NORTH WEST AMBULANCE CHARITY



Fundraising Guide

Supporting life-saving care

Welcome

Welcome to your North West Ambulance Charity fundraising guide, where you can help us to support life-saving care.

Thank you for choosing to support the North West Ambulance Charity!

Our mission

The North West Ambulance Charity exists to go above and beyond what NHS funding provides.

We fund life-saving equipment for communities, education to improve cardiac arrest survival rates and ensure that our staff and volunteers' wellbeing is at the heart of everything we do.

We want to make sure our heroes behind the sirens are always at their best to deliver exceptional patient care across the North West.

As a charity, we are solely reliant upon generous donations and fundraising from people just like you to help us achieve our mission.

To assist you with your fundraising, we've created this resource filled with top tips to make your fundraising a big success. Whether you're organising a charity night, a bake sale or running a marathon, there's something for everyone to get involved in!

However you choose to raise money, we will help support you every step of the way, so please get in touch by emailing charity.office@nwas.nhs.uk. We'd love to hear from you.

Thank you for your wonderful support and good luck!



Your support is invaluable

Here is what your donations could help us fund...

£10 could fund a drink for our crews following a traumatic shift.

£50 could fund educational CPR resources to help communities become better equipped to save a life.

£90 could fund replacement pads for a life-saving defibrillator within a community.

£500 could fund a kit bag for Community First Responders.

£600 could fund safe environments that help nurture the wellbeing of our staff and volunteers.

£1200 could provide a life-saving defibrillator for a community in the North West.

Did you know?

Approximately 100,000 cardiac arrests happen in the UK, roughly 250 per day! Unfortunately less than 10% of people survive a cardiac arrest. The challenges of accessing a defibrillator and carry out early CPR is a contributing factor. Thank you for helping us fund defibrillators, CPR awareness and ultimately helping us save lives.



Supporting the heroes behind the sirens

Here are some examples of projects we have been able to fund in recent years, thanks to your generous support:

We fund life-saving initiatives in our communities, including providing CPR training to BAE Systems staff, collaborating with organisations like Blues and Twos Credit Union to provide community public access defibrillators, working with the LGBTQ+ community in Blackpool to place lifesaving equipment in clubs and bars, and much more.







We fund projects and initiatives to support the health and wellbeing of North West Ambulance Service staff and volunteers, including welfare vehicles to provide ambulance staff with refreshments and wellbeing support while they wait to handover patients. Health and Wellbeing events and roadshows give our staff the opportunity to destress, off-load and relax.







We have funded new indoor and outdoor furniture for ambulance stations and sites across the North West. Staff gyms have also been installed in some of our new stations such as Blackpool and Elm Point. We also help to provide training, equipment, and awareness sessions for staff, volunteers and our communities.

Inspirational stories



Trafford Palazzo Abseil challenge



Becca Lennox, a call handler at North West Ambulance Service, alongside 12 others, took on an incredible Trafford Palazzo Abseiling challenge, at the Trafford Centre. In total, the group raised an impressive £5,521.



Taking on the Yorkshire Three Peaks

An incredible team of 11 trekkers, made up of supporters and NWAS colleagues, took on the Yorkshire Three Peaks Challenge. They conquered Pen-y-ghent, Whernside, and Ingleborough and raised £2,436!

Marc's Snowdon mission

Marc decided to challenge himself to a 24 hour run up mount Snowdon in Wales, which is over 1,000 metres!

Marc was inspired to support us after the ambulance service saved his dad's life. He raised an incredible £2,205.



Read some of our inspiring fundraising stories to help you with your own fundraising plans!

Fundraising ideas

There are many ways to get involved and show your support by fundraising for the NWAS Charity, but it can be hard to know where to start. Here are some ideas to help you on your way!

Organise an event

You could organise a charity night at your local village hall or club, hold a garden fete, or even plan a ball!



Coffee morning



Bring you local community together by holding a coffee morning.

Quiz night

Call on your friends, family and colleagues to attend a Charity Quiz Night. Have fun and raise funds!



Virtual event



You could take part in a virtual walk, run, reading marathon, gaming marathon, or you might have your own virtual idea in mind with this flexible option.

Fancy Dress Day



Organise a fancy dress themed day, evening or meal. You can encourage everyone in your workplace, school, or club to get involved.

More ideas to try...

Dance-a-thon, charity sweepstake, bake sale, car boot sale, raffle, neighbourhood BBQ...Or you could come up with something new - the possibilities are endless!

Whether you're taking on a sporting challenge, hosting a party or simply baking cakes in the kitchen, we want you to have a great time whilst you're raising money!

Fundraising in memory

Donating in memory of a loved one

In-memory fundraising is a meaningful way to honour a loved one. You can remember someone special by creating a personalised MuchLoved tribute page.

A tribute fund is a comforting place where you can share your special memories, as well as collecting donations in their loving memory. A tribute fund also allows you to:

- Share memories, post videos, images and music
- Light virtual candles
- Raise funds by taking on a challenge or an in memory event
- Make a donation at a specific time of year, such as an anniversary or birthday





Other ways you can fundraise in memory:

- Raising funds by taking on a challenge or organising your own event
- Collecting donations to mark occasions such as anniversaries and birthdays

Leaving a gift in your will

Leaving a gift in your will is a generous way to make a lifelong contribution to your local ambulance service. You'll be helping to ensure that our important work is supported for generations to come.

Contact the Charity Team to discuss how you can make a lasting and meaningful difference or visit our website via the QR code.



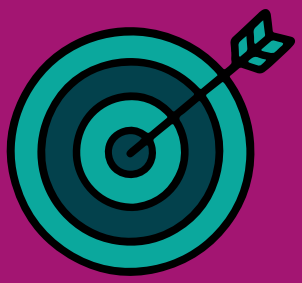
Top tips to help you with your fundraising

Set up your fundraising page

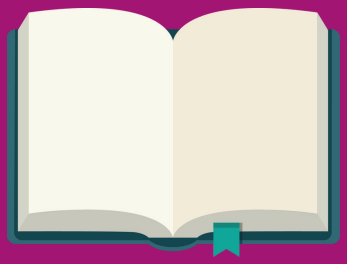
Using an online fundraising page is a great way to collect funds and doesn't take long to set up. Make sure you:



Add a photo



Set a target



Include your story

Did you know fundraising pages with targets raise more than ones without?

Share your story

Everyone has their own personal reason for fundraising for the NWAS Charity. When you share your story, you help others understand why your fundraising matters to you and how their support will positively impact the NWAS Charity. By sharing your personal connection, you will encourage and inspire friends, family, colleagues, neighbours and anyone else you can think of to donate.



Fundraising resources

We can help you with resources to make the most of your fundraising including t-shirts, sponsor forms, collection tins, buckets and logos.

These will help you to promote your event or challenge. Please get in touch with the NWAS Charity team for support.



Matched giving

Some employers offer a matching scheme, which doubles the amount of money you raise.

Check with your employer to see if they offer this and ask if they would like to support your fundraising by making a donation. We can confirm the amount that you raise to your employer.

Sharing your fundraiser on social media

Regular posting

Sharing regular photos and videos on social media will help to keep your supporters engaged and interested in your event or challenge. Remember to tag us in your posts too, so we can say thank you!

Share with colleagues

Share your journey on LinkedIn to reach your professional network. Colleagues will be just as keen to support you as your friends and family!

Remember to tag us in your posts so we can share and say thank you!

Our social media channels are:

NWASCharity

@nwamb_charity

North West Ambulance Charity

@NWAmbCharity

Facebook fundraising

Did you know you could set up a Facebook fundraiser?

You can choose us as your non-profit and then set goals, a fundraising target, add your story, and share it with your community! A quick and easy way to spread the message.

Don't forget to post around pay day when people may be feeling more generous!

Share with local press

The local press often cover people's stories relating to fundraising events. Coverage will help raise awareness and boost your fundraising. Get in touch and tell them about your event!



Fundraising rules

Keeping it safe and legal

Fundraising should be fun, but there are some rules which must be followed.

Raffles and lotteries





There are strict laws relating to raffles and lotteries and full guidelines are available from your local authority or Gambling Board. These must be followed in full.



Public collections

Any street collections or collections on public property will need to be registered with your local authority, who will issue you with a collection license. We'll need to see a copy of this licence before issuing you with any collection buckets or tins. Under 16's are not permitted to collect money through public collections.

Liability

The North West Ambulance Charity cannot accept any responsibility for your event, and you are responsible for organisation all aspects of your fundraising activity, as well as anyone who participates in your event.

If you are organising an event, you will need to undertake the necessary risk assessments and ensure the health and safety of all attendees is taken seriously. It's important to make it clear in your marketing that you are raising money 'in aid' or 'in support' of the NWAS Charity.

Letter of Authority

If you are holding a raffle or an auction and are approaching companies to donate a prize, they may ask for a letter of authority from us to confirm you are fundraising for us. If this is something you need, please contact the Charity Team.

After your fundraising event and how to pay funds

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Online fundraising

If you have raised your funds through an online fundraising page such as Just Giving, you won't need to worry about getting the money to us, as this will automatically be sent.



Send a cheque

To make a cheque donation, please send along with an accompanying letter to our Charity Office:

North West Ambulance Charity
NWAS Broughton Area Office
449-451 Garstang Road
Broughton
Preston
PR3 5LN

Contact the team via email if you would like to pay in person.



Making a payment online

If you have raised money in another way or have cash donations, here's how you can send it to us:

- Bank name: NatWest
- Account name: North west Ambulance Service NHS Trust (Trust Funds Account)
- Bank account number: 99252570
- Sort code: 01-67-14

Please use your surname or organisation as the reference and contact the Charity Team to make them aware of the total you have banked so they can look out for it and ensure you receive an acknowledgement.

Don't forget Gift Aid!

Gift Aid allows us to claim tax back on certain donations from UK taxpayers. For every £1 donated, we can claim an extra 25p at no extra cost to you. Gift Aid cannot be claimed on ticket sales, raffle ticket sales, winning auction bids, or anything other than an individual donation. Please get in touch with us for a Gift Aid form.



Thank you for supporting life-saving care

We hope your event is a big success and you have fun raising funds and awareness for the North West Ambulance Charity.

Charity.Office@nwas.nhs.uk

@nwamb_charity

North West Ambulance Charity

01204488048

NWASCharity

@NWAmbCharity

NORTH WEST AMBULANCE CHARITY

Supporting life-saving care

nwas.nhs.uk/charity

Registered charity number 1122470

Registered with FUNDRAISING REGULATOR