

# Fundraising Pack

A guide to keeping Lucy AAC transfers in the air



# Thank you from us

We couldn't support children and their families without your help



Having a baby or child who is seriously ill can be an extremely difficult and stressful experience, and most of the families we help are far from home without any support around them. Your generosity enables us to step in where the emergency services are unable to help and fly children between hospitals to receive the care they need and support families through these uncertain times.

As you can see, your fundraising keeps our transfers in the air so we have filled this pack with tips and advice on how to make the most of your fundraising and really enjoy it along the way!

Don't forget to send us photos and keep us up to date. We love to see the amazing things you are doing for us!

If you get stuck for ideas or would like some more guidance, we are more than happy to help! Please email [challenges@lucyaac.org.uk](mailto:challenges@lucyaac.org.uk) or call **020 3096 7870**.

Anais before



Anais after





# How your fundraising helps

**£5**

will pay for a CPAP bonnet that will support a child's breathing during a flight

**£125**

will keep us flying for 7 minutes

**£25**

will pay for ECG dots to help monitor a child's heart activity during a flight

**£200**

will pay for all the key medical equipment for a flight

**£50**

will pay for an infant warming mattress to prevent the risk of pneumonia during a flight

**£300**

will support the use of our incubator for one flight



## Hear from Mum

"The relief to hear that we were going home was immense. Although the care we received from every single member of staff was amazing, to be able to be moved to a hospital closer to home and to be in familiar surroundings meant so much to us all. Until you are affected by such an issue you don't realise that these charitable services are out there and what a crucial and fantastic job they all do."

- Naomi, Mollie's Mum



# Joshua's story

Joshua was born full-term a healthy and happy baby. When he was a week old we travelled from London to Cumbria to stay with my parents.

During our stay we had to rush him to casualty after he vomited a green substance. However, the local hospital could only do so much so he was transferred to Great North Children's Hospital in Newcastle.

He was unable to hold any food down and one night he lost 10% of his body weight in just a few hours. They came to the conclusion that he may have an auto-immune disease. At this stage we were anticipating staying in Newcastle for many more months as we were told Joshua was too fragile to travel the distance back to London by road. We had no idea how we were going to stay in Newcastle for the foreseeable future.

Hope came when the nurses told me about Lucy Air Ambulance for Children (Lucy AAC). This amazing charity organised the transfer of Joshua by medical aircraft to London and they made it happen really quickly. We made contact with Lucy AAC and in the next couple of days we were on the plane.

I travelled with Joshua in the air ambulance. The pilots and nurses were incredible. The intensive care nurse chatted to me the whole way and reassured me. Once we landed, Joshua was taken to Chelsea and Westminster Hospital where he was stabilised. We were all still really unsure about what was going to happen to him. However, once in London things seemed to turn around. Joshua started to take feeds well and they upped his feeds throughout the day. After resting his stomach, they retracted the diagnosis of auto-immune and now it seems like he has a specialist dietary condition.

The day Joshua came home happened much more quickly than everyone expected. Before we left the hospital, one of the nurses said to us she believed Joshua progressed so quickly once we were back in London because we were calm and weren't stressed. Being back home really helped our mental health which helped us care for our baby in the way he needed.

We're coming up to his first birthday now and he's really healthy. He is such a happy baby now.





## Eli & Aoife's story

We were visiting my partner's family in Northern Ireland when my waters broke at 26 weeks. We rushed to the nearest hospital but were quickly transferred to Dublin which was the nearest hospital with two neonatal beds available. Four weeks after being admitted into hospital Eli and Aoife arrived.

Although we were very happy with the babies care in Dublin, we wanted to get home to Liverpool as we had been away from my eldest son Joshua for nearly seven weeks and we were desperate for our family to be together again.

Once Eli and Aoife were strong enough, a transfer home was arranged. However, it was a very confusing and frustrating time. We received mixed messages between the hospitals and nobody was giving us answers on when and how the transfer would happen.

A huge weight was lifted off my shoulders when Nicola, the Head of Service from Lucy AAC, rang me. She told me more details in the 30 minute chat than all the information I had been given to date and I was reassured that the twins would be in the best care.

In the following days I spoke regularly with Nicola, keeping me informed every step of the way. My partner Paul flew home to see our eldest son and prepare for our arrival.

On the day of the transfer I was really nervous. Not only was I leaving Dublin, where I had been for the last seven weeks with great care, but I was also leaving Eli and Aoife for their first flight. Emotions were high when I said goodbye to them. I was unable to fly with them but I was assured by Nicola that she would be in touch every step of the way. She also kept Paul informed as he awaited Eli and Aoife's arrival at the Liverpool Women's Hospital.

As I was waiting to board my flight a text came through from Nicola to say they would be taking off in the next five minutes. As I was boarding the stairs of my aircraft I saw their aircraft take to the skies (a moment I'll never forget).

Once home, they were finally able to meet their big brother and we were reunited again as a family. We will always be eternally grateful for what Lucy AAC did for our family - they let me a mum again to all my children and brought my family back together again.



# Getting started

The thought of fundraising can be a daunting one but don't let it put you off doing something incredible this year! We will guide you through your fundraising in small steps until you reach your target. You'll be surprised by people's generosity, and as you start to work towards your target, it will get easier. Don't forget that we are always at the end of the phone if you get stuck.

Here's our top tips to get started:

## Set up an online fundraising page

Make it personal, add photos and a short description about why you are fundraising for Lucy AAC. Share it with your friends, family and colleagues, share it on social media to reach even more people, add it to your email signature, and add it to any press releases you send out or posters you put up.

## Get in touch with your local media

Working with your local media can boost your fundraising total and guest list if you are putting on a local event! Download our free press release template to get started. They may never have heard of Lucy AAC so tell them about us and the work we do. Include your online fundraising page and our website: [www.lucyaac.org.uk](http://www.lucyaac.org.uk).

## Use your collection box

Loose change mounts up quickly. Place your collection box somewhere you pass everyday whether at home or at work. Saving loose change, or larger amounts like £2 coins, will boost your fundraising total without you noticing.

## Don't forget - not all donations are cash

If people are unable to donate money to your cause they may be willing to donate their time and energy; whether that means volunteering at your event, offering their skills, donating prizes or simply spreading the word about your fundraising.

## Download our fundraising materials

We have created lots of fundraising materials to help you reach your target. From posters to social media buttons, you can download them all from our website. If you need items like collection tins, balloons or buckets please get in touch.

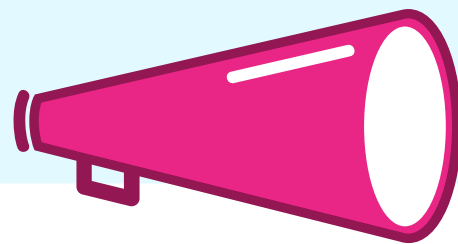
## Get personal

Sending a personalised letter to friends and family, even local businesses, is a great way to ask people for their support (especially those who aren't tech-savvy). We can provide lots of information for you to include in the letter that will give your potential sponsors a good understanding of our work.

**If you have any problems setting up your online fundraising page or are stuck for fundraising ideas please don't hesitate to get in touch at [challenges@lucyaac.org.uk](mailto:challenges@lucyaac.org.uk) or 0203 096 7870.**



# Shout about what you're doing



Sharing your fundraising with your local newspaper or radio station is a great way to boost your fundraising total and gain some support from your local community!

**1**  
Download our press release from our website or we can write one for you.

**2**  
Call your local radio station or newspaper to share your story. Then email your press release to them along with any photos you have.

**3**  
If your story makes it in to the press, share it with your supporters and us - we would love to see it!

## What should I include in my press release?

- Tell them who you are and your town or village
- Tell them what you are doing and why
- Tell them a little bit about Lucy AAC (we can give you some extra info)

## What else may they ask?

- When is the event?
- How did you hear about the event?
- Do you have a personal connection to the charity?
- How much do you hope to raise/How much have you raised?

For advice about approaching your local media, email [challenges@lucyaac.org.uk](mailto:challenges@lucyaac.org.uk).



# KEEP OUR FLIGHTS IN THE AIR



## Bake sale - £50

Sell cupcakes for £1 each or a tray of 6 for £5. Get competitive and charge friends £5 each to enter a bake off competition. Five batches of cupcakes will raise £50.



**£50**

will pay for a mask to assist a child's breathing and an infant warming mattress to prevent the risk of pneumonia.

## Dress down day at work - £50

Pick a theme and charge £2 to take part. Why not host a bake sale, sweepstake or raffle on the same day?

## Collection box - £40

Pop a box in a busy place whether that's at work, in a local shop, gym or pub.

## Sweepstake - £50

You can run sweepstakes throughout the year - Six Nations, Wimbledon, World Cup, Strictly Come Dancing... the ideas are unlimited!

## Quiz night - £100

20 people, teams of four, charge £5pp to enter. It's worth asking your local pub if you can host it there - they may offer prizes!



**£300**

will pay for the use of our incubator for one flight

**£200**

will pay for all the key medical equipment needed for a flight

## Auction of promises - £200

Ask everyone at work to 'donate' a skill or job then start the bidding! For example - dog walking, car washing, babysitting, a free lift, a language lesson or cups of tea for a week.



**£500**

will pay for a specialist nurse to care for a child during a flight



## YOU DID IT!

Thank you for helping keep our transfers in the air.

Need help fundraising? We're on hand!  
Email us at [challenges@lucyaac.org.uk](mailto:challenges@lucyaac.org.uk) or call 020 3096 7870



# Keep it legal



Sticking to these guidelines will make sure your fundraising is safe and legal:

## Using our branding

We can provide you with our logo and guidance on how to use it in our fundraising Ts&Cs. Please email [challenges@lucyaac.org.uk](mailto:challenges@lucyaac.org.uk) if you would like to use our logo on any of your tickets, posters or letters.

## When hosting an event

If you are serving alcohol at your event and the venue is not licensed, you will need an Occasional Permission License. We recommend you check your local authority's guidelines well in advance. This also applies to alcoholic prizes in a raffle. To hold a raffle you may need a license. Visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) for more information.

**Please let us know if you plan to host an event. You may need to complete a fundraising agreement to comply with terms set out by the Fundraising Regulator.**



# Sending in your money

If you have fundraised through JustGiving or Virgin Money Giving, your sponsorship will come directly to us. If you have received any cash donations we recommend that you bank them and use one of the other methods below to pay them in.

## By bank transfer (BACS)

Account Name: Lucy Air Ambulance for Children  
Sort code: 40-52-40  
Account Number: 00029128  
Reference: [your name]

## By cheque

Please make all cheques payable to 'Lucy Air Ambulance for Children'. Please include a note with your full name, address and details of the event you have held or taken part in. Please send any cheques or paper forms to:

**Lucy Air Ambulance for Children**  
**CAN Mezzanine, 7-14 Great Dover Street,**  
**LONDON, SE1 4YR**

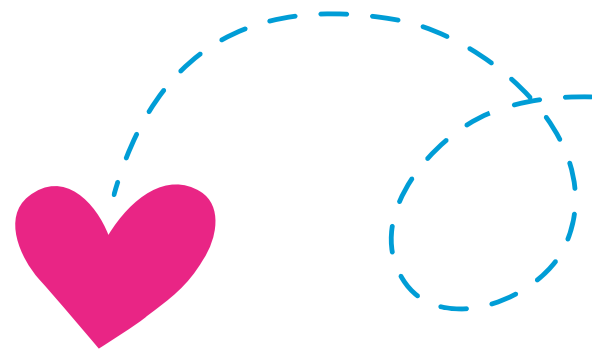
## Boost your fundraising by up to 25%!

Encourage your sponsors to tick the gift aid box on your online fundraising page or paper sponsor form. This allows us to reclaim 25p of tax on every £1 they give. To claim gift aid we need the first name, last name and home address of each of your sponsors. They must be over the age of 16 and a UK tax payer.



# Need help with fundraising?

# We're here to help!



We're always happy to help you with your fundraising. Whether you're looking for some fundraising ideas or advice, extra materials for an event or just want to let us know you're planning on fundraising for us, we're here to help maximise your fundraising.

## Stay in touch

**Lucy Air Ambulance for Children,**  
CAN Mezzanine, 7-14 Great Dover Street,  
London, SE1 4YR

Email: [challenges@lucyaac.org.uk](mailto:challenges@lucyaac.org.uk)

Phone: 020 3096 7870

## Follow us



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