



THAMES VALLEY
AIR AMBULANCE



TOGETHER, WE ARE
THAMES VALLEY AIR AMBULANCE

Fundraising Pack

EVERY MISSION STARTS WITH YOU

When you think of the work of Thames Valley Air Ambulance, you most likely imagine it starts the moment our paramedics and doctors respond to a call. But actually, every mission starts with supporters like you. **The moment you choose to fundraise for us is the first link in a chain of events that could ultimately save someone's life.**

You see, as a charity, we rely on the generosity of our supporters. We don't receive any regular funding from the government or National Lottery. Fundraisers like you keep our helicopter in the air and our critical care response vehicles on the road. And your support isn't contained to the scene of an emergency, it reaches far beyond, encompassing both the patient and loved ones through our Aftercare service.

So, whether you're running a marathon or jumping out of a plane, you're right at the heart of our fundraising team. **Thank you.**



As a charity, none of what we do would be possible without the generous support of our community – people like you.

– James Perks, Critical Care Paramedic



EVERY MISSION STARTS WITH YOU

NATHAN'S STORY

START YOUR FUNDRAISING JOURNEY

NATHAN'S STORY

'I asked them to tell my mum I loved her, I didn't think I was going to make it'. When then college student Nathan Welch was involved in a head-on collision on his way to work, he thought it would end his life. The last thing he remembers is seeing the van's headlights coming towards him and raising his arms to cover his face, before everything went black. A Thames Valley Air Ambulance critical care crew were on scene as he was cut free from his car before he was taken to hospital to treat his 12 broken bones.

WATCH NATHAN'S FULL STORY



On an average day, our crews can be called out seven times to treat people in need. Your support ensures that, within minutes, they bring the expertise, equipment and treatment of the hospital to the most critically ill and injured patients across Berkshire, Buckinghamshire and Oxfordshire.



Your fundraising means our helicopter and critical care response vehicles carry a highly skilled critical care doctor and a critical care paramedic. Together they deliver advanced pre-hospital emergency care, at the roadside.



All your efforts facilitate training and development, with each crew member experiencing realistic practice scenarios, so they're ready for any eventuality.



Funded by your donations, our Aftercare service helps patients, their loved ones, and bystanders. Whether they're dealing with physical injuries, a bereavement, or coming to terms with witnessing something they could not have imagined, the Aftercare team is there for them, well beyond the scene.



WE COULDN'T DO ANY OF THIS WITHOUT **YOU.**

◀ Every mission starts with you

Start your fundraising journey ▶

EVERY MISSION STARTS WITH YOU

NATHAN'S STORY

START YOUR FUNDRAISING JOURNEY



START YOUR FUNDRAISING JOURNEY

We hope this pack will give you everything you need to get started. But we'll be in touch along the way to see if we can help, so that together we can raise as much as we can to help give everybody in our community the best chance of surviving and recovering from an emergency.



£100,000

In 2022, our challenge event participants helped to raise over £100,000. What an achievement! Your support helps your community when they need it most.

YOUR STEPS TO SUCCESS

1 Choose how you are going to fundraise, check out our **Events page** for inspiration.

2 Set up a JustGiving page at www.justgiving.com/airambulancetvac adding in your story to inspire support.

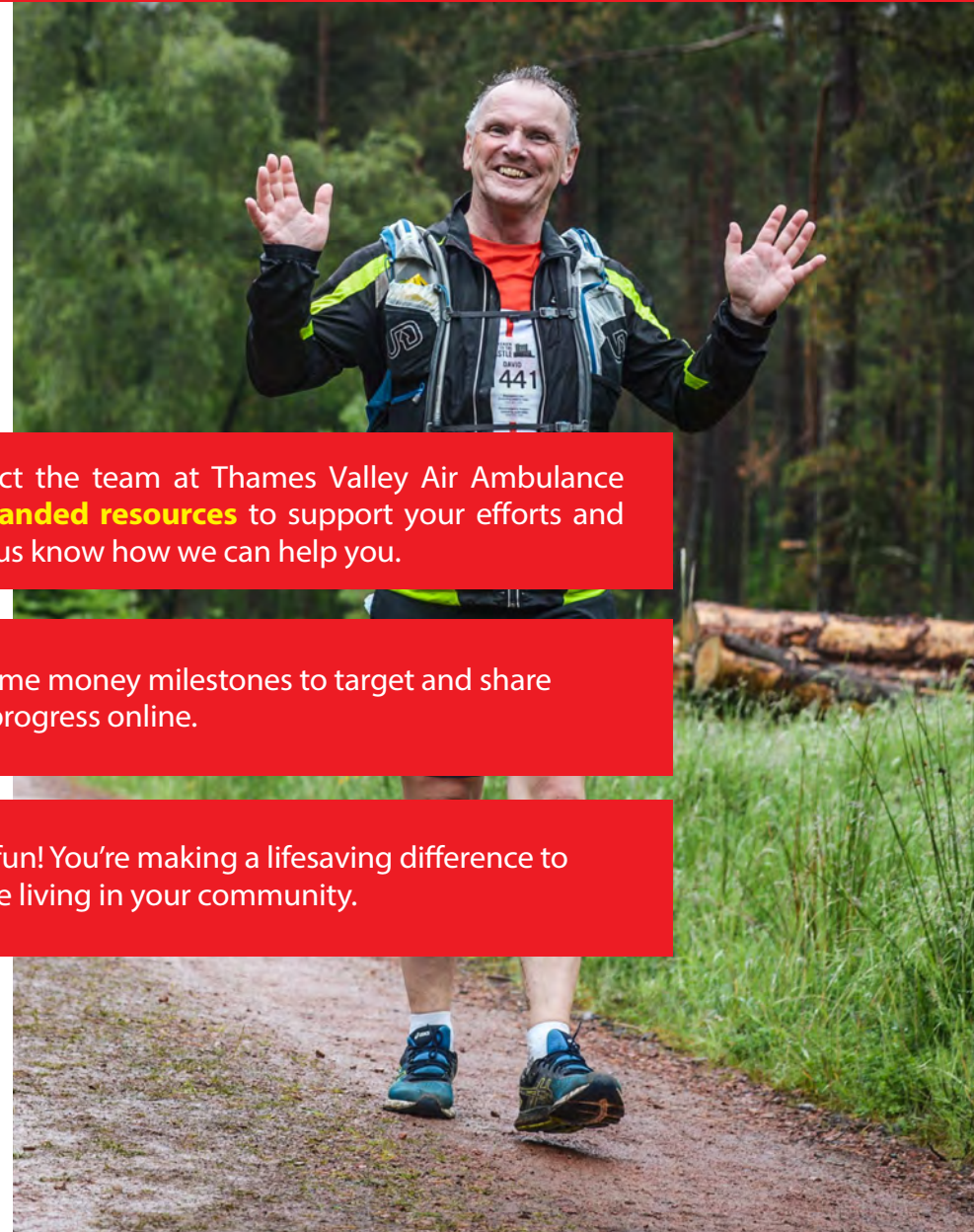
3 Sharing is caring - post your page on your social media pages and encourage your friends, family and colleagues to support you.

4 Get creative to encourage donations. We've got some ideas on the next page.

5 Contact the team at Thames Valley Air Ambulance for **branded resources** to support your efforts and to let us know how we can help you.

6 Set some money milestones to target and share your progress online.

7 Have fun! You're making a lifesaving difference to people living in your community.



FUNDRAISE YOUR WAY

There's no one size fits all for fundraising for a cause you love. Do something you enjoy and turn it into a money spinner. Below are just a few ideas to get you thinking. Most importantly, get in touch with our **Fundraising Team** who can help you get the most out of whatever you choose to do.



Create your own challenge linked to Thames Valley Air Ambulance – Run the distance from your home to our air ambulance base at RAF Benson. After take off, we can fly anywhere in Berkshire, Buckinghamshire or Oxfordshire within 15 minutes. What can you do in 15 minutes?



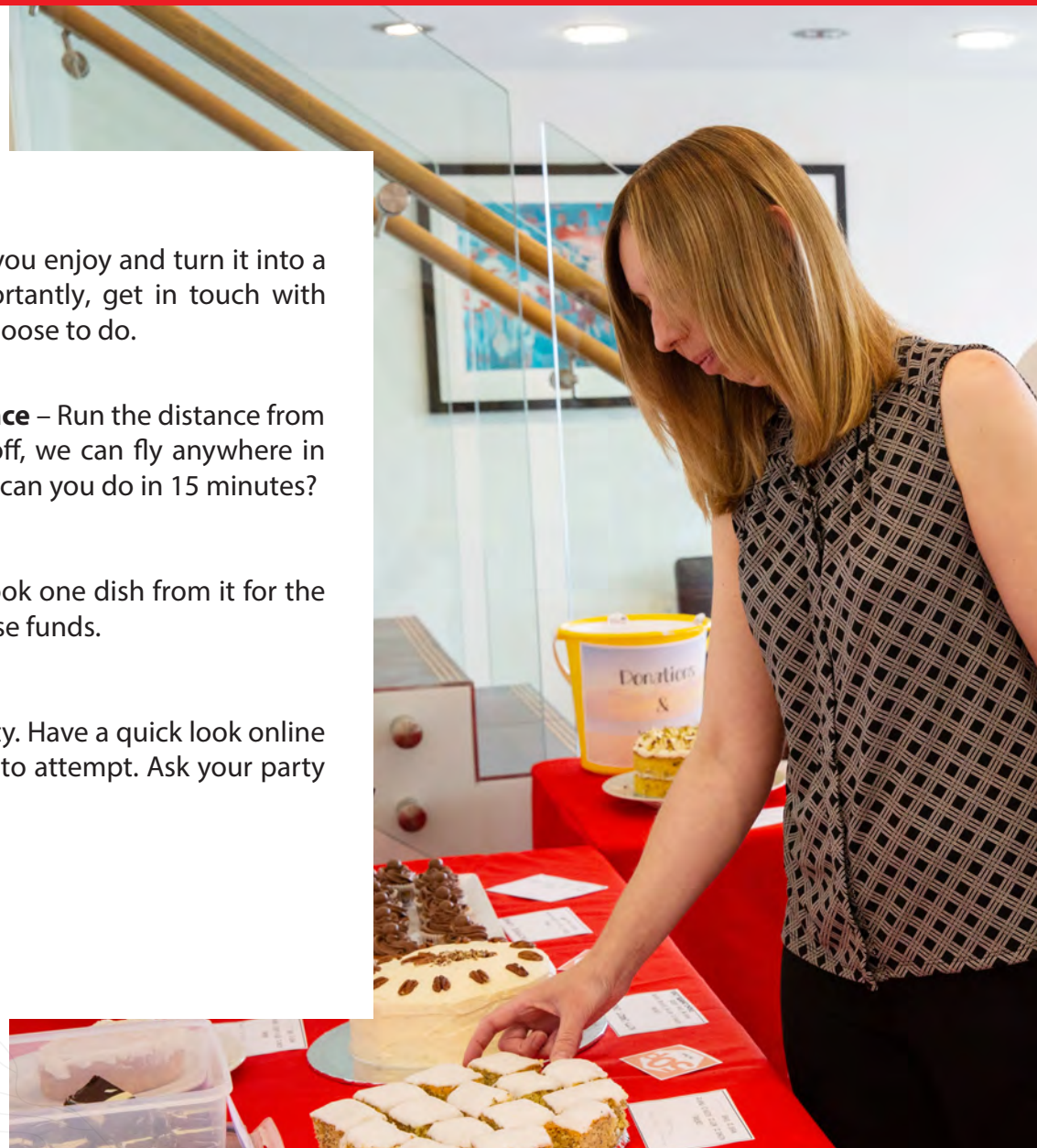
Cookbook party – Choose a cookery book and get everyone to cook one dish from it for the ultimate dinner party. Ask attendees to pay a membership fee to raise funds.



World record attempts – Hold your own world record attempt party. Have a quick look online and decide which world record you and your attendees would like to attempt. Ask your party attendees for a suggested donation on arrival.

For even more ideas:

GET IN TOUCH WITH THE TEAM



MADDI'S STORY OF SUPPORT

Maddi was part of #TeamTVAA for the London Marathon 2022 and raised an incredible £3,336 overall. She hosted a pop-up restaurant to raise extra funds and this event alone raised £2,300!

How did it work?

Friends and family were asked to pay a £5 deposit per person. This helped to boost fundraising right away. Then Maddi arranged a three-course meal with the choice of three dishes for her guests. During the evening, they ran a raffle and had a talk from Thames Valley Air Ambulance to show guests how important their donations were.

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Initially the event seems like a lot of work, however, it is a fantastic way of fundraising and means people often tend to be more generous as they feel they are getting something in return for their donation.

– Maddi Ellis, Fundraiser

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SOCIAL MEDIA

We'd love to hear from you on social media to shout about your amazing efforts and let people know all about Thames Valley Air Ambulance. Here are some things to include in your post:

- ▶ Share photos and videos of your fundraiser journey.
- ▶ Share why you've chosen to support Thames Valley Air Ambulance.
- ▶ Use the information about Thames Valley Air Ambulance in this pack or our website to tell people about our work and raise awareness.
- ▶ Tag **@ThamesValleyAirAmbulance** on Facebook, **@TVAirAmb** on Twitter or **@tvairambulance** on Instagram.

Every Friday we shout about our inspiring fundraisers.

Let us know about your fundraising and keep an eye out on our social channels to see if you've made it as our Friday Fundraiser!





THANK YOU

WE'LL BE WITH YOU EVERY STEP OF THE WAY

We're here to help make your fundraising a fantastic success and have lots of tips and resources. So, if you need any support, more ideas or have a question, please get in touch at fundraising@tvairambulance.org.uk

Thank you for being with **us** every step of the way.

And lastly, good luck from all of us at Thames Valley Air Ambulance!

TVAIRAMBULANCE.ORG.UK

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◀ **Start your journey**