)**

## PROMOTIONAL MATERIALS:

To help promote your event offline we have pre-printed **A4 and A3 posters** to put up in and around your local community, we also have yellow YAA balloons to decorate your event venue.

Should you wish to have **collecting tins** at your event or bucket wraps – we can provide these also.

Merchandise is also available for you to sell at your events such as, Keyrings, Pin Badges, Pens and Fridge Magnets. Please contact your local area fundraiser to discuss in more detail. Their details can be found on our contacts page, [www.yaa.org.uk/contact-us](http://www.yaa.org.uk/contact-us)



## LOOK THE PART!

Wear the YAA t-shirt with pride whilst helping to save lives across Yorkshire! Visit the YAA online shop to purchase yours [www.yaa.org.uk/shop](http://www.yaa.org.uk/shop)

## SOCIAL MEDIA

The use of social media can be very powerful and is one of the best tools to promote your event.



### Facebook:

- **Person:** These are accounts that represent one person. If you join Facebook for the first time as an individual, this is the type of account you will get. Once you're registered, you can then set up a group or page via your own account. You must set up an individual account first.
- **Group:** Groups have some extremely useful features such as allowing you to message all members and make the group private. People 'join' groups to discuss things and you can also choose who you'd like to invite to the group – setting up a group would be more useful for a private event for family and friends.
- **Page:** Setting up a 'Page' is quick and very easy to do via your own Facebook account. It's a lot simpler than a group and anyone can 'like' it to show their support and read what you're posting. You can also invite people on your own Facebook to 'like' your page.

Once you have set up your 'Page' the best place to start is by filling your page with as much event information as possible – including pictures, links to websites and most importantly your Just Giving page or Virgin Money Giving page.

The Charity also runs its own Facebook Page – Yorkshire Air Ambulance. We do not advertise each and every event from here as it would be impossible. However, we do encourage our supporters to post about their events on our 'Facebook Wall' which all our supporters and 70,000+ followers can see.



### Twitter:

Using Twitter is slightly different when it comes to promoting events. You can set up a Twitter account for your event but there is no way of inviting people to follow that account. You can 'tag' people in posts – including the **YAA - @yorkshireairamb** which we would be more than happy to retweet for you.

If you do decide to set up both of the above – it would be a good idea to post on both to let people know, e.g. **"Did you know you can also follow us on Twitter @....."**

To make your page look and feel more professional it would be a good idea to add the YAA Logo and some images of the Charity – Please also request these from Pearl Saville at [p.saville@yaa.org.uk](mailto:p.saville@yaa.org.uk). We are more than happy to supply these to official fundraisers – anyone using the Logo without permission may be asked to remove it.



**SHIRE  
ULANCE**

**org.uk or  
2 237900**



## LEGAL AND HEALTH AND SAFETY CONSIDERATIONS

When fundraising, it's not worth taking any risks with safety or the law. Here are a few things you might need to consider. If you are in any doubt please contact your local Fundraisers or someone at Charity HQ who should be able to advise you. You can find the relevant names and numbers on the Contact page on our website:

- Ensure all publicity material includes 'All proceeds/profits will go to the Yorkshire Air Ambulance Charity'. Also, events should be held 'in aid of Yorkshire Air Ambulance'. You must also state YAA's registered Charity number which is 1084305.
- Raffles are now carefully regulated and the only type of raffle that can be operated without a licence is one where the tickets are sold and the prize draw are on the same day. You cannot pre-sell tickets without obtaining a licence from your local council. You must do this directly with them and not through the YAA.
- If you want to sell alcohol at your event you will need to obtain a licence from your local police station, or alternatively you can sell tickets which can then be exchanged for drinks.
- Anyone collecting money in a public place will require a Street Collection Licence from their local council. To collect donations on private property, such as in a supermarket or pub you only need the permission of the owner or manager.
- Safety is an important aspect of any event so always check any facilities in advance, including any fire exits.
- Consider any first aid requirements. Some events/fundraising will not require first aid cover dependant on the size and nature of the event. You may want to consider contacting your local Red Cross or St John Ambulance for advice.
- If you are preparing food yourself, you may wish to get someone involved who has been awarded a Basic Food Hygiene Certificate.
- If you are organising a fundraising event you may be required to take out adequate Public and Product Liability insurance cover.

### Sending your money in to the YAA

**Please do not send cash through the post.**

Wherever possible encourage people to write cheques made payable to the 'Yorkshire Air Ambulance' and forwarded to us at: Cayley House, 10 South Lane, Elland, West Yorkshire HX5 0HQ.

If you receive cash or cheques payable to yourself, bank them and then write a cheque to the 'Yorkshire Air Ambulance' for the full amount. You could then Gift Aid this.

We can also provide you with our bank details to allow you to pay funds directly into our account.

If you have paid money from sponsors into your own account and would like to pay by credit or debit card – call us on 01422 237900 and you can pay over the phone.

However you send your money to us, please let us know details of the fundraising event so that we can allocate the money you have raised to your unique doner number. All donations should be accompanied by a contact name, address and telephone number in order for us to acknowledge your donation.



### TOP TIPS

#### Have fun:

Choose a fundraising project that you will enjoy. If you are having a good time people are more likely to respond.

#### Keep it simple:

The best fundraising projects are the simplest. Be realistic and cost out any expenditure carefully. Keep a checklist so you know exactly what needs to be done at every stage.

#### Keep it legal:

Make sure you have liaised with your local Area Fundraising Manager, a Fundraiser or Community Fundraiser to ensure that your fundraising efforts are legal.

#### Tell us about it:

Let us know what you are planning and we will provide you with advice, local support from experienced volunteers to assist you, fundraising materials and literature to maximise your efforts, PR advice and YAA official merchandise

#### Tell others about it:

Don't forget to tell your family, friends and work colleagues about what you are doing and display posters in and around your local area.

### THIRD PARTY ORGANISED FUNDRAISING EVENTS

There are many companies around that organise fundraising events such as treks, walks, cycle rides etc on your behalf, often asking you to sign up to them and raise a minimum amount of money to secure your place.

What you may not be aware of, is that some of these companies then expect the Charity to pay a specific amount to also secure your place on the fundraising event. Unfortunately the YAA will not get involved with this type of fundraising nor will we pay any fee's to third party organised fundraisers - previous experience has left the Charity out of pocket which is something we cannot risk in the future.