



Your fundraising

Your get-started guide to supporting the Great North Air Ambulance Service.



**Thank
you**

**for choosing to support
the Great North Air
Ambulance Service!**

The very fact that you're reading this brings you one step closer to funding our next life-saving mission.

Whether you're hosting a fabulous event, baking up a storm or pushing your limits with a challenge, your support means the world to us.

The best bit? Every penny you raise goes towards keeping our helicopters flying across the region.

Keep this guide close at hand, and we'll help make sure your fundraising is fun, problem-free and super successful.

Thank you for being part of our mission.
We're proud to have you on board.

Most popular fundraising ideas



**Bake a
difference**

Cook up some cupcakes and hold a bake sale



**Run for your
lifesavers**

Take on a challenge such as the Great North Run



**Dress up
or down**

Wear your casual clothes for work or school, or come in fancy dress



Mia Selby, who raised £2,000 for GNAAS by shaving her hair.

**The incredible
difference you
can make**

£100

**from holding
an event**

could pay for our team to perform a blood transfusion for a patient.

£25

from a bake off

could pay for the equipment needed to anaesthetise a critically unwell patient.

£300

**from running a
half marathon**

could pay for the fuel for our rapid response vehicle from Friday to Monday nights.

£50

**from a
non-uniform day**

could pay for all the medical supplies needed for four night shifts.

£500

**from taking
on a trek**

could pay for a uniform for an operational crew member.

Top tips to help your fundraising take off!



Choose your challenge

Put the fun into fundraising by finding activities you enjoy. You'll look forward to your event more and can really put your heart into it for greater results!



It's a date!

Pick a date for your chosen activity to take place. It doesn't have to be just one day – you might choose to walk or swim so many miles in a month, or even commit to fundraising multiple ways over a year.



Shout about it

Getting the word out about your fundraising efforts is easier than it sounds and can lead to great financial rewards. Read our top tips below to get the word out.



Three ways to get your fundraising noticed



Sponsorship page

Join JustGiving to create an online sponsorship page. It's a quick, simple and secure way to collect donations from friends and family online.

Visit [justgiving.com/gnaa](https://www.justgiving.com/gnaa) to create your page.



Social media

You can share a link to your sponsorship page on Facebook or Twitter. Write an original, personal post to make your promotions stand out from the pack, and use #TeamGNAAS to share with us too!



Stop press!

Local media are always on the look-out for fun stories. Let regional papers, radio stations and broadcasters know about your plans and you could obtain excellent free publicity.

Give your fundraising a boost

giftaid it

Ask your supporters and sponsors to Gift Aid their donations. Gift Aid gives charities like us the opportunity to claim back the UK tax that supporters have already paid on their donations, so every single £1 becomes £1.25 at no additional cost to you.

What can Gift Aid be claimed on?

Gift Aid can't be claimed on all fundraising. Here are a few examples to help boost your fundraising to its full potential:



If you're asking friends and family to donate instead of giving gifts for a special occasion, we can claim Gift Aid on their donations. Just make sure they put their name and address on the fundraising form and tick the Gift Aid box.



Anyone who sponsors your fundraising can choose to Gift Aid their contribution, as long as they are a UK taxpayer.



If someone is getting something in return for their donation, such as when holding a bake sale or raffle, we are unable to claim Gift Aid. But they're still fantastic ways to raise funds!

If you're unsure, please refer to the Gift Aid leaflet enclosed in your fundraising pack.

It's a match!

Many companies will pledge to match money raised by their employees. If they don't already have a match funding scheme in place, they may be prepared to start one. Just a quick conversation could help double all of the money you raise.

Let us know if your workplace matches your cash and we'll send them a thank-you letter.

Start the ball rolling

Getting a good first donation on your fundraising page or sponsor form may encourage others to follow suit. You could even show your commitment to the cause by giving the first pledge yourself.





The (super-important) legal bits

Raffles, lotteries and prize draws

Events that rely on luck or chance to win a prize are carefully regulated. If you are organising a raffle, lottery or prize draw you may need to apply for a licence from your local authority. Be sure to check before you spend money on getting tickets printed.

Collections

If you're planning to hold a collection on private property, such as a shop, pub or supermarket, you'll need to get permission from the owner or manager beforehand.

If you're planning on holding a collection on public property such as in a park or high street, you will need to apply for a licence from your local authority. These can take weeks to arrange so allow plenty of time.

We do not allow our supporters to carry out door-to-door collections.

Data protection

Make sure any electronic or paper record you keep of people involved in your fundraising complies with the Data Protection Act. As a rule, don't keep information any longer than you need to, and don't share information or data about someone without their permission.

Insurance

You're responsible for making sure your event poses no risk to others. If your event involves the public you may need to have Public Liability Insurance. If you're hiring a venue, check if they already have this. Unfortunately, an event carried out in support of GNAAS is not covered by GNAAS' insurance.

Remember that you're representing the charity, so please be professional and polite when asking for support! Please get in touch if you have any questions about your fundraising.

When your fundraising is over

You did it! You're amazing and your fundraising efforts are very much appreciated. Here's what to do next...

There are a number of ways you can get your fundraising donations to us. Please include your reference number so that we can match up your money and ensure we can thank you – you'll find this at the top of your cover letter.



Online

Visit the 'donation' section of our website to donate online.



Over the phone

Call us on 01325 487 263 and pay using your credit or debit card. Our office is open Monday – Friday, 9am – 5pm.



Bank transfer

Our bank details are available upon request. Just give our headquarters a call on 01325 487 263.



By post

Pay by cheque and pop it in the post to our headquarters address – you'll find the address overleaf. Please use the return slip on your cover letter included in your pack.



Fundraising Page

If you have set up an online fundraising page, we will receive the money directly. Don't forget to send in your fundraising forms so that we can claim Gift Aid on donations.

As soon as we receive your donation, we can begin to put it to good use, helping us to save lives across the region.

Thank you



Thank you for your support!



If you have any questions relating to your fundraising plans, publicity or paying in, please call **01325 487 263** or email fundraising@greatnorthairambulance.co.uk.

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