



# Yellow YORKSHIRE



# Fundraising guide

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





# A BIG YELLOW Hello!

## Find an event, get inspired...

Welcome to the Yellow Yorkshire fundraising guide, where you can find everything you'll need to plan, create and bake your way through April!

In this pack you will find an event to suit everyone. From meeting our team throughout the month with our Promotional Vehicle Roadshows to dress down days, pub quizzes and more. There are lots of easy ways you can get involved at home or in the office.

## Get Social

To join the Yellow Yorkshire Fundraising fun follow us on:

-  [YorkshireAirAmbulance](#)
-  [@YorkshireAirAmb](#)
-  [yorkshireairambulance](#)
-  [yorkshireairambulance](#)
-  [Yorkshire Air Ambulance](#)

#yellowyorkshire





# Yellow Yorkshire Race Festival

SATURDAY 27TH APRIL 2024

Click here  
for more  
information

We're excited to invite you to the inaugural **"Yellow Yorkshire Race Festival"** at the legendary Doncaster Races, taking place on **Saturday, April 27th, 2024**. This event is not only the highlight of our Yellow Yorkshire campaign, now in its remarkable tenth year, but it's also your chance to be a part of something truly spectacular.

Join us for a day of high stakes, high fashion, and high spirits as we come together to support the lifesaving work of Yorkshire Air Ambulance. This event isn't just about crossing the finish line; it's about racing towards a brighter future for our community.

By purchasing tickets to the Yellow Yorkshire Race Day, you can support the vital work of the Yorkshire Air Ambulance while enjoying a day of world-class horse racing, exquisite food and drink, and exclusive entertainment. It's your opportunity to make a difference and have a blast while doing it.

Check out our fantastic package options and secure your spot at the Yellow Yorkshire Race Day. Let's make this day unforgettable, celebrating a decade of the Yellow Yorkshire campaign in style!



# Ready, Set, HOP!

Get ready for an important mission this April, as schools across Yorkshire join forces to take part in the Heli Hop – A hop-tastic challenge that's all about fun, friendship, and fundraising for Yorkshire Air Ambulance!

## What's the Buzz About?

The Heli Hop is no ordinary hop – it's your chance to hop, skip, and jump your way to supporting the incredible work of Yorkshire Air Ambulance. Imagine the thrill of soaring through the air, all while making a real difference in the lives of those who need it most.

Every hop brings us closer to reaching new heights in fundraising success!

## Your Heli Hop Pack Awaits!

Every school hopping into the action will receive the following:

**Helicopter Headbands:** Transform into Heli Heroes with these customisable headbands.

**Sponsorship Forms:** Making collecting your fundraising a breeze, ensuring your mission stays organised and simple.

**Completion Certificates:** Celebrating each child's commitment to making a positive impact within their local community.

## Pick Your Date, Choose Your Spot, Set Your Pace!

Flexibility is key! Pick any day in April to take off on your Heli Hop adventure. Whether it's in the school hall, playground, or sports field. Adapt the challenge to suit all ages by choosing any distance that feels just right for your crew of Heli Heroes!

Together, we'll turn your hops into hope and lift the Yorkshire Air Ambulance to the skies!

Hop high, lift Yorkshire Air Ambulance higher!  
Together, your hops will help!



To request your  
Heli Hop Pack,  
Please [click here](#)

Set up your own  
online fundraising  
page here





# Join the Yellow Yorkshire Quiz Now!

This is more than a quiz; it's a chance to connect with your community in a fun and meaningful way, challenge your knowledge, and most importantly, support the lifesaving work of Yorkshire Air Ambulance.

## Three Rounds of Quizzing

**Yellow Round:** Questions that brighten your spirit and test your knowledge about all things yellow.

**Yorkshire Round:** Celebrate the beauty of Yorkshire with questions that reflect the rich culture, history, and charm of our incredible region.

**General Round:** A mix of eclectic questions to keep you on your toes! Anything and everything to challenge the trivia enthusiast in you.

## Your Quiz, Your Way, Anywhere You Choose!

Embrace the flexibility to host the quiz in any venue that matches your group's vibe.

Throughout the entire month of April, select a date that suits you, and get together to take on the brain-tickling Yellow Yorkshire quiz! Whether you're looking to engage in friendly banter with colleagues in the office, enjoy a laid-back evening at your local pub, savour a cup of coffee in a cosy café, or create a sense of community in a school setting.

If meeting in person proves challenging, seamlessly transition to virtual quizzing, bringing together friends and family online – the options are endless.

## Simple Quizmaster Registration

Don't miss out on the fun – secure your quizmaster pack now and let the questions begin!

- Scan the QR code on this page to effortlessly sign up for the Yellow Yorkshire Quiz.
- Receive a specially curated quiz pack, delivered straight to your doorstep, packed with everything you need for an unforgettable quiz night.

Sign  
UP here



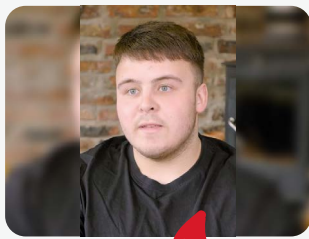
# The Big Picture

Whether it is your first time joining in with our Yellow Yorkshire celebrations or if you have been with us right from the very start. The main question is, what is the reason behind all of our exciting events, baking bonanzas, quirky yellow t-shirts and all of our fundraising efforts?

Simply put... At the heart of everything we do is keeping our two helicopters flying across Yorkshire and ensuring our lifesaving team are available 365 days a year to deliver the highest standard of emergency care. Since our very first Yellow Yorkshire launch way back in 2014, thousands of pounds has been raised. Without the generosity of our loyal supporters, we could not continue to do the work we do. So, from everyone at Yorkshire Air Ambulance – **THANK YOU.**

## Meet our Patients...

Read below to hear the incredible stories of four of our patients and how we helped to save their lives...



### Fraser Bennett

Fraser Bennett, a machine worker from Bridlington, faced a life-altering workplace accident during routine maintenance on machinery. A powerful electric current shocked Fraser, causing immediate cardiac arrest.

Responding to a call from a local paramedic at the scene, who had already restarted Fraser's heart with a defibrillator, a YAA Doctor made the critical decision to induce a controlled medical coma through rapid sequence induction at the scene, which was crucial to Fraser's survival, given his high risk of death. Air-lifted to James Cook University Hospital, Fraser awoke from his coma three days later. After 18 months, he has made a remarkable recovery, gradually returning to work.

### Martyn Piercy

After an accident at work left Martyn Piercy with life-changing spinal injuries, the YAA team were dispatched and after an assessment on-scene, Martyn was immediately flown to Leeds General Infirmary where he was rushed into emergency 9-hour surgery.

Sadly, Martyn's spinal injuries were too severe, leaving him paralysed from the waist down. However, after spending six months in a spinal rehabilitation unit, his positive 'can do' attitude ignited a determination to fight against his diagnosis and regain some movement in his legs, with a long-term aim to walk again.



### Chantelle Hinton

Chantelle Hinton's life changed dramatically on a freezing New Year's Eve in Doncaster when a car accident left her trapped for over 40 minutes.

Yorkshire Air Ambulance's critical care team, alongside local paramedics, rescued her from a collision with a tree on a dimly lit rural road. Chantelle suffered a fractured skull, facial palsy, a broken jaw, multiple rib, shoulder, neck, and spinal fractures, and punctured lungs.

Transported to Sheffield Northern General Hospital, she endured a three-week stay. Chantelle has made a painful and slow recovery, however, continues to grapple with side effects, including severe fatigue and cognitive difficulties, attributed to her brain injuries.



Thanks to your generous donations, we could be with them when they needed us the most.

# Ways to get involved this April

## Yellow Yorkshire Race Festival

Join us for our first Yellow Yorkshire Race Festival at Doncaster Racecourse.

Taking place on Saturday 27th April 2024, the racecourse will help to celebrate all things Yorkshire Air Ambulance, as we celebrate Yellow Yorkshire throughout the month of April.

Join us for a day of high stakes, high fashion, and high spirits as we come together to support the lifesaving work of Yorkshire Air Ambulance. Check out our fantastic package options and secure your spot at the Yellow Yorkshire Race Festival. Let's make this day unforgettable, celebrating a decade of the Yellow Yorkshire campaign in style! **Get your race day ticket for as little as a £10 donation!**



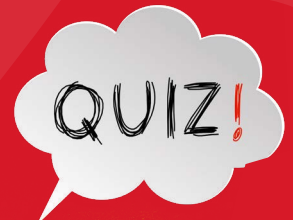
## Heli Hop

Get ready for an important mission this April, as schools across Yorkshire join forces to take part in the Heli Hop – A hop-tastic challenge that's all about fun, friendship, and fundraising for Yorkshire Air Ambulance!



## Quiz

This is more than a quiz; it's a chance to connect with your community in a fun and meaningful way, challenge your knowledge, and most importantly, support the lifesaving work of Yorkshire Air Ambulance. Sign up to hold a quiz in your local pub, club or work place and we will provide the questions and answers with our Yellow Yorkshire quiz pack. With three rounds based on Yorkshire, Yellow and general knowledge, it'll be sure to get the cogs turning!



## Recycling collection

Organise a recycling collection at your school or place of work and we'll do the rest! Ask your colleagues to bring in any unwanted quality clothing items or shoes and we will collect from you on the date arranged.

To find out more and book your collection [click here](#).

## YAA Roadshow

We'll be taking our two promotional vehicles on a tour of Yorkshire for Yellow Yorkshire Month. Stop by and say hello to our friendly team and learn more about the work of YAA. Why not volunteer to help out at the roadshow, we are always looking for a new friendly face!

Keep an eye on our website to find out where we will be near you [Click here to see where we'll be](#).



For more information or to register for one of these fantastic events, follow the link for that event. Alternatively email [info@yaa.org.uk](mailto:info@yaa.org.uk)



## National Tea Day

On Sunday 21st of April, we will be celebrating National Tea Day. Founded in 2016, the date of April 21 was chosen because it was also the birthday of the late Queen Elizabeth. Join us and host your own tea party in aid of YAA's Yellow Yorkshire month.



## Wear it Yellow

Help us turn Yorkshire Yellow and have a themed dress down day. You could even hold a competition to see who can wear the most yellow!

Why not purchase one of our 'I support YAA' T-shirts from our online shop.

[Click here.](#)



## Shop window display

Could you turn your shop window yellow in April? Get some competition on the high street to see who can have the best turned out window display.

## NEHS Spring Flower Show

Come along to the North of England Horticultural Society Spring Flower Show at Harrogate showground 25th – 28th April and see the YAA yellow garden.



## Bake Sale

This tried and tested fundraiser never fails, who can turn down a slice of cake?



For more information or to register for one of these fantastic events, follow the link for that event. Alternatively email [info@yaa.org.uk](mailto:info@yaa.org.uk)



# Recycle it...



## Our Recycling Banks

One of the easiest ways to raise money for Yorkshire Air Ambulance is by recycling your unwanted clothing and shoes.

Each year, around 300,000 tonnes of clothing in the UK are sent to landfill sites. By recycling your unwanted clothing and shoes, you can help save the planet and help save lives, by raising vital funds for Yorkshire Air Ambulance.

Working with our recycling partners, Recycling Solutions, Yorkshire Air Ambulance receives an agreed percentage of the sale of recycled materials. It is as simple as that! Good quality items which can be reused are sold to second-hand clothing traders in the UK and worldwide.

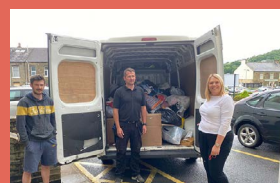


[Click here](#)  
To find your  
nearest  
recycling bank



## Workplace Recycling

Ask your colleagues to bring in any unwanted quality clothing items or shoes and we can come and collect these for you.



If you would like to host a collection at your place of work, [click here](#) to fill out the form on our website.

## School Recycling



Organise a recycling collection at your school and we'll do the rest!

Ask your students, parents, and colleagues to bring in any unwanted quality clothing items or shoes and we will collect them from you.

If you would like to host a collection at your school, [click here](#) to fill out the form on our website.

## Can you host a bank?



Do you own or manage land? Do you have space in your car park? Can you spare a small area outside your building? If you could help us with a suitable space to host a bank, we would love to hear from you! Please [click here](#).

\*YAA will ensure all recycling is delivered to our recycling partner, Recycling Solutions, who will then process the donations. YAA receives an agreed percentage from the sale of the items to second-hand clothing traders in the UK and worldwide.

# Sending in your money



## Here are a few easy ways to send in your money:

**Click here** to set up your own fundraising page and collect money without the hassle of dealing with cash or cheques.

Your sponsors can donate directly to the Charity via our safe & secure website, please visit [www.yaa.org.uk/donate](http://www.yaa.org.uk/donate). Just ask them to pop your name and YELLOW YORKSHIRE in as the reference.

You can also pay by cheque, made payable to 'Yorkshire Air Ambulance' posting to us at: **Cayley House, 10 South Lane, Elland, West Yorkshire, H5X 0HQ**. Or, you can pay directly into our bank via BACS – Bank: Lloyds, Sort Code: 30 90 57, Account Number: 00244035

If paying by cheque or transfer, please also provide an accompanying letter or email [info@yaa.org.uk](mailto:info@yaa.org.uk) stating that the money was raised for Yellow Yorkshire 2024, so we are able to acknowledge your donation.

Our fundraising staff can kindly collect your fundraising money too. You can arrange this by calling the office on **01422 237900**.



## About giftaid

As an independent registered Charity, the Yorkshire Air Ambulance is entitled to HMRC's Gift Aid scheme. It basically means that for every £1 donated, we can claim back a further 25p from the government. So a £1 donation would become £1.25, a £5 donation boosted to £6.25 and a £10 donation increased to £12.50 and so on. It's a great way to boost your donation at no extra cost\*

Please note we can only claim Gift Aid on personal donations, and not business or corporate donations.

Please ask your donors to fill in the **Gift Aid Declaration on our website** to make their donation eligible for Gift Aid.

\*Must be a UK tax payer.

## Get Social

We will be running a social media campaign so don't forget to use **#YellowYorkshire** and share your pictures and ideas with us.

 [YorkshireAirAmbulance](https://www.facebook.com/YorkshireAirAmbulance)

 [@YorkshireAirAmb](https://twitter.com/YorkshireAirAmb)

 [yorkshireairambulance](https://www.instagram.com/yorkshireairambulance)

 [yorkshireairambulance](https://www.tiktok.com/@yorkshireairambulance)

 [Yorkshire Air Ambulance](https://www.linkedin.com/company/yorkshire-air-ambulance)

Don't forget to take some photos and share them with us.







Thank you for  
SUPPORTING YAA!



**YORKSHIRE**  
AIR AMBULANCE



**Yellow**  
YORKSHIRE



**yaa.org.uk**

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