



COMMUNITY FUNDRAISING PACK

Will you help us save lives?

INTERESTING FACTS

- The Canterbury West Coast Air Rescue service covers the single largest geographical area for Air Rescue operation in New Zealand – watching over the lives of over 600,000 people.
- In a life and death situation, where every minute counts, Air Rescue may be a patient's only chance for survival.
- **The Canterbury West Coast Air Rescue Trust needs to raise \$7 million from the community every year to continue to provide the Air Rescue service.**
- Only 30% of service funding comes from the government. We rely on community support from individuals, businesses, community groups and schools to keep the air rescue helicopters in the air.
- Each mission costs on average \$8,625 (based on one hour flight time).
- The Air rescue crew are on call 24/7, 365 days a year. During the day the crew responds to an emergency call-out within 10 minutes, at night within 20 minutes.
- Since 1986 the region's Air Rescue Service has undertaken over 10,000 missions, and mission numbers are increasing every year.
- If a patient can have access to the specialist medical care they need within one hour of onset of illness or injury their chances of making a complete recovery increases up to 80% -this is known as **THE GOLDEN HOUR**.

"With more and more people in our community needing to use this service and with operational costs increasing, the need for support has never been greater – lives depend on it."

Christine Prince, CEO



HOW CAN YOU HELP?



- You can raise money on behalf of the Canterbury West Coast Air Rescue Trust as an individual or in a group. You can organise your own event, take part in a team / group event, or be sponsored to take part in an organised event. If you don't know what type of fundraising you want to do, here are some ideas:
- **Examples of your own event:** golf tournament, auction, afternoon tea, bake sale, car wash, dance / disco, fun run, rugby tournament, school or business mufti day, talent show, fancy dress at school or work, quiz night, or cocktail party. At any event it can be a great idea to hold raffles or autcions to add to your revenue.
- **Examples of a sponsored event:** City to Surf, half / full Marathons, cycling events and triathlons.
- A good idea is to set up a campaign page for free at www.givealittle.co.nz to receive donations hassle-free.
- Be clear about your goals:
 - What is your aim – to raise money or awareness of our rescue service, or both?*
 - What is your fundraising target?*
- Be sure to follow up donations with a thank you – everyone likes to feel appreciated! Letting your sponsors / attendees know how your event or activity went and how much you raised for Air Rescue is very important.

WE'RE HERE TO HELP



Once you have decided what type of fundraising you want to do, the next stage is getting in touch with us. The first step will be to send us the 'Intention to Fundraise' form which we have provided. If you also wish to give us a call or email to let us know of your plans, please do so on the below contact details:

Canterbury West Coast Air Rescue

PO Box 20262, Bishopdale

Christchurch, 8543

03 358 8244

info@airrescue.co.nz

- Our team are here to offer you support if you need it. We can provide you with collection buckets, a logo to use in your publicity for the event, posters and brochures, a letter of approval to fundraise on behalf of us (good to show businesses if you are trying to get raffle prizes / sponsorship), and any advice you need for your fundraiser.

Please note that we have developed a fundraising policy in order to:

- *Ensure fundraising activities are carried out in an ethical manner.*
- *Establish guidelines and procedures for receiving and receipting money from community groups.*
- *Maximise benefit from fundraising opportunities and donations.*
- *Establish guidelines for using any of the Air Rescue Trust's primary or associate sponsors name, logo, brand or imagery for fundraising purposes.*

FUNDRAISING POLICY

Groups within the community who wish to use any of the Air Rescue Trust's rescue helicopter brands as the recipient of fundraising activities must agree to adhere to the following standards:

- *Fundraising activities will comply with all relevant laws and local / regional regulations.*
- *Any communications to the public or media made in the course of carrying out a fundraising activity shall be truthful and non-deceptive.*
- *All monies raised via fundraising activities will be for the stated purpose of the appeal with the final sum made public.*
- *Prior approval to use the Rescue Helicopter logo(s) or photos must be granted in writing by the Air Rescue Trust.*
- *An 'Intention to Fundraise' (attached) will be submitted by the fundraiser to the Air Rescue Trust, outlining the event: what, when, where, how, estimated income and date when raised funds will be banked and by whom.*
- *Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of the Rescue Helicopter or any of its sponsors.*
- *Funds raised in a public setting (i.e. gold coin donation collections in a public place) cannot be receipted for tax purposes to the individual or organisation collecting the funds. A written letter of acknowledgement will be issued from the Air Rescue Trust stating that Trust has received the funds, but this letter cannot be used for Inland Revenue purposes.*
- *Rescue helicopter logos or photos must be used with the permission of the Air Rescue Trust (using contact details below) and used only for the sole purpose of the fundraising activity. Whilst media and online publicity is good for promoting an event, no fundraiser has the permission to provide the media with any comments regarding the operations of the Rescue Helicopter service.*
- *The Air Rescue Trust has a number of promotional channels with which some community events and fundraising activities may be endorsed and promoted by the service, including digital and social media (website, Facebook newsletters), selected newspapers and radio. Please contact us if you need some assistance with promoting your event - we are happy to help.*



HGH

ONE NEWS

Westpac

MBGA

Safety Helicopters

NZCC
NEW ZEALAND COAST GUARD
RESCUE

ORGANISING



- Now you have decided on the type of fundraiser you want to do, you have read and understood our policy, and sent us your Intention to Fundraise form included in the pack, it is time to get planning!
- If you are planning an event ensure that it is safe for all concerned. The Air Rescue Trust cannot accept responsibility for accidents / incidents. A risk assessment and adherence to appropriate safety measures and laws are required by all organising events.
- Plan the costs ahead of time and be prepared. A good way to anticipate all of the costs and needs of an event is to imagine being an attendee at the event and to envision each scenario from arriving to leaving, creating a good customer experience is important to the success of any event.
Think about:
 - *Who will be greeting people?*
 - *Who will be selling the raffle tickets?*
 - *Who will be paying for the venue?*
- An important part of the process is collecting the money. There will be different ways to do this depending on your fundraiser, from using collection buckets on the day to creating an online 'givealittle' pledge page.
- **givealittle.co.nz** - is a website where you can set up your own fundraising / donation collection page. People can easily donate online for your fundraiser.
- Be sure to explore all of the helpful information online about how to plan a fundraiser and how to maximise the revenue.
- Plan your communications ahead of time and be sure to look at how you will go about promoting and publicising the fundraiser.

PUBLICISING

Now the planning for your fundraiser is well underway, it is time to let everyone know what you are doing and get people involved. Publicising your fundraiser helps build awareness for Air Rescue Trust and also helps to build your fundraising revenue. Here are some tips for promoting your event:

- **Create fliers and posters** – we can provide you with a logo to use for these purposes.
- **Press Release** – local media are always on the lookout for local human interest stories. Some self-promotion on behalf of a good cause is welcomed by the press, so there is no need to be shy. You could send out a press release before your fundraiser in the hopes of promotion, and another after the activity has taken place in the hopes of exposure and awareness-building. Your press release really has to stand out for it to be featured, so make sure it is as interesting as possible and give all the necessary information. All press releases should cover:
 - *Who is doing it?*
 - *What are they doing?*
 - *When are they doing it?*
 - *Where are they doing it?*
 - *Why are they doing it?*
 - *Who are they doing it for?*
- A good, high resolution photo to accompany the press release is vital for a story to stand out from the crowd and be featured. Include a 'call to action' detailing how people can get involved and who they should contact if they wish to help. Include important contact details. Keep it as concise as possible with no flowery language, ensure that it is grammatically correct and doesn't contain any spelling errors. You will be able to find great examples of press releases online if you want further information.
- **Friends, family and colleagues** – don't forget all of the people around you who you may be able to call upon to get involved! Your friends, family, school members, colleagues, members of extracurricular clubs you are involved with are all great sources for support!
- **Social Media** – share your fundraiser within your networks on Facebook or Twitter or other social media platforms. Encourage people in your networks to share with their networks. This is a free and effective way to publicise your event to a large audience. Use the Facebook event application to create an 'event' to invite people to, make a 'status' promoting the fundraiser, and encourage likes and shares. Share your social media promotion activities with us here at the Air Rescue Trust - we may be able to help you.

PRESENTING THE FUNDS

Once your fundraiser is over and you would like to present us with the funds raised there are several ways to do so:

- Please make cheques payable to:
Canterbury West Coast Air Rescue Trust
PO Box 20262, Bishopdale
Christchurch, 8543
- Alternatively, please put your donation directly into the correct regional bank account:
Canterbury Donations: 03-0823-0216240-00
West Coast Donations: 03-0823-0216240-03

We encourage you to contact us to make a time for you to visit the rescue base and present your donation in person. It may be the perfect opportunity for you to meet the crew and get a photo with the helicopter! We love to meet our community fundraiser superstars, and have the chance to thank you in person.

We sincerely thank you for choosing to support us by making the effort to raise funds in our community. Thank you again for taking the time to read our Fundraising Pack. We can continue to provide this service to our region and save lives every day with your help. We wish you the very best with your fundraising activities.

Please do not hesitate to call us on **03 358 8244** if you require any more information or guidance - our team are happy to help!

Canterbury West Coast Air Rescue Trust is a registered charity with the New Zealand Charities Commission. **Registration Number: CC23893**

Thank You for your Support



Thank you for your consideration,
we look forward to working with
you in the future.

Christine Prince
CEO, Air Rescue Trust

INTENTION TO FUNDRAISE FOR THE CANTERBURY WEST COAST AIR RESCUE TRUST

Contact Information

Name			
Address			
City/Town		Postcode	
Email		Phone	

Organisation / Group You Represent

Name			
Website			

Fundraising Event Details

Name of Event			
Date		Time	
Location		City	

Brief overview of how you will be raising funds:

Estimated funds likely to be raised	\$	Date of deposit	
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Declaration

I hereby acknowledge that I will be undertaking a fundraising activity that will benefit the Canterbury West Coast Air Rescue Trust.

I wish to use the rescue helicopter brand material to promote this fundraiser and will submit material for approval to:
rachael@airrescue.co.nz. I confirm that to the best of my knowledge, this fundraising event complies with all laws and will uphold the good name of the Rescue Helicopter service. Funds raised will be made public, with funds being deposited within 20 days of the fundraiser completing.

Signed		Date	
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