

**St John
Ambulance**



**WITH YOU EVERY
STEP OF THE WAY**



**WHETHER YOU RUN, WALK,
CYCLE OR BAKE WE WILL
SUPPORT YOUR JOURNEY**

Raise money.

Help save lives.

Be the difference.

sja.org.uk

WELCOME TO #TEAMSJA

I RAN FOR SJA AND HAD THE MOST AMAZING EXPERIENCE.

The team was fantastic and I had tremendous support from the SJA medical points and whenever I saw the green and black flags, my spirit lifted knowing if I pointed to my vest, I'd get loud cheers, which I did.'

MASLINDA MOHAMAD

Whatever challenge you choose to do, we'll be with you all the way. Thank you and good luck.

THE EVENTS TEAM



GET INSPIRED BE THE DIFFERENCE

Our volunteers provide first aid in their communities, keeping people safe at events and working alongside the NHS in response to 999 calls. We're also always campaigning to raise awareness of first aid and directly educate the public.

First aid is such a simple skill, but it has an incredible impact. We want everyone to learn it, so that they can be the difference between a life lost and a life saved.

We wouldn't be able to deliver this vital service without much-needed income. Your contribution as a fundraiser is very important, so thank you for your support.

HELPING THE NATION SAVE LIVES SINCE 1877



READY, STEADY, GO

FUNDRAISING TIPS TO GET YOU STARTED

SET UP YOUR JUSTGIVING PAGE

Creating a page will make it quicker and easier for your sponsors to donate and help you reach your fundraising target. Visit [justgiving.com/sja](https://www.justgiving.com/sja)

SET A TARGET

Did you know setting a target donation amount can result in a 45% increase in page value (JustGiving)? A target lets your supporters know what you're aiming for, and it may even influence how much they donate.



SHARE, SHARE, SHARE

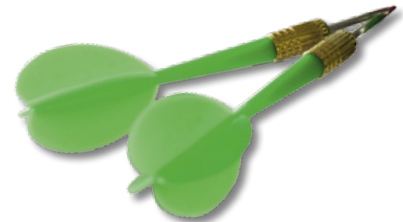
Tell everyone about what you are doing and why you are doing it. Use social media, add links in your email signature and ask everyone to spread the word.

NEWS AND UPDATES

Pictures and videos are great to get people interested and keep them up to date. This includes us. We want to know how you are doing, so send pictures of your training and/or fundraising activities to events@sja.org.uk

MATCH FUNDING

Some companies offer to match the funds you raise so do ask your employer; this could help you reach your fundraising target or go beyond it, raising more money for our life saving work.



DO GOOD, FEEL GOOD

Thank donors publicly for their support. They will feel good and when others see, it may encourage them to support you as well.

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 tax payer.

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).

For more fundraising tips, email events@sja.org.uk



**MASSIVELY EXHILARATING,
A LOT OF FUN, AND A FANTASTIC
ENDING TO THE TIME SPENT FUNDRAISING!
HAPPILY, I RAISED OVER £1,400 TOO!**

LUKE TESTER

1. GIVE IT UP

Sometimes it's about what you don't do. Get sponsored to give something up for a month or more; chocolate, shaving, social media, smoking and alcohol are just some of the things you could give up.

3. PAMPER PARTY

How many people do you know who spend a fair amount of money on health and beauty? Why not gather friends and family for an affordable night-in of pampering? Get the essentials ready, the facemasks on and gossip the night away.



5. QUENCHING THAT THIRST

Host an afternoon tea, cheese and wine evening or a cocktail evening with your friends, family and colleagues.



TOP FUNDRAISING IDEAS

LOOKING FOR INSPIRATION — HERE ARE SOME IDEAS TO GET YOU STARTED



2. CAKE SALE

Organise a cake sale in the office with your colleagues. Sell them during break time and raise some money!

4. THEMED PARTIES

Gather your friends and family and host themed parties such as Christmas, Halloween, Bonfire Night or even a summer barbeque.



6. SWEEPSTAKE

Choose your theme, whether its bake-off, guess my time, a large sporting event or even reality TV shows. Get the whole office involved. A quick and easy and fun way to raise some serious cash.

7. FOOTBALL MATCH

Make a difference in 90 minutes. If you've got smaller numbers why not opt for a game of five-a-side? Raise funds by charging a player fee and why not let spectators donate to take part in a penalty shootout at the end of the match?



8. GIFT OF LIFE



Instead of receiving gifts for your birthday or for Christmas, why not ask friends/family to donate to sponsor you?

For more fundraising ideas, email: events@sja.org.uk



I WAS WATCHING THE FOOTBALL WITH MY GRANDFATHER WHEN HE SUDDENLY COLLAPSED.

As a 13 year old, I was hopeless but St John Ambulance volunteers were on hand. They looked after him and ensured we all got home in one piece. They took us in an ambulance back to the train station and ensured that my grandfather was okay.'

DAVID WEEKS, LONDON MARATHON 2017 RUNNER

PREPARING FOR A SUCCESSFUL CHALLENGE

OUR SUPPORT TEAM WILL BE WITH YOU EVERY STEP OF THE WAY

SET YOURSELF TARGETS

This isn't the first time you've heard about the importance of goals, and it's certainly not going to be the last.

Understanding the importance of goal setting and knowing how to set goals for yourself is vital to achieving the great things you have planned.

Practical tip:

It's much easier to accomplish "exercise 15 minutes a day" than it is to try to "lose 4st in 6 months". Transform the mountains you aim to climb and into smaller hills that you can walk. You'll be much more motivated to work towards that next milestone and will enjoy your journey to greatness.

KEEP CALM AND CARRY ON

If your goal looks too ambitious, have several smaller measurable goals. **Break your goals down** into smaller parts and keep going. Each part moves you closer to your ultimate goal. It's the small steps we take on a daily basis that matter when accumulated over time.



WHATEVER YOU CHOOSE TO DO

FROM CYCLING TO SKYDIVING, SWIMMING TO TREKKING, WE'LL HELP YOU REACH YOUR GOAL

Keep fit, make new friends and even team build as part of your fundraising challenge as we have a great range of activities to suit everyone. Whether you are a thrill-seeking daredevil or a social butterfly organising a cake sale or a family fun day, there are loads of ways you can get involved and have fun fundraising.

Check our fundraising events page for more information sja.org.uk/fundraisingevents



HOW YOUR FUNDRAISING HELPS SAVE LIVES

We believe everyone should know how to save a life so that wherever a first aid emergency occurs, someone is on hand with the skills to help. Your support will ensure that we are able to continue our vital work for generations to come.

HERE'S HOW YOUR FUNDRAISING HELPS:



£25

could pay for 200 first aid guides, providing essential advice on how to treat five common conditions where first aid could be the difference between life and death

£40

could pay for an hour of first aid training - long enough to learn how to put someone who is unconscious into the recovery position

£80

could cover the operational costs of a first aid response unit for one hour



£120

could pay for a St John Ambulance trainer to teach first aid to a class of 32 children



£300

could pay for a full day's training for a group of 12



£150

could pay for a first aid training mannequin, used to teach resuscitation

£600

could train one of our first aid trainers

£1,500

could pay for an automated external defibrillator (AED), which can prove vital to the resuscitation process following a heart attack

LEGAL AND MONEY MATTERS

HOW TO PAY YOUR FUNDS IN

Any cash collected can be paid into a personal banking account. You can write a cheque made payable to St John Ambulance and post it to the address below or you can pay this amount into your Virgin Money Giving or JustGiving page online as a donation.

If you receive cheque donations, they must be payable to St John Ambulance; please post these to the same address below.

Fundraising Events Team
St. John Ambulance
27 St John's Lane
London
EC1M 4BU

If you have any questions, please contact the events team on **0207 324 4168** or events@sja.org.uk



LEGAL

When carrying out a public collection, you must obtain a licence from your local authority. There are strict legal requirements that govern these types of collections. Please contact your local council for further assistance.

Private collections (for example, a collection on private premises such as a supermarket) are not governed by your local authority. However, you must obtain permission from the owner before your collection.

If your event involves the sale of alcohol, live music or is a sporting event you may require a special licence. Please contact your local council for further information.

Some raffles require a licence so please contact the Events Team on **0207 324 4168** or by email events@sja.org.uk before holding one.

KEEP IT SAFE

St John Ambulance cannot accept liability for loss, damage or personal injury to yourself or anyone else as a result from your event, even when raising money for St John Ambulance.

Carry out a risk assessment before your event to ensure that everyone involved (staff, volunteers, participants, members of the public) stays safe. For further information on risk assessments, please visit hse.gov.uk. Your event must be covered by insurance. Arranging insurance for your event is your responsibility. St John Ambulance cannot provide insurance for your event. Please contact our Events Team for more information.

FOOD HYGIENE AND ALLERGIES

Food hygiene is vitally important, especially around allergies like nuts, etc. Take care when preparing, storing, displaying and serving food and ensure that ingredients are clearly marked. The Food Standards Agency can provide more information on food safety. It is also possible to check the food hygiene rating of the food business including caterers. For more information, see food.gov.uk



THANK YOU

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

Events Team
St John Ambulance
27 St John's Lane
London
EC1M 4BU

020 7324 4168
[sja.org.uk/events](https://www.sja.org.uk/events)
events@sja.org.uk

www.facebook.com/SJA
twitter.com/stjohnambulance

Registered charity no. 1077265/1. A company registered in England no. 3866129.

