

Support Your Air
Ambulance This



AIR AMBULANCE
NORTHERN IRELAND
— ECG — CHARITY — ECG —

Christmas



T: 028 9262 2677

E: info@airambulanceni.org

W: airambulanceni.org

Thank you for choosing to give the gift of life this Christmas



On average, the air ambulance is needed twice a day to help a critically ill or injured patient. During the month of December, when most of us will be enjoying Christmas festivities with family and loved ones, the helicopter emergency medical service is expected to be called out over 60 times.

When needed, the team fly at an average of 180mph, direct to the patient. The doctor and paramedic on board, bring emergency care to the scene of the incident, delivering interventions that can be life-saving.

With your continued support, it's a service that is there, 365 days of the year, for every one of us.

It is not only the medical crew who save lives, but the people like you who support our service.

**EACH DAY IT TAKES
£8,200
TO SUSTAIN THIS SERVICE**



**BLOOD IS
GIVEN ON
AVERAGE 2
TIMES PER
MONTH**



**ONCE TASKED,
THE TEAM ARE
AIRBORNE
WITHIN 5 MINS**

**WE OPERATE
7 DAYS A WEEK
12 HOURS PER DAY**

Your support helps people like Anna

A family day out moto-crossing to celebrate Anna's 11th birthday ended up in disaster with life-changing consequences for Anna. Her mum, Grace said, "It was Anna's 11th birthday, and we took her to a motocross track to celebrate. She was involved in an accident and thankfully the air ambulance team attended. The initial assessments were



not at all positive. Anna had received a fractured skull, multiple bleeds on the brain, collapsed lung, detached retina and damage to her hearing as well as multiple fractures. She spent over 3 months in hospital. Without this lifesaving service, the outcome for Anna would have been very different.

The expertise, professionalism and compassion of the entire Air Ambulance NI Team is outstanding, they hold a very special place in our hearts".





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Host your own ¹*Christmas Jumper Day*



in aid of Air Ambulance NI!

**Pick your date, wear your best
Christmas jumper & donate!**



Your donations
and support will
help save lives
right across
Northern Ireland

**Get in contact today for your
free fundraising pack:**

T: 028 9262 2677

E: info@airambulanceni.org



How We Can Support Your Fundraising

- We can provide key information, patient stories and statistics on call outs of our HEMS team including those local to your area.
- We can help advise on fundraising legalities and best practice.
- We can help you maximise your fundraising and provide sponsorship forms and on-line fundraising links.
- Should you need them, we have fundraising materials including disposable banners, balloons, collection boxes and T-shirts (NB: there may be a small charge for some items). As these items are produced at a cost to the charity, we ask you to return when your event is completed.



Marketing and Profile:

- We can provide poster templates for you to personalise and if appropriate, we can help you with wording for the local papers and our website in advance of your event or afterwards with the fundraising total.
- We can organise for a cheque presentation if appropriate.
- We will always provide a thank you receipt for the funds raised (emailing this helps us save on postage).

JustGiving is our preferred platform for online fundraising.

Follow the steps below to set up your very own JustGiving Page:

1. Go to www.justgiving.com and click 'Start Fundraising'.
2. When asked 'What are you raising money for?', select 'A charity'.
3. Search for '*Air Ambulance Northern Ireland*'.
4. Select whether you're taking part in an event, celebrating an occasion, fundraising in memory or doing your own thing.
5. If you can't see your event listed, select 'Add your own' at the bottom of the page and tell us a bit more about your activity.
6. Choose your fundraising web address – this is the link you'll be sharing with friends and family when asking them to donate.
7. Donations to your page won't be eligible for Gift Aid if you're running a bake sale, or selling tickets to an event, raffle or auction.
8. Click 'Create your page'. Your Fundraising Page is now set up and ready to accept donations. The money you raise will go directly to Air Ambulance Northern Ireland.

Top Tips:

- Personalise your page by editing your story section.
- Upload your photo so your friends and family know who's page it is.
- Give your thank you message a personal touch.
- Post updates on your page to let your followers keep track of your progress.
- Download your QR code within your JustGiving page admin settings and use it on posters/ banners connected to your event. Individuals can then donate to your page via their smartphone.



JustGiving charges a payment processing fee for each donation made on their site to cover card provider costs. This means 1.9% + 30p is deducted from each donation made on JustGiving before it reaches Air Ambulance NI. In addition a 5% fee is charged on the Gift Aid amount recovered from each donation.

Our supporters promise

Air Ambulance Northern Ireland is registered with the Fundraising Regulator, and we are committed to following the Code of Fundraising Practice, ensuring our fundraising is legal, open, honest, and respectful. Our policy covers all fundraising activity undertaken at Air Ambulance NI by staff and volunteers.

In all fundraising activity and interactions with supporters, donors, and the general public, Air Ambulance NI will uphold the supporter promise. We will always:

- **Commit to high standards of fundraising and find ways to improve**
- **Be clear, honest, and open**
- **Be respectful and ethical in our fundraising activity**
- **Be fair and reasonable**
- **Be accountable and responsible**

The following four values support all standards in the Code of Fundraising Practice and are followed by Air Ambulance NI:

Legal: Fundraising must meet the requirements of the law.

Open: Fundraisers must be clear about their processes and willing to explain them when necessary.

Honest: Fundraisers must act with integrity and must not mislead people when asking for donations.

Respectful: Fundraisers must respect the people and places they interact with.



For more information on General Fundraising Principles and Our Supporter Promise, visit: airambulanceni.org/fundraisingresources/ or to view a full copy of the Code of Fundraising Practice developed by the Fundraising Regulator, visit [here](#).

Please contact us on 028 9262 2677, info@airambulanceni.org or write to: Air Ambulance Northern Ireland, Gate 3, 94 Halftown Road, Lisburn, BT27 5RF to send feedback or if you have any questions about our fundraising promise or activity.

Returning your Donation to Air Ambulance N.I.



There are plenty of ways to return your donation to Air Ambulance Northern Ireland safely, without having to do it in person;

- **JustGiving**

If you decide to set up your own fundraising page on JustGiving and it is connected to the Air Ambulance Northern Ireland account, your funds will be automatically transferred to our charity as your supporters donate.

- **Air Ambulance NI website**

You can donate your proceeds online via our website using a PayPal account or a credit / debit card. Simply visit:

www.airambulancenireland.org/support-us/

- **Bank Transfer**

If you'd prefer to donate via bank transfer, please let us know by calling 028 9262 2677 and we'd be happy to share our relevant account details with you.

**Don't
Forget!**

Gift Aid!

If you are a UK tax payer, you can boost your donation by 25p for every £1 you donate! Simply tick the gift aid option where relevant and fill out your details.