


Inspiration Pack

Get your fundraising off to a flying start



Lucy
air ambulance for
children
REGISTERED CHARITY NO: 1138457

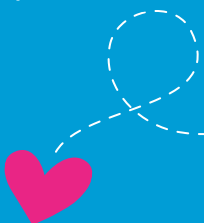


Lucy AAC flew Charlie to a hospital closer to home after he was born at 31 weeks over 300 miles from home.

Thank you from us

Thank you for choosing to fundraise for Lucy Air Ambulance for Children. We are the only charity in the UK that funds flights for children to hospital by aeroplane. Your support will help ensure that we reach every child that needs us.

There are so many ways that you can get involved. We hope this Inspiration Pack sparks some ideas and shows you just how important your fundraising is to the families we help. If you have any questions or need any extra support with your fundraising, please call Rebecca on **07879 043450** or email info@lucyaac.org.uk. Don't forget to send us updates and photos - we would love to hear how your fundraising is going!



How your fundraising can help

Every week a child is referred to our charity that needs a transfer to hospital by aeroplane. Your support will ensure that we reach every child that needs us. Here are some of the ways your fundraising can help...



Flying **Abigail** for specialist spinal surgery helped strengthen her neck and gave her the ability to walk again.

"Flying by plane made the journey quick and safe reuniting us as a family, alleviating the emotional and financial strain of being away from home, and allowed us to concentrate on our baby boys' health."
- **Sam, Max & Olli's Mum**



Our unique incubator enabled **Sebastian** to fly home even though he was extremely fragile, born at 23 weeks.



Due to his rare respiratory condition, the only way for **Henry** to travel between hospitals was by aeroplane.



Our planes provided an infection-free environment for **Jaydi-Rose** to travel in after she had received a life-saving bone marrow transplant.

"If someone were to ask me to sum up Lucy AAC, I would say LIFE SAVING. After 21 months as an inpatient we were finally allowed to bring Jackson home. Without a doubt, this would not have been possible without Lucy AAC's intervention."
Debbie, Jackson's Mum

"Sebastian being closer to home has made a huge difference to us as a family and to Sebastian's care. Doctors are now able to talk to us more securely about his long-term health and plan for this as they know that he is now in their care until he comes home."
- **Liam, Sebastian's Dad**



Flying **Jackson** to a specialist hospital helped save his life.



Jacob's transfer meant he could receive palliative care at home surrounded by his family.

Fundraising ideas



Challenge yourself

- ♥ Raise funds for Lucy AAC by taking on one of our challenge events. We have spaces in the iconic London Marathon, London Landmarks Half Marathon and Tough Mudder.
- ♥ Take the leap for Lucy AAC! We can help you organise a skydive or parachute jump through our partners at Skyline Events.
- ♥ Do you have a personal goal that you would like to achieve this year? Turn it in to a fundraising challenge by asking your friends and family to sponsor you if you reach your goal.



James ran one mile every hour for 24 hours and raised over £3,000.



Ed challenged himself to do 1,000 burpees in one day. He raised £1,250.



Jenny jumped out of a plane with her mum and best friend and raised over £6,300.

Fundraising ideas



Fundraise at work

- ♥ Nominate Lucy AAC at your place of work to become your chosen charity! Whether it's bike rides, book sales, head shaves or hikes, our amazing corporate fundraiser Nicola will look after you and make sure our partnership is the best it can be.
- ♥ Double your money! Check with your employer to see if they have a matched funding policy. This means that your employer will match any funds that you raise, doubling your impact.
- ♥ Support Lucy AAC this National Air Ambulance Week. This annual campaign takes place on the second week in September to celebrate the lifesaving work of air ambulance charities across the UK.
- ♥ Payroll Giving is easy for your employer to set up and is a great way for employees to make monthly donations to support our incredible work. Regular donations like this are so important because they enable us to plan ahead.



IHS Markit raised £1,500 through a raffle and colouring competition at their annual Children's Christmas party.



10 teams from Houlihan Lokey competed in a pub quiz and raised £1,224.



CloudMargin hosted a bake off and bake sale at their offices and raised £280.

Fundraising ideas



Get your family involved

- ♥ Bake and decorate some sweet treats with your family and sell them at school, your work or in your local community to raise funds for Lucy AAC. If you're baking cupcakes or muffins, don't forget to buy some Lucy AAC cake toppers at edibilis.co.uk.
- ♥ Celebrate with us by swapping gifts for donations to Lucy AAC. Whether it's birthday, Christmas, or wedding gifts, you will be surprised at how generous people will be when you tell them that you are supporting our charity.
- ♥ Children have amazing imaginations so don't forget to ask them how they would raise funds for Lucy AAC. You will see their creativity come to life and might come up with an idea you wouldn't have thought of!



Lucy S and Lucy D hosted a bake sale in the playground after school and raised £150.

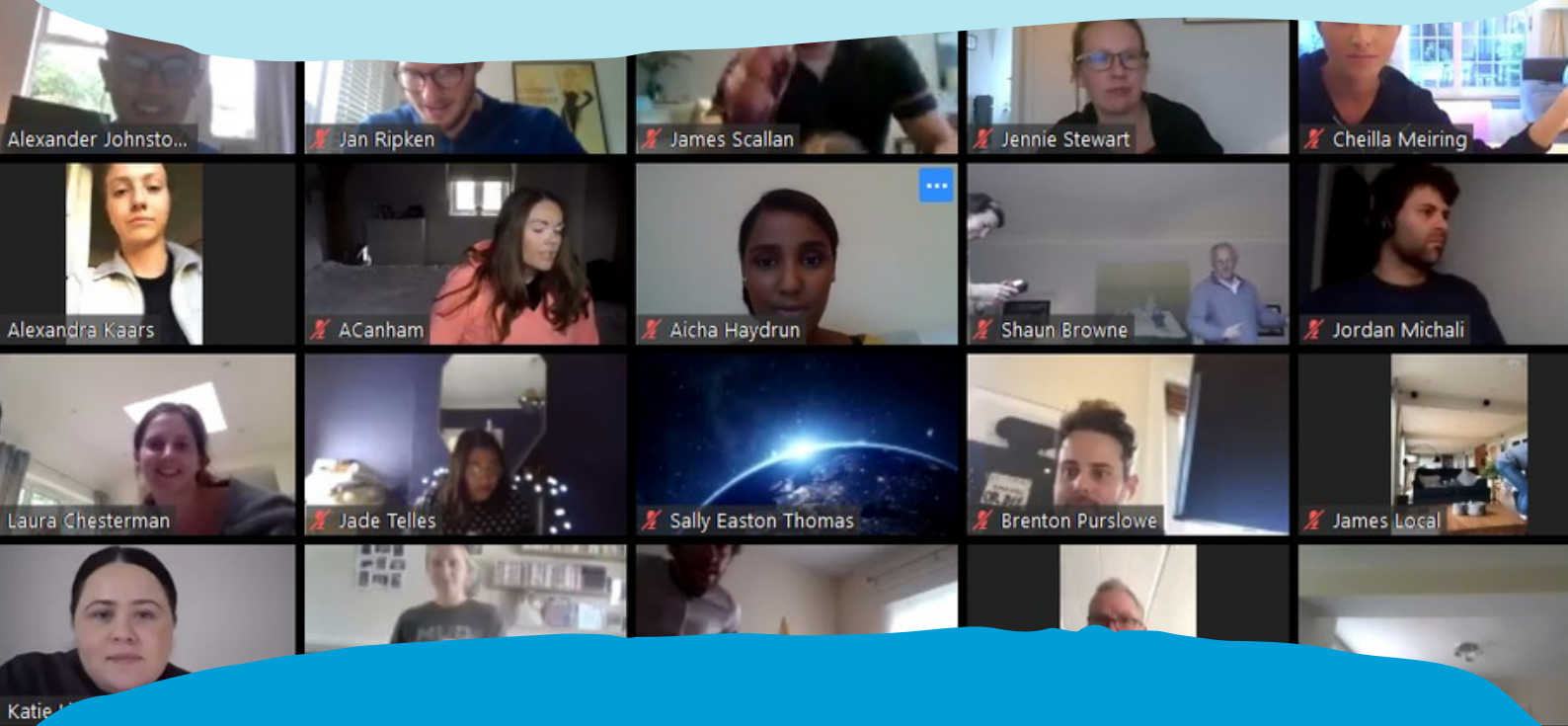


Andrew and Brenda generously swapped wedding gifts for donations and raised £1,920.



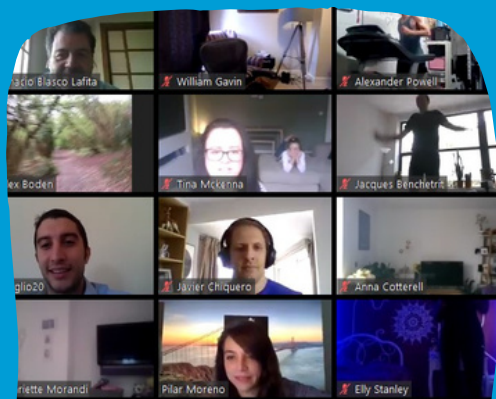
Kaia and Evie did a sponsored sleepout in their playhouse in the garden and raised £1,221.

Fundraising ideas



Fundraise virtually

- ♥ Host a virtual quiz with your friends and family. This is a really easy way to fundraise as we can create and host the quiz for you. No need to create any questions or do any research on the world's longest river... all you need to do is tell your friends and family about it and play!
- ♥ Host a raffle - ask friends, family or local businesses if they can donate a prize to your raffle. You will only need three or four prizes to get started. Promote the raffle with your friends, family and colleagues at work. With some good prizes, you can raise a lot of money very quickly.
- ♥ Declutter and donate - you can donate any unwanted books, games, CDs or DVDs through the trade-in site Ziffit, and 100% of the value will go directly to Lucy AAC! It is a safe, FREE service that helps you declutter and donate – all from the comfort of your own home!



Houlihan Lokey hosted a virtual danceathon with their employees and raised over £50,000!



The Mills Family hosted a raffle with their friends and family and raised £2,750.



Cassius, Lucian and Felix sold their old toys and donated the proceeds to Lucy AAC.

Get your fundraising off to a flying start



Create a JustGiving 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 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.

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! They may have never heard of Lucy AAC so tell them about us and the work we do. Include a link to your online fundraising page and our website: www.lucyaac.org.uk.

Not all donations are cash

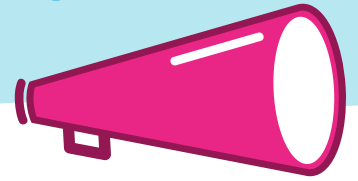
If people are unable to donate money, they may be willing to donate their time and energy; whether that means volunteering at your event, offering their skills, donating prizes or simply spreading the word about your fundraising.

Are you having problems setting up your online fundraising page?

If you have run in to some issues setting up your online fundraising page or are stuck for fundraising ideas, please call Rebecca on **07879 043450** or email info@lucyaac.org.uk. We will help get you back on track.

Make sure your fundraising activity is conducted within Government guidelines

5 easy ways to fundraise on social media



1

Status updates

This is the easiest way to promote your fundraising on social media! However, don't just post the link to your fundraising page; make sure you include information in your status about how your training is going, what milestone you've reached in fundraising or how close you are to your fundraising target! Make sure you're consistent and constant. If you only post one status people who would be happy to donate might not see it, so make sure so there's no way your friends don't know you're fundraising!

2

Include photos and videos

Make sure to share plenty of pictures updating your followers of your fundraising and running achievements. Made it to 6 miles in under an hour? Celebrate with a selfie! Feeling a bit creative? Try making a short video about the challenge and why you're raising money for Lucy AAC! Videos are one of the most engaging ways to talk to your followers on social media, and will be sure to drum up some interest in the amazing challenge you're taking part in.

3

Ask your friends

You may feel awkward at first but don't be afraid to ask people individually for donations on Facebook Messenger. People are far less likely to turn down making a donation if they're asked personally. Also, don't be afraid to ask your friends to share your Just Giving page on their profiles so it reaches their networks as well! Most people will be happy to let you take over their status at least once.

4

Create an event

If you're nervous about posting updates to your whole social network, create a Facebook event to add your family and friends to! This way you can ensure it's just them seeing your updates, and it means you'll have a smaller but hopefully more engaged audience (meaning you're more likely to get donations).

5

Say thank you

When someone donates to your page thank them publicly on your social media. Even better; include the link to your Just Giving page so others who have been inspired by your friend's generosity can donate as well.



Always carry out a health and safety check prior to your fundraising

Where your money goes

Your fundraising is so important to our small charity. Everything you raise will help fund life-changing flights for seriously ill children and babies. The NHS has no dedicated funding for air transfers and relies on our charity's support.



£10 could pay for a special mask that will support a child's breathing during a flight.

£25 could pay for ECG dots to help monitor a child's heart activity during a flight.



£50 could pay for an infant warming mattress to keep children warm and reduce the risk of hypothermia.



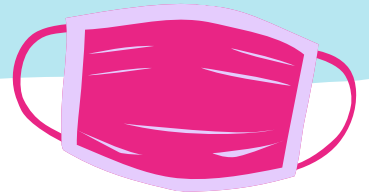
£8,000 could pay for an entire Lucy AAC transfer for one child.

£800 could pay for a specialist doctor to look after a child during a flight.



£200 could go towards the costs of a specialist nurse to care for a child during a flight.

Fundraising during the Covid-19 pandemic



It is so important that you keep yourself safe and your supporters safe whilst fundraising for Lucy AAC. Here's our tips on how to fundraise safely during these challenging times:

1

Adhere to current Covid-19 restrictions

Make sure that any fundraising activity you do adheres to current Covid-19 restrictions. Restrictions may change and vary in different areas so always check the most up-to-date government guidelines here: www.gov.uk/coronavirus.

2

Fundraise virtually

The safest way to fundraise is from the comfort of your own home but this doesn't mean your fundraising will be boring. Escape rooms, quizzes, raffles, danceathons, gym sessions... there are lots of ways to raise funds virtually. As most of us are bored and stuck indoors, you may find that your fundraising has a bigger reach online than it would in person!

3

Carry out a health and safety check

We encourage all our supporters to carry out a health and safety check prior to any fundraising. If you are taking on a personal challenge we strongly advise you only take part in low risk activities. High risk activities, for example an open water swim, may require emergency services support should you get into any difficulties, taking their attention away from supporting the current crisis. Also, please be aware that when taking on fundraising at home you are not covered by our public liability insurance.

4

Do not collect cash donations

We strongly recommend that you collect donations through JustGiving, Virgin Money Giving, Facebook or by bank transfer.

Your fundraising is vital right now. Throughout this crisis our service has remained open for the children who need us and we have done everything we can to support the NHS. However, we have lost half of our annual funding due to Covid-19 and are currently experiencing a high demand for our service. We need your support to ensure that we can reach every child who needs us during this crisis.



Sending in your money

If you have fundraised through JustGiving, Virgin Money Giving or Facebook, 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.

Through our website

Visit lucyaac.org.uk/donate and enter your fundraising total in the custom amount box. With your donation please include a message with details about your fundraising. We would love to hear about what you've been up to!

By bank transfers (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.



We're here to help

Thank you for fundraising for Lucy Air Ambulance for Children. Your incredible support will help ensure that we reach every child that needs us. If you need any fundraising ideas or advice, extra materials for an event or have any questions about our work, please get in touch. We would love to hear about your fundraising so don't forget to send us updates and photos!

Stay in touch

Email: info@lucyaac.org.uk

Phone: 07879 043 450

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