

Your Fundraising Guide

Thank you for choosing to support us!



About us

We're your local air ambulance charity. We hope you never need us, but every year thousands of people do. And if you do, we'll be there to fight for your life.

Life-threatening emergencies can happen to anyone, anywhere.

We bring specialised doctors, paramedics and treatment to the scene, fast. And we don't stop 24/7, 365 days a year.



Without you, we can't save lives

£56K

a day to run our lifesaving service



9

emergency calls responded to every day*

*on average in April 2023 - March 2024



Find out more about our lifesaving work

aakss.org.uk



Welcome



This pack is full of resources to help you fundraise and promote your local air ambulance charity.

You fund our lifesaving work. Without you, we can't save lives.

Hello to you, our wonderful supporter!

From all of Team KSS, we cannot thank you enough for choosing to support us, your local air ambulance charity.

Thanks to you we can reach people when they need us most. It costs over **£56K** a day to run our lifesaving service. And most of that is funded by people like you. Together, we can help save more lives.

In this fundraising pack, you'll find helpful tips, advice and information to get your fundraising started, including our top ten fundraising tips, guidance on how to create a JustGiving page and useful information about how to keep things legal and safe. You'll also find information on who we are, what we do and how your fundraising will make a difference.

We're here to help and would love to support you in reaching your fundraising goal. We're only an email or a phone call away if you'd like to discuss your plans with us. Call us on 01634 471900 or email hello@akss.org.uk

We're a vital part of your community, and you are a vital part of ours. Your fundraising really does have the power to make a difference and we're so grateful for your support.

Best of luck with your fundraising! We can't wait to hear more about your plans and how you get on.

Keep up the good work!

P.S.
If you've got any photos, we'd love to see them!



The difference your fundraising could make...

£8

could fund...



a month of blood transfusion sets used to transfuse blood safely to patients at the scene

£18

could fund...



one heated blanket, which helps to treat patients with hypothermia

£45

could fund...



a set of defibrillator pads to help resuscitate someone experiencing cardiac arrest

£75

could fund...



protective footwear for one of our crew

£184

could fund...



could buy a unit of blood for a patient with life-threatening injuries

£352

could fund...

enough aircraft fuel to run our helicopter for one hour



Resources

To help you with your fundraising, we've got a few resources for you to use and download. You'll find our key messaging, 'in aid of' logos and colours that you can use on your posters and fundraising pages.

Key messaging

KSS is an independent lifesaving charity. It costs **£20.4M** a year or **£56K** per day to operate our world-leading, lifesaving service with **88%** of our total income raised through the incredible generosity of our supporters and **10%** through NHS commissioning funds. The remaining **2%** is made up of a range of things including income on our investments*. (*Annual Report 2023-2024)

It costs **£392K** per week to run our service.

It costs **£56K** a day to run our service. This is a **9%** increase on last year, and we predict this to increase by a further **5%** in the year ahead due to inflation.

Cost per mission:

The average cost of a mission is **£4K**. This cost includes our dispatchers, medics and pilots, fuel for our helicopter or Rapid Response Vehicle (RRV), equipment and helicopter maintenance, medicines and disposable medical supplies. This is the average cost for a mission in our helicopters or Rapid Response Vehicles (RRVs)

If asked, **73p** in every **£1** is spent directly on providing care to the most critically ill and injured people in the region. The remainder ensures we have the appropriate infrastructure to support the delivery of our service while also enabling us to generate further funds and support those fundraising on our behalf.



Logo and usage

We have an 'in aid of' logo for fundraisers to use. By using this it shows the relationship with our charity on your fundraising materials.

Please only use the official 'in aid of' logo, it should never be altered or recreated.



Black and teal logo

This logo is best used over white background or light photography



White and teal logo

Using this logo over a red background is a great application of our brand. This logo works best when over dark photography. Please make sure the teal rotor is visible. You can use dark gradients underneath the logo to make sure the logo is readable.



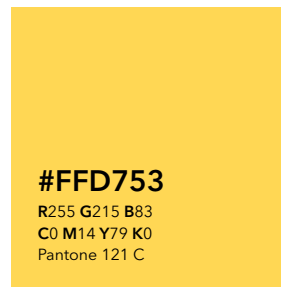
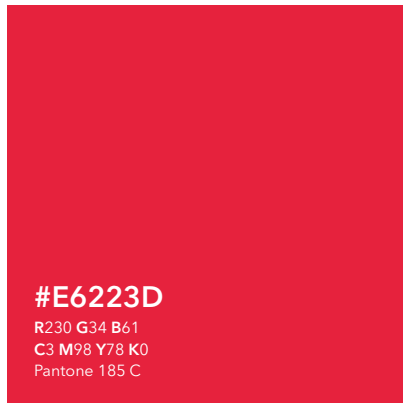
Spacing

Clear spaces prevents type, imagery or other graphic elements from interfering with the legibility of our logo.

No graphic elements should encroach the boarder around the logo. This space is determined by 50% of the rotors height and width each side.

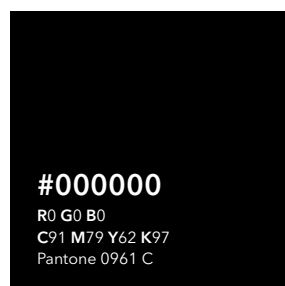
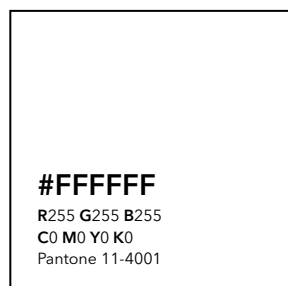
Our colours

Hero colour palette



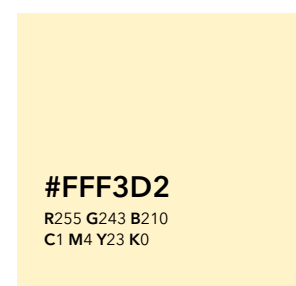
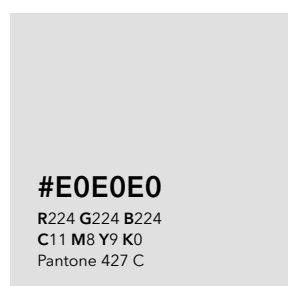
Our hero colours are made up of three colours, KSS Red, KSS Teal and KSS Yellow. When applying these colours, the KSS Red should be 80% of the overall design with a 20% usage of the KSS Teal and/or KSS Yellow.

Primary colour palette



Our primary colours are made up of three colours, White and Black. These colours can be used to accompany our hero colours where appropriate.

Secondary colour palette



Our secondary colours are made up of four colours, KSS Light Grey, KSS Light Pink, KSS Light Teal and KSS Light Yellow. This colour palette consists of a complementary set of softer shades, which should only be used sparingly.

Social graphics

We also have some graphics for you to download and post on your social media.

These graphics can be used for Facebook and Instagram



1080 x 1080



1080 x 1080



1080 x 1080

These graphics can be used for Facebook, Twitter and LinkedIn



1024 x 512



1024 x 512



1024 x 512

Download here: aakss.org.uk/fundraising-resources

Facts and figures

88%

88% of our total income is raised through the incredible generosity of our supporters

£20.4M

It costs £20.4M a year to operate our lifesaving service

3,300

We were needed more than ever before and responded to over 3,300 (3,382) incidents in 2023-2024

46,000

Over the past 35 years, we have attended over 46,000 incidents

1st

We were the 1st air ambulance service to operate 24 hours in the UK

3

Our fleet consists of three AW169 helicopters

Mission Update

1 April 2023 - 31 March 2024

AIR AMBULANCE CHARITY KENT SURREY SUSSEX



3,382
Missions

1,939
Patients
treated

648
Night
patients

143
Blood
patients

Types of missions

28%

Road traffic collision

28%

Medical emergency

20%

Accidental injury

Transport used



58%



42%

Mission locations

Kent	42%
Surrey	25%
West Sussex	17%
East Sussex	14%
Other	4%

Create a JustGiving page and boost your fundraising!



Online fundraising is one of the easiest and most effective ways to raise funds for us! Online donation sites, such as JustGiving, allow you to share your reasons for supporting our charity, and are easy to set up.

Step 1

Follow the link provided below and choose 'fundraise for us'. You'll then be taken through each step to create your fundraising page: [justgiving.com/aakss](https://www.justgiving.com/aakss)

Step 2

Select your chosen fundraising activity. If you can't see a relevant category, then opt for 'doing your own thing.' You may need to add a few more details about your fundraising on the next page.

Step 3

Once you have created your JustGiving page, make sure to personalise it! This is a great way to tell your supporters a bit more about you and your reason for supporting your local air ambulance charity.

Step 4

Click 'create your page,' then you're done! Your fundraising page will be ready to share with your family and friends.

Step 5

Don't forget, your JustGiving page will automatically expire three months after your event date! Please make sure to amend the expiry date if you think you'll receive donations after this time.

Did you know?

When fundraisers upload images to their pages, they add **13%** more to their total amount raised. A perfect excuse for a #selfie!



People who donate to their own page to get them started raise a whopping **84%** more than those who don't!



Sharing your page on Facebook, Instagram, Twitter, and WhatsApp will help you raise more. Let people know about the good things you're doing.



20% of donations come in after the event - don't be afraid to tell everyone about your amazing achievement!



Fundraising A-Z



Need some inspiration for your next bit of fundraising?
We've put together an A-Z list with some ideas to help you!

A Abseil Afternoon tea Auction	J Jumble sale Joke-a-thon Juggling competition	S Sweepstakes Skydive Superhero day
B Bake off Bingo Book sale	K Karaoke night Knit-a-thon Keepy-uppy challenge	T Teddy bear picnic Tuck shop Tech-free challenge
C Car wash Cuppa for your Crew Crazy hair day	L Litter pick Loud shirt day Loose change challenge	U Unwanted gift raffle Unplug from tech Uniform-free day
D Dance-a-thon Darts tournament Dry January	M Marathon events Matched giving Mini music festival	V Valentine raffle Valentine bake off Video game tournament
E Easter egg hunt Eurovision sweepstake	N Nearly new sale No shave month Night walk (Heli Hike at Night)	W Welly throwing contest Weight of the cake
F Film night Firework display Fancy dress day	O Office Olympics One day silence Odd socks day	X X Factor style competition Xmas jumper day
G Grand National sweepstake Guess the name	P Payroll giving Press up challenge Pancake flip challenge	Y Yoga challenge Yo-yo competition Yoga with animals
H Heli Hike Head shave Halloween bake off Hound Hike	Q Quiz night Quiet hour Quit a habit	Z Zip wire challenge Zoom quiz Zumba-thon
I It's A KSS Knockout Indoor games night Ice bucket challenge	R Raffle Run 31 Race night	A collection of three white icons on a red background: a cupcake, a quiz card with a question mark, and a question mark.

Remember
The fundraising team are here to help!

Our top ten fundraising tips



Every pound you raise, will really make a difference in helping us to be there for patients who are critically ill or injured. Every second counts, as does every pound.

We know it can sometimes be hard to ask for donations, but here are a few of our top tips to help you reach your fundraising goal. And remember, you can speak to us any time about your fundraising, we are here to help.

1 Create an online fundraising page

We'd recommend creating a **JustGiving** page which you'll find a handy guide for in this pack. Remember to personalise your page - add a photo, share your story and add in your fundraising target.

2 Don't forget Gift Aid

By asking those who sponsor you to gift aid their generous donation, we will receive an extra 25p for every £1 donated*, helping to save more lives.

*If you're a UK taxpayer and your donation is not for a raffle, lottery or event ticket.

3 Double up your fundraising

Employers are sometimes able to match your fundraising total. Why not ask? It could double your fundraising!

4 Ask for some helpful resources

With collection boxes, sponsorship forms and banners available to name but a few, we have a selection of resources we can offer you to help with your fundraising - please just ask.

5 Make use of our sponsorship form

Not everyone likes to donate online, so if you'd prefer to use a sponsorship form, please find one enclosed with your pack. Once complete, please pop in the post to us as we will be able to claim gift aid on any eligible donations.

6 Set your fundraising target

Those that do raise more! Keep on sharing your target with friends, family and make sure you are sharing your fundraising regularly.

7 Self donate

Get the ball rolling and be the first to donate to your page - those who do, raise an impressive 84% more!

8 Do something away from your fundraising page

You haven't got to do all your fundraising online. Do you have unwanted clothes in your wardrobe? Have an overhaul and sell them on sites such as eBay and Vinted!

9 Share on social media

Share, share, share! Let your supporters know how well you are doing by updating them regularly. This may be an update in your training, a thank you for sponsorship you received recently or progress towards your target.

10 Don't forget to say thank you

Say thank you to all the generous people who have donated and let them know how much you've raised. It's not over until it's over - make sure you share an update with how you did (and include us, we'd love to know!)



How your support will make a difference



We hope you never need us, but every year thousands of people do. And if you do, we'll be there to fight for your life.

Our helicopters are flying emergency rooms. When there's a life-or-death call, we bring specialised doctors, paramedics and treatment to the scene, fast. And we don't stop **24/7, 365 days a year.**

But without you, we can't get off the ground. Your support gets our lifesaving team to where they're urgently needed. Without you, we can't save lives. Without you, we can't be there for patient like Graham.

Graham's story

In 2018, Graham was taking part in a golf day at Upchurch River Valley, when he started to experience strange involuntary muscle spasms, and then collapsed as he suffered a sudden cardiac arrest.

His fellow golfers called the emergency services and it wasn't long before SECamb were taking over from Graham's brother who had been administering CPR. The crew from KSS quickly followed and took Graham to the William Harvey Hospital in Ashford, where the medical team discovered he had a genetic heart condition called Wolff-Parkinson-White Syndrome.

After nine days in hospital, Graham had a heart ablation treatment in London to correct the fault before returning home to his wife and family.



“

Thank you for supporting your local air ambulance charity. I'm very grateful they were there for me when I needed them. They are a lifesaving service that the world really can't do without.

Graham, former patient

”

Read some more of our patient stories

aakss.org.uk/patient-stories



Scan me
↙



Keeping it safe and legal

Fundraising should be fun! But it's important to stay safe and legal too. For detailed guidance please visit aakss.org.uk/keeping-it-safe-and-legal or contact our Fundraising Team. Here's a few important things to consider:

Raffles

A raffle or tombola is a great way to boost your fundraising, however some legalities can apply. Check out gamblingcommission.gov.uk if unsure.

Permissions

If you're holding an event or collection in a public place, you must get permission first. This can be from either the local authority or the property owner.

Insurance

If your event involves the general public, it's important that Public Liability Insurance is in place. Venues often hold their own but it's best to check!

Licences

Events involving live music or the sale of alcohol require a licence. Contact your local Authority to find out more.

Handling cash

Keep safe if cash is taken as part of your fundraising. Where possible don't count and transport any cash alone.

Contact us

If you have any other questions, please contact our Fundraising Team on **01634 471900** or contact Hello@aakss.org.uk



Key contact details



Should you want to get in touch our fundraising teams are here to help. You can call us on **01634 471900** where you will be passed to the best person to support you or you can email the teams directly below:

Community Team

community@aakss.org.uk

Helene Poursain

Head of Public Fundraising

Nick Turrell

Community Fundraising Manager

Francesca Vale

Kent Community Fundraiser

Rachel Oxberry

Surrey Community Fundraiser

Ruby Hunt

Sussex Community Fundraiser

Amanda Hill

Community Fundraising Assistant

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Running and Challenge Manager

Sue Richardson

Running and Challenge Assistant

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Head of Corporate Development

Kerry Campbell

Corporate Fundraising Coordinator

Rebecca Ussher

Corporate Partnership Manager

Brand Team

Branding@aakss.org.uk



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KENT SURREY SUSSEX

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