



# Fundraising pack







Welcome to

# St John Ambulance!

**This fundraising pack gives you everything you need to get started with organising your own fundraising in aid of St John Ambulance.**

Whether it's hosting a quiz, organising a golf day or something a little bit different, however you choose to raise money in aid of St John Ambulance you'll help us to continue to respond to emergencies, support our communities and save lives.





## **Ask me how** **First Aid saved my life**

East London GP Ian Quigley, 56, had just sprinted to the finish line of the 2021 Royal Parks half marathon when he felt his legs go wobbly.

The next thing he knew he was in the back of an ambulance, having suffered a cardiac arrest.

In a dramatic rescue, a team of highly trained St John Ambulance volunteers sprung into action, giving him chest compressions and using a defibrillator to restart his heart while moving him through crowds to the medical centre.



Thanks to this prompt first aid and subsequent hospital treatment, the fit father of two – for whom this was a sixth half marathon – was able to return to his family in three days and his own patients a month later.



# Ask Me how organising your fundraiser saves lives

The money raised from your fundraiser will help make a difference to St John Ambulance.

It's thanks to people like you, who are fundraising for St John Ambulance, that together we can continue to build a nation of life savers.

**£10**

could help towards the cost of personal protective equipment for our volunteers.

**£25**

could help towards a kit bag with the correct equipment to treat a patient.

**£40**

could help towards the cost of a volunteer's uniform.

**£100**

could help train 1 volunteer for a year who will go on to support on average 12 people in a year.







# Your Step-by-Step Guide





## Step 1

### Choose your fundraiser

**It's entirely up to you how you raise your money in aid of St John Ambulance.**

Whether you're looking for something quick and easy that doesn't take much planning, or looking to organise something much bigger, we've created fundraising ideas to help give you some inspiration.

**Top Tip:** Fundraising should be FUN and easy, choose something you already enjoy doing and organise your fundraiser around that!







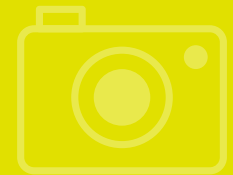
## Step 2

### Choose your **date**

**You can organise your fundraiser any time of the year. A few things to consider are:**

- Will you organise it around a national holiday or have a theme to your fundraiser, like Halloween, Valentine's Day or Christmas?
- Will you have it midweek or at the weekend? Will it be in the evening or during the day? What times and days work better for you and your guests? If you're hiring a venue, do they offer cheaper rates midweek than at weekends?
- Will it clash with public events, like sporting matches or elections?
- Give you and your guests plenty of time! Give yourself plenty of time to organise your fundraiser and your guests plenty of notice in advance to put it in their diaries.

**Top Tip:** If you're organising a larger fundraiser, why not get a group of you together and split up the tasks?







### Step 3

## Choose your venue

**Where will you host your fundraiser? At work, home, school, community venue, hotel, pub, restaurant, or local business.**

A few things to consider if hiring a venue are:

- Is there parking?
- Is it easily accessible? Can people get there on public transport?
- What rates do they charge? Don't forget to mention you're fundraising for a charity and see if they offer charity discount rates.
- What time are you able to have the venue from and to? If you're planning something in the evening, what time will you need to leave?
- Will you be able to provide and sell your own refreshments or use theirs?
- Can you provide entertainment?
- What is the maximum capacity of the room?









#### Step 4

### Promotion

Once you've got the basic planning organised, it's time to spread the word far and wide:

- Who are you going to invite? Invite friends, family and work colleagues by sending out our invitations. If your event is open to the public, why not challenge each of them to also invite their friends and family.
- Put up posters and flyers in your local area, you can use our posters or create your own, using our in aid of logo.
- Spread the message on social media! Whilst we can't promote your event, please tag us, and use our hashtag #MySJAFundraiser #TeamSJA.

-  Facebook @SJA
-  Twitter @stjohnambulance
-  Instagram @stjohn\_ambulance
-  LinkedIn st-john-ambulance

**Press** – Get in touch with your local newspaper and radio stations and let them know what you're planning and why. We can provide you with press releases templates to use, contact: [myfundraiser@sja.org.uk](mailto:myfundraiser@sja.org.uk)

**Invite your local mayor** – Why not drum up activity by contacting your local mayor or MP to attend. If you are thinking of inviting any celebrities, please do let us know in advance. We cannot approach our celebrities and Ambassadors to attend your fundraiser.



## Step 5

# Keep it legal and safe

Before your fundraiser, make sure you have ticked off the following to keep the activity safe and legal. You can find out more [here](#).

### Gift Aid

St John Ambulance can recover 25p from HMRC for every pound you give, on the condition that you or your supporter are a UK taxpayer. This is at no extra cost to you or your sponsor, so please ask everyone to tick the Gift Aid box on your sponsorship form. Your sponsors will need to complete their name, full home address and postcode on your sponsorship form (NB St John Ambulance will not contact your sponsors).

### Food Hygiene and Allergies

If you're selling or providing food as part of your fundraiser, make sure you take care when preparing, storing and displaying it, ensuring all ingredients are clearly marked, visit the Food Standards Agency for more food safety information. If you're using an external caterer to provide refreshments, ask them to provide you with a copy of their food hygiene certificate and public liability insurance. For more information, see [food.gov.uk](https://www.food.gov.uk).

### Raffles

Make sure you're aware of the rules, regulations, and legalities if you're planning on organising a raffle. If you're holding a small raffle on the day of your activity you do not need a licence, so long as all ticket sales and the draw itself take place during the main event. Tickets must all be sold for the same price with no discounts applied. You must also make it clear who is running the raffle. Visit [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk) for advice.

### Insurance and Risk Assessments

You are responsible for organising your own insurance to cover your fundraiser. St John Ambulance cannot provide insurance for your event and will not accept liability for loss, damage or personal injury to yourself or anyone else as a result from your event. You are also responsible for carrying out a risk assessment and getting your own first aid cover.

### Licence

If you are selling alcohol or providing live entertainment you may need to obtain a special licence. Contact your local authority to find out what licence you might need.

### Bucket Collections

If you're organising a public collection, you'll need to contact your local council to get a licence. If you're organising a private collection, you'll need to ask the landowners permission.







**Top Tip:** Did you know setting a target donation amount can result in a 45% increase in page value?

## Step 6

# Raising the money

The day of your fundraiser has arrived and there are many ways you can raise money at your fundraiser and do check out our how to guides which have top tips of how you can raise even more from your fundraising activity.

But to get started, here are some basic hints and tips:

- **Set up a JustGiving page** - Check out our JustGiving top tips for making the most of your page.
- **Guests can't make it?** Send your JustGiving page round to anyone who can't attend your fundraiser to make a donation.
- **Set up a livestream** - If your fundraising involves live streaming check out our how to livestream guide.
- **Matched Giving** - Ask your employer if they can match fund your donation.
- **Tribute Fund** - If you are raising money in memory of a loved, why not set up an Always St John Tribute.
- **Sponsor form** - Use our sponsor form to collect cash donations from your friends and family.
- **Use our totaliser** - Print out our totaliser, write in the amount you'd like to raise and colour it in throughout the day.
- **Giving a talk** - Inspire your guests with the difference their donations are making by giving a short talk on the work of St John Ambulance. Contact us on [myfundraiser@sja.org.uk](mailto:myfundraiser@sja.org.uk) and we can provide some suggested wording.
- **No cash, no problem!** Not everyone has cash on them, so set up a QR code and link it to your JustGiving page. You can create a QR code using JustGiving and put it on your poster for your guests to scan and donate.
- **Materials** - We have a range of fundraising materials to help support you with your fundraising. As well as our poster, invitations and bunting downloads, contact [myfundraiser@sja.org.uk](mailto:myfundraiser@sja.org.uk) for other materials we can send to you.
- **Letter of authority** - If you're approaching companies or local businesses for raffle prizes, sponsorship or support, we can provide you with a letter of authority to use and show you are a registered fundraiser raising money in aid of St John Ambulance.



## Step 7

# Paying in your money

There are many ways to pay in your money to us, don't forget to pay your money in within 28 days of your fundraiser.

### JustGiving

If you're fundraising through JustGiving the money will come automatically to us, there's nothing for you to do!

### Paying in slip

Please contact [myfundraiser@sja.org.uk](mailto:myfundraiser@sja.org.uk) if you'd like a paying in slip to pay your money into the bank.

### Cheque

Make a cheque payable to '**St John Ambulance**' and send to:

### SJA Freepost

Make sure you write your contact details and the fundraiser you did on the back of the cheque.

We'd love to hear from you once you've completed your fundraiser. Please email us at [MyFundraiser@sja.org.uk](mailto:MyFundraiser@sja.org.uk) to let us know what your fundraiser was, how you've banked the money and how much it is.

**Top Tip:** Don't forget to thank everyone who made a donation, helped organise your fundraiser, or supported with sponsorship and raffle prizes and let them know the final total raised.







## Getting Help

Thank you again for fundraising in aid of St John Ambulance. Our fundraising team are here to support you. Whether it's chatting through ideas or ordering your fundraising materials, contact us on [MyFundraiser@sja.org.uk](mailto:MyFundraiser@sja.org.uk)



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