



Golden Hour Challenge Fundraising Pack



Sussex Air Ambulance
saving time - saving life





WELCOME TO OUR FUNDRAISING PACK

We hope you find our pack full of useful ideas and guidelines to make the most of your fundraising



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Did you know that receiving no Lottery funding the Sussex Air Ambulance relies almost entirely on public donations? It costs £1.7m each year to keep the life saving helicopter flying!



Preparations

We can email you the Sussex Air Ambulance logo to use on your literature (1 weeks notice required)

Provide you with leaflets about the charity, car stickers, collecting buckets/boxes & banners (4 weeks notice required).

Publicity

We can advise you about press releases and local newspapers to send them to. Fundraising for a charity gives you a higher profile and encourages your community to support you. Invite the press along, and remember to take photos to send to the press after the event.

Ticket Sales

Our fundraising staff will do their utmost to promote your event via the Sussex Air Ambulance website but are unable to sell tickets, whether these be event or raffle tickets.

Prizes

The Sussex Air Ambulance is happy to provide you with an official document, called an Authority to Fundraise (AFR), that you can use to approach local businesses to provide raffle prizes etc. The fundraising staff are unable to source raffle prizes for individual events as we must maintain a neutral relationship with local businesses and suppliers. This applies to auction lots as well.

Event Insurance

Please be aware our insurers do not recognise Sussex Air Ambulance being the promoter and as such it is incumbent upon the organiser/promoter to satisfy himself/herself that their own organisation has Liability Insurance for the event being planned and, if not, makes specific arrangements to cover that event.

Remember the simplest ideas are often the best!



FUNDRAISING IDEAS

QUIZ NIGHTS

Always a crowd pleaser, set up a league table, challenge other local pubs/clubs. Add a twist, hold a 'Golden Oldies' themed quiz night where questions relate to a specific Golden era or where all questions have a Golden Theme!

AUCTIONS

Have an auction where people offer to do jobs for a 'Golden Hour'. This can involve promises such as dog walking, car washing, gardening, ironing or any other skills that you may have!



SPORTING EVENTS

Create a sporting event that involves your favourite sport and play or participate for a 'Golden Hour' - maybe a Golden Cycle Ride or Golden Hour Aerobics with fees being donated the Sussex Air Ambulance. Could you arrange a sporting event with 'Golden Trophy' awards up for grabs such as a football match, swim-a-thon or tennis tournament. Could you organise a 'Gold Cup' race night in your local pub or Golden Golf Challenge?

**Remember to spread the word by advertising widely
and well in advance!**



SPONSORED EVENTS

Set yourself a challenge, do you have the will power to complete a Golden Hour Silence or to walk a Golden Mile? Could you jog along Golden Sands for a Golden Hour to raise funds for the Sussex Air Ambulance?

For any sponsored activity we will be happy to arrange official sponsorship forms giving details of who is involved and when and where the event will be held. You can also visit our page on the internationally recognised sponsorship website www.justgiving.co.uk

Don't forget to '**Gift Aid**' it
Ask us how!

BUY US A DRINK

£1.00 is all it takes... add a Golden Pound to your round and support the Sussex Air Ambulance.



SPONSOR A GOLDEN HOUR

Can you, your family, friends or the organisation you work for raise enough funds to sponsor the Sussex Air Ambulance for a Golden Hour and help save a life? It costs £500.00 an hour to keep this life saving helicopter airborne.

Can you rise to the GOLDEN HOUR CHALLENGE?

Help us today—you may need us tomorrow!



AFTER THE EVENT

- Please make sure that the money you raise reaches the Sussex Air Ambulance safely and as quickly as possible.
- Make cheques payable to 'Sussex Air Ambulance' and send them to Sussex Air Ambulance, Wheelbarrow Park Estate, Pattenden Lane, Marden, TN12 9QJ, together with a brief description of where and how the money was raised.
- Don't forget to include your name, address, postcode and details of the event with the amount raised so that we can say 'thank you'!
- If possible, please send us spare photos and any funny or unusual stories about the event, we can place them on our website.
- Send photos to your local newspaper you could end up as headline news!

**MANY THANKS
FOR YOUR SUPPORT**



GUIDELINES

The intention of this document is to provide readily accessible guidelines for people thinking of organising a fundraising event or activity. These guidelines do not seek to provide an exhaustive briefing, nor to be a substitute for proper legal advice, but to ensure that the reader is aware of the most important questions and how to go about getting the answers. These guidelines should only be treated as a minimum checklist of issues to consider – there may well be other issues that are equally important to consider for a particular event.

Safety first

It's important to make sure that everyone will be safe while they're having fun. Here's how:

- Be compliant with the Health and Safety at Work Act 1974 and all other relevant subordinate legislation.
- The Surrey Air Ambulance cannot accept responsibility for accidents, so make sure that your event is safe for all concerned.
- Make sure that no-one is fundraising, working or spectating in an unsafe environment. Assess the risk involved and make sure that they are eliminated or minimised to an acceptable level, particularly in the case of children. For example, they must have suitable supervision and must only be allowed to use equipment that has been tested and maintained to the required safety standard. Remember that the Health and Safety Act applies to volunteers as well as employees. If you need further information on Health and Safety, visit the following website: www.hse.gov.uk
- With adventure activities – for example, abseiling, parachuting, white water rafting or any other hazardous event, particular care should be taken.
- Always ensure that you, or the owner of the land or building where the event will take place, has insurance for the event.
- If sub-contractors or facilities are used, make sure that they have the requisite experience and insurance facilities.



Good Luck & Thank You!

Your help really counts!

Sussex Air Ambulance relies on people such as you to raise the £1.7m that is needed each year to provide the people of Surrey with a Helicopter Emergency Medical Service

For more information about Sussex Air Ambulance
see our web site

www.sussexairambulance.co.uk

Or call
01622 833833

**Sussex Air Ambulance
Wheelbarrow Park Estate
Pattenden Lane
Marden
TN12 9QJ**



Golden Hour Challenge Registration Form

Important: Should you wish to raise money for the Air Ambulance via a Golden Hour Challenge, please speak to a member of our Fundraising Team who will advise you on the best time of year, usually in National Air Ambulance Week in September to Fundraise.

Challengers Name: _____

Address: _____

Contact No: _____

Type of Challenge: _____

Date of Challenge: _____

Venue of Challenge:

Materials Required: Sponsor Form(s)
Collection Box(s)
Banner(s)
Sticker(s)

Please return this form to Freepost Sussex Air Ambulance
Thank you!