



HAMPSHIRE AND
ISLE OF WIGHT
AIR AMBULANCE

HIOWAA HEROES

FUNDRAISING PACK

ORDINARY PEOPLE. EXTRAORDINARY CARE. SUPPORTED BY YOU.

Welcome aboard HIOWAA HERO!

Hampshire and Isle of Wight Air Ambulance (HIOWAA) are delighted that you have chosen to support us.

Our mission: To ensure that, through your support, we always bring exceptional critical care to people in Hampshire and the Isle of Wight.

Your super power: To help keep us flying and saving lives. Without people like you, we wouldn't be able to provide our life-saving service.

As a HIOWAA Hero you'll be helping to raise vital funds to keep your Air Ambulance flying and saving lives. You can be a HIOWAA Hero by hosting your own fundraising event or by taking part in one of ours. Take a look through your HIOWAA Hero pack for lots of ideas, tips and tools.

Did you know: It costs over £15,000 a day to keep the Air Ambulance flying and saving lives. Every donation, big or small, helps us to continue. HIOWAA Heroes make all the difference.

**Thank you,
HIOWAA Team**

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Thank you for choosing to support
Hampshire and Isle of Wight
Air Ambulance.

Without people like you, we
wouldn't be able to provide
our life-saving service.

We are truly grateful.

Let's go!

HIOWAA Hero pack

Your pack makes fundraising easy by providing all the information you need, including helpful tips, plenty of inspiration and creative ideas.



Ordinary People. Extraordinary Care. Supported by You.



OPERATIONAL SINCE 1 JULY 2007

Through your support, HIOWAA brings an advanced Critical Care Team to sick and injured people in Hampshire and the Isle of Wight when they need it most.

Always there: Available both day and night, 365 days a year, the Air Ambulance Critical Care Team is called out many times a day to attend to road traffic collisions, sporting accidents, collapses and many other incidents.

Highly skilled: Crews of doctors, paramedics and pilots can be at the scene of an incident within minutes, ready to deliver the same level of care that you would expect from a hospital emergency department.

Our Aircraft and Critical Care Team Vehicles: The Charity operates an Airbus H135, which is specially equipped and optimised for night operations, as well as three Critical Care Team Vehicles. The vehicles have parallel capability to the Air Ambulance and all are crewed by a team of HIOWAA doctors and paramedics.

WE
FLY
365
DAYS PER YEAR
DAY & NIGHT

From receiving a 999 call, the Air Ambulance can be airborne within 4 minutes and can reach anywhere in Hampshire within 15 minutes and the Isle of Wight within 20.

Get planning! We have lots of helpful tips to help kick-start your fundraising.



Organise your OWN EVENT!

There are many ways you can support us. HIOWAA Heroes bake cakes, enter fun runs, climb mountains, host quizzes and volunteer!

01 | Choose your theme, event or activity.

If you love getting active, you could organise a sponsored ride or sports tournament. Perhaps social events are more your thing, so how about arranging a cheese and wine evening or bingo night? Or get crafty and bake cakes or make cards to sell. You'll find lots of ideas and inspiration throughout this pack and you'll also read about people who've done amazing things to raise money for us.

02 | Find the perfect venue.

Find the ideal place to suit your activity. Look for a free local venue and ask if they can help decorate it for the event too. Why not plan a fun day out? You could host an event in a local park (see "Keep it safe, keep it legal") or your back garden. Do something you'll all enjoy eg. kite flying or hula-hooping.

03 | Guests.

Consider who your event is suited to, who to invite and if you have a maximum or minimum number.

04 | Think about the date.

If there isn't a particular occasion, choose the ideal date and time for people to attend. Make sure there's nothing happening already that might clash. Avoid public and national holidays if possible.

05 | Plan the activity.

Even the simplest activities need some planning and preparation. The better prepared you are, the more smoothly your activity will run, helping you to raise even more for HIOWAA. Think about how you're going to raise funds and what will work best for you. So if you're putting on a social event, will you charge an entrance fee, or price drinks and snacks individually? Ensure there is enough time before the event to achieve everything. Don't be afraid to ask for our help.

06 | Know your budget.

Set a realistic income target, making sure your costs are covered. Try not to buy any equipment, food or drink. Acquire, borrow or get items donated. If a company can sponsor your event, ask if they can help to promote it too.



Need Support?

We're here to help!

Contact us if you require collection buckets, tablecloths, bunting, banners or stickers.
e: enquiries@hiowaa.org
t: 02380 743510

07 | Reach the top.

To be really successful, you should consider and make use of all opportunities. Find as many ways as you can to make money at your event or activity. It could be as simple as charging for tickets or asking your venue if they would like to donate a percentage of the sales they make during the event. This will make a big difference and will maximise your fundraising.

08 | Promote your event.

To make the most of your event, make sure you promote it well. Once the details are confirmed, it's time to drum up lots of interest from your friends, family or work mates. Social media is one of the most effective ways to promote your event and it's FREE. Search for relevant websites where you may be able to advertise your event for free, such as local community "what's on" sites or local sports societies. The more people you tell, the more donations you will attract. Make it easy for everyone to donate, even if they can't come along on the day. Set up a JustGiving page, add a photo and a reason for people to support you. Ask local businesses for support. They may be able to donate money, raffle prizes or provide some of the resources you need.

09 | Pay in your money.

Once the fundraising is over, it's time to collect donations and send them to us. There are several ways you can send your donations. See the "How to send the money to us" section of this pack.

10 | HIOWAA Heroes thumbs up.

All your hard work has paid off. All funds you raise or donate go directly towards delivering our life-saving services. Thank you so much for everything you've done.

Fundraising A-Z

Here's a quick list of fun and interesting fundraisers - you may want to mix a number of ideas to maximise your success.

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| <p>A Abseil Afternoon Tea Antiques Fair Arts and Crafts Art Exhibition Auction</p> <hr/> <p>B Bad Tie day Ball Barbeque Barn Dance Beer Festival Bike-a-thon Bingo Boat Race Book Sale Bring and Buy Sale Bungee Jump Burns Night</p> <hr/> <p>C Cake Sale Car Boot Sale Car Wash Carol Concert Casino Evening Coffee Morning Christmas Raffle Collection Tins Colour Run Come Dine with Me Comedy Night Cracker Jokes Cricket Match</p> | <p>Curry Night Custard Pie Throwing Cycle Ride</p> <hr/> <p>D Dance-a-thon Darts Tournament Dinner Party Disco Dog Show Dress Down Day</p> <hr/> <p>E Easter Egg Hunt Eating Competitions Egg and Spoon Race</p> <hr/> <p>F Face Painting Fancy Dress Fashion Show Fete Film Night Fireworks Display Football Tournament Fun Day Fun Run</p> <hr/> <p>G 24hour Game-a-thon Games Night Game Show Garden Party Garden Sale Go-Kart Racing Guess the Name of the Teddy Guess Who (photo game)</p> | <p>Guest Speaker Gunge Tank</p> <hr/> <p>H Hairy4HIOWAA* Halloween Party Head Shave Heads and Tails Hockey Match Hook-a-Duck Horse Show/Hack Hula Hooping Competition</p> <hr/> <p>I Indoor Games Evening It's a Knock Out Inflatables</p> <hr/> <p>J Jazz Festival Jewellery Making Juggling Contest Jumble Sale</p> <hr/> <p>K Karaoke Kayaking Keep Fit Class Kite Flying Knitted Goods Sale</p> <hr/> <p>L Line Dancing Lucky Dip</p> <hr/> <p>Magic Show Marathon Masquerade Ball</p> |
|---|---|--|

- | | | |
|---|---|---|
| <p>Miles of Pennies/Pounds Mini Olympics Music Concert Musicals Night</p> <hr/> <p>N Name that Tune Nature Trail New Year's Resolution Nearly New Sale Neon Party Night Walk Non-Uniform Day</p> <hr/> <p>O Obstacle Course Office Olympics Olympic Games Open Garden Opera Night One Day Silence</p> <hr/> <p>P Paintballing Pancake Races Pantomime Penny Mile Perform for HIOWAA* Pet Competition Photography Exhibition Plant Sale Play Your Cards Right Playstation Play Off Pop Concert</p> <hr/> <p>Q Queens and Kings Party Quiz</p> <hr/> <p>R Race Night Raffle Raft Race Rainbow Day Ramble Relay Race Rugby Match</p> | <p>S Saddle up for HIOWAA* Santa's Grotto Scavenger Hunt Silent Auction Skydive Sponge Throwing Sports Day Stars In Their Eyes Strawberries and Cream Swap Shop Swear Box Sweepstake Swim-a-thon</p> <hr/> <p>T Table Top Sale Talent Show Tee off for HIOWAA* Teddy Bear Picnic Ten Pin Bowling Three Legged Race Tombola Toy Appeal Treasure Hunt Tuck Shop Tug of War</p> <hr/> <p>U Ultramarathon Unwanted Gifts</p> | <p>V Valentine Party Variety Show Vintage Bring & Buy Vintage Car Rally Vintage Clothes Sale Volleyball Tournament</p> <hr/> <p>W Walks Water Sports Waxing Wedding Favours Weight of the Cake Wellies Full of Jelly Welly Throwing Wheelbarrow Races Wine and Cheese Word Games</p> <hr/> <p>X Xmas Evening Xmas Hamper</p> <hr/> <p>Y Yacht Racing Yellow and Green Day</p> <hr/> <p>Z Zorb Football Zorbing</p> |
|---|---|---|



Next: Print out the posters included in the pack and start promoting your fundraising!

Visit hiowaa.org: We have lots of other fundraising tools available on our website. You can print our bunting, a sponsorship form, information posters and a wall planner.

"I CYCLE FOR HIOWAA!"

*Visit www.hiowaa.org/get-involved/ for more information about these fundraising campaigns.



HAMPSHIRE AND
ISLE OF WIGHT
AIR AMBULANCE

I'm fundraising

to support Hampshire
and Isle of Wight
Air Ambulance



Thank you for your generosity!

www.hiowaa.org/choose-how-you-donate



HAMPSHIRE AND
ISLE OF WIGHT
AIR AMBULANCE

I'm Fundraising

for Hampshire and Isle of Wight Air Ambulance



Hampshire and Isle of Wight
Air Ambulance
Charity No. 1106234
Company No. 5244460

22 Oriana Way
Nursling, Southampton
Hampshire SO16 0YU

t: 02380 743 510
e: enquiries@hiowaa.org
w: hiowaa.org



HAMPSHIRE AND
ISLE OF WIGHT
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We are Fundraising

for Hampshire and Isle of Wight Air Ambulance



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HAMPSHIRE AND
ISLE OF WIGHT
AIR AMBULANCE

We are Fundraising

for Hampshire and Isle of Wight Air Ambulance

Our Event:

When:

Where:



Hampshire and Isle of Wight
Air Ambulance
Charity No. 1106234
Company No. 5244460

22 Oriana Way
Nursling, Southampton
Hampshire SO16 0YU

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A Life SAVED

See how your support makes a difference.



Alan Hilson

Alan was out cycling on the Isle of Wight when he suffered a heart attack and needed the Air Ambulance.

“Being cut off from the mainland by 35 minutes to an hour. That time could be the difference between life or death.”

“It’s a vital service, particularly for the Isle of Wight. We have all heard of people waiting for an ambulance on the Island. When they are all busy they cannot just get some more from the next county. The fact that the Air Ambulance is not NHS funded is all the more reason to give this vital service our support as individuals, as a cycle club, and as an Island.”



Nick Mills

As a self employed joiner on the Isle of Wight, Nick was working alone in his workshop when the accident happened.

“There was no pain for a few seconds, and then it hit me, the worst pain I had ever experienced.”



“It was getting towards the end of the day and stress was building. I should have gone home, but I wanted to get the job finished, so I stayed and set up the machine; a spindle moulder. Without thinking, I didn’t set a back stop to prevent the wood biting and being pulled through the machine. In a split second the wood was grabbed, and along with my hand, was pulled through the cutter block and spat out on the other side. I knew instantly that it wasn’t good news. I looked down at my hand and three of my fingers had been mangled and the bone was poking out of a fourth - there was no way I was looking through sawdust for the tip! There was no pain for a few seconds, and then it hit me, the worst pain I had ever experienced. There was so much damage to my fingers that the surgeon at St Mary’s Hospital was unable to help and the decision was made to ring for the Air Ambulance so that I could be transferred to Salisbury District Hospital as soon as possible. Without the Air Ambulance I would either have had to be transferred by land ambulance on the ferry, by which time it may have been too late to save my fingers, or to have had basic surgery at St Mary’s Hospital.”





Steven North

On the morning of his 38th birthday, Steven fell 50ft from a bridge after being struck by a car.

“I had over 20 fractures in my arm, spine, pelvis and legs.”

“I had to undergo 17 operations and, due to the extent of the injuries, on 3rd December 2016, I lost my lower right leg. It is only thanks to the HIOWAA Critical Care Team that I got to hospital as quickly as I did; they saved my life. If it wasn’t for them, I probably wouldn’t be here today.”



Maisie Godden-Hall

Maisie was 11 years old when she had an accident whilst cycling to school.

“As I braked, my bike stopped, but I didn’t. I flew over the handle bars of my bike and landed in front of the car. The driver didn’t see me and, spotting a gap in the traffic, moved forward over me. Emergency services were soon on the scene. I remember the Air Ambulance doctor coming under the car where I was trapped, talking to me and giving me something for the pain; he was really nice. Everyone was reassuring me that it would all be ok.”



Every pound you raise helps us to reach a patient in their hour of need. Your support is vital to us!



Jo Dunn

Jo was practicing for an upcoming horse show on her horse, Maggie, when a jump went drastically wrong.

“We had a rotational fall, which is every rider’s worst nightmare, and Maggie somersaulted and landed on her side, on top of me.”

“The lesson was going well, and my Mum was filming Maggie and I flying over a variety of jumps and combinations of 90cm and more. About half way through the lesson we jumped a table and Maggie caught the jump with a leg, causing the jump to rotate and get caught in her legs. We had a rotational fall, which is every rider’s worst nightmare, and Maggie somersaulted and landed on her side, on top of me. Mum stopped filming and she and my instructor ran over to us. Those watching thought Maggie had broken her neck, but miraculously she got to her feet. I was knocked out. The first responder arrived very quickly, and the Air Ambulance and land ambulance followed soon after. The Air Ambulance doctor and paramedic worked with the ground medics to stabilise me before deciding how I should be taken to hospital. Fourteen months after my accident, and after four months of training I ran my first marathon. I ran my second marathon six days later and in June I ran my first ultra-marathon (34 miles). I’m back riding and competing in dressage. I owe a huge thank you to the Air Ambulance Critical Care Team, and all the NHS staff, for fixing me up.”



Meet some more HIOWAA HEROES:



£100

James

“9 year old James saw Hampshire and Isle of Wight Air Ambulance land on a beach in Cowes on the Isle of Wight one afternoon. He was so impressed that he decided to try and raise money for the Charity. He spent all week painting stones in bright colours and placing funny boggly eyes on them. James then sold the stones at a local event, raising an incredible £100!”

James’s hard work and creativity raised an amazing £100 for HIOWAA.



£1,500

Doreen

“I recently chose to support Hampshire and Isle of Wight Air Ambulance. My friend was treated and airlifted to University Hospital Southampton by the Charity a few years ago, so I wanted to do something to help. HIOWAA receives no government funding, so it’s important to me to do what I can to help raise funds.”

Doreen’s first bake sale raised an incredible £1,500 for HIOWAA.



£3,321

Conor

Conor tackled one of the toughest marathons on earth – the Marathon des Sables – after HIOWAA saved his sister.

A gruelling six day, 251km ultramarathon, the Marathon des Sables is approximately the distance of six regular marathons. The longest single stage is 91km. This multiday race is held every year in southern Morocco, in the Sahara Desert.

“I heard about the Marathon des Sables years ago and always thought it would be an unusual challenge. After my sister’s accident and recovery, I wanted to do something special to try and raise some money for Hampshire and Isle of Wight Air Ambulance. They saved her life, it was the least I could do.”

Conor smashed his £1,000 target, raising a whopping £3,321.82 for HIOWAA!

Your online CAMPAIGN

Set up a JustGiving Page

JustGiving is one of the easiest ways to fundraise! They have step-by-step instructions to help you set up your page.

- ✓ Start by visiting www.justgiving.com/hiowaa and click on the “Fundraise for us” button.
- ✓ Set up a personalised page
- ✓ Share it with your friends, family and colleagues who can donate online in a quick, easy and secure way.
- ✓ Promote your page on social media and in a press release.

“ I RUN FOR HIOWAA! ”



6 MISSIONS PER DAY

HIOWAA's Critical Care Team Vehicles are operational 7 days a week and respond to approximately 6 missions per day. The vehicles carry the same equipment as the Air Ambulance and are able to reach patients in busy, built up areas where the Air Ambulance may struggle to land.



The vehicles also provide a vital training platform for HIOWAA pre-hospital emergency medicine (PHEM) doctors and paramedics.

#HIOWAAHERO

How to promote YOUR ACTIVITY

We've put together some helpful tips and resources to help you advertise your event.

Engage with the community

Tell everybody you know about your event. You will be amazed at how many people will be willing to support you.

Promotional materials

Posters and flyers are going to attract even more interest in your event. They are available in our Resources Pack on our website. Advertise your event on local noticeboards and ask shops to display your posters in their windows.

Press Release

The local media are often looking for stories about people who are doing amazing things. One of the keys to getting their attention is to have a 'local' angle. If you think that you have a strong story with a local angle, try writing a press release and emailing it to the News Desk for print stories and Forward Planning for Radio and TV. A press release template to get you started is also included in our online Resources Pack.

Email signature

Email signature is a great way to raise awareness for your activity. You can change your office or home email signature, including an appeal for sponsorship and link to your fundraising page. Get more people involved - ask friends and colleagues to add the appeal to their signatures too.

Social Media

Promote your event on all of your favourite social media channels, from Facebook and Twitter to Instagram and LinkedIn. Photos and videos are always a good way to get attention. You could also post your event on the HIOWAA social media pages to reach our many followers.

JustGiving

Friends can support you whenever and wherever by donating securely on JustGiving or Facebook. Your fundraising is unique! Make sure you share your journey through photos and videos to keep your supporters engaged and up-to-date. A countdown until the main event is a great reminder, as are training photos and preparation photos!

**“ I VOLUNTEER
FOR HIOWAA! ”**

Tell everybody what you're doing. Word of mouth is one of the most effective forms of PR.

#HIOWAAHERO

Look at me go!

Set up your JustGiving event page and start promoting. Follow the link below: www.justgiving.com/hiowaa and click on the “Fundraise for us” button.

Tell us about it!

We'd love to know and see what you've been up to. When you're spreading the word on social media, don't forget to include **#HIOWAAHERO**



Keep it safe, KEEP IT LEGAL

We want you to have fun and keep things as simple as possible. To put our minds at rest and to stop you from accidentally breaking any laws, please read the information below.

- ✓ **Food Hygiene**
Food hygiene is vitally important. Please take great care when handling food and work to basic rules for safe preparation, storage, display and cooking. Food safety laws apply when food is available, whether it is for sale or not. You can find more useful information at www.food.gov.uk and www.gov.uk/government/publications/the-eatwell-guide
- ✓ **Licences**
Ask your local authority whether or not you need to obtain any special licences (e.g. public entertainment, collection or alcohol licences). If you are holding the event in a public place, you must have permission from the council.
- ✓ **Raffles**
If you hold a small raffle on the day of your activity you do not need a licence, as long as all ticket sales and the draw itself take place during the main event. Check the latest information and advice at www.fundraisingregulator.org.uk/code/raffles-lotteries
- ✓ **Risk Assessments**
Identify any hazards and assess any risks that you'll need to consider. Ensure you have adequate first aid cover available for the scale of your activity. If you're not sure, check with your local council.
- ✓ **Insurance**
Please remember you are responsible for your fundraising activity and HIOWAA cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in the event. Please note that your event will not be covered by the Charity insurance. Check the latest information and advice at www.hse.gov.uk

- ✓ **The Money**
For your own protection, if possible, make sure you count the money you've collected with another person present. Ask people who want to make a donation by cheque to make it payable to Hampshire and Isle of Wight Air Ambulance, rather than you personally. Make sure any cash donated is kept in a secure place and is banked as soon as possible. If you have our Charity collection pots and buckets, please do not attempt to open them to count the money. We are required by the

- ✓ **Get consent**
You will need to get parental permission if children are helping at your event or if you're taking photographs of children. Children under the age of 17 must be accompanied by an adult. If your event is on private property, please get permission from the owner or manager.



“ I VOLUNTEER FOR HIOWAA! ”

“Because we're a local charity, every time I hear the Air Ambulance has saved a life, I feel I've played my part, and that's a really good feeling.” - Marian, Events Volunteer



Volunteer with HIOWAA!

Volunteering with HIOWAA fits around your life and other obligations; work, family or hobbies. Get in touch with us to find out more. Email volunteers@hiowaa.org



How to send us **THE MONEY**

After all that hard work, you just need to pay in your money and breathe a long sigh of satisfaction. We have the following options:

Online.

Paying in the money you have raised via our website is quick, easy and secure.
www.hiowaa.org/choose-how-you-donate

Bank transfer.

Transfer the money you've raised via BACS. Please call us on **02380 743 510** for a fundraiser ID number which needs to be included as a reference.

Cash or cheque:

Post your cheque to our charity office at the address below. Make cheques payable to "Hampshire and Isle of Wight Air Ambulance."

**Hampshire and Isle of Wight
Air Ambulance
22 Oriana Way, Nursling,
Southampton, SO16 0YU**

Please remember to include your contact details and tell us how you raised the money.

Why not Gift Aid it?

Make your donation go a little further with Gift Aid! If you're a UK taxpayer, the value of your donation can be increased by 25% without costing you anything extra when you tick the Gift Aid box or complete our Gift Aid declaration form. This means your £1 donation could be worth £1.25 to us.

You can download a Gift Aid form from our website:

www.hiowaa.org/gift-aid-it/

If you have sponsorship forms, please send them in to us so we can apply for Gift Aid, where applicable.

Thank you!



"I VOLUNTEER FOR HIOWAA!"

Through your support, HIOWAA brings an advanced Critical Care Team to sick and injured people in Hampshire and the Isle of Wight when they need it most.

The Air Ambulance responds to 2-3 emergencies per day.

We fly 365 days per year.

Day & Night. From 7am to 2am.



**2-3 MISSIONS
PER DAY**

Stay in Touch

We'd love to hear about your event, so please do let us know how you do and tag us in any activity you do on social media. Follow/Tag us at:



Sign up to our newsletter!

Don't forget to sign up to receive our monthly emails to read stories from patients we've saved and to see how your fundraising has made a difference!

Sign up at www.hiowaa.org/communication

ORDINARY PEOPLE. EXTRAORDINARY CARE. SUPPORTED BY YOU.

Registered with



FUNDRAISING
REGULATOR

**Hampshire and Isle of Wight
Air Ambulance**
22 Oriana Way, Nursling
Southampton, SO16 0YU

Registered Charity Number: 1106234
Company Number: 5244460

www.hiowaa.org

