

AIR 
AMBULANCE NI



Fundraising Pack

Every Mission Starts With You



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

Thank you for kindly choosing to support Air Ambulance N.I.

Air Ambulance NI works in partnership with the Northern Ireland Ambulance Service, to provide the Helicopter Emergency Medical Service (HEMS) for Northern Ireland. As a local charity, we aspire to raise £3 million annually to sustain this life-saving service. The service brings urgent medical assistance to anywhere in the province, operating seven days a week for 12 hours per day. On average the medical team are tasked twice a day, whether that is as a result of a serious road traffic collision, farm or workplace accident, sport and leisure incident or a serious medical emergency - all thanks to the kind generosity and support from people like you.



Meet the Black Family

In March 2024, brothers Joshua and Dylan Black from Co. Fermanagh were involved in a RTC resulting in the Northern Ireland Ambulance Service and the HEMS team being tasked to the scene. After clinical interventions at scene, Joshua was flown from the scene to the Royal Victoria Hospital for Sick Children, Belfast before the HEMS team returned to Co. Fermanagh to retrieve his younger brother Dylan from SWAH. Both brothers were placed into intensive care and spent five months in hospital before returning home where they are continuing to recover from their life-changing injuries.

How We Can Support Your Fundraising:

-  We can provide key information, patient stories and statistics on how many call outs the team has been to.
-  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 Support:

 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).

James O'Callaghan, HEMS Paramedic

'Hi I'm James, one of the HEMS Paramedics onboard the Air Ambulance. Since the start of service in July 2017, we have been tasked over 5,000 times to the most critically ill or injured patients across Northern Ireland and the simple reality is, we couldn't fly without your support. On behalf of everyone here at Air Ambulance Northern Ireland and the Helicopter Emergency Medical Service, thank you - we'd be grounded without you!'



Creating your JustGiving™ Page

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.

Scan here to create fundraising page



How to return your donation?

There are plenty of ways to return your donation to us 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.airambulancenl.org/support-us/

- **Bank Transfer**

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

- **Cash**

If you have cash and you would like to keep it that way, please contact us and we will advise on how to get it to us.

**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.



Our Supporters Promise



Registered with
FUNDRAISING
REGULATOR



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: airambulancenireland.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@airambulancenireland.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.