



LINCS & NOTTS
AIR AMBULANCE
SAVING LIVES EVERYDAY



CORPORATE PARTNERSHIP

Lincs & Notts Air Ambulance

THANK YOU FOR SUPPORTING LINCS & NOTTS AIR AMBULANCE

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ABOUT LNAA

By reading this brochure, you have shown interest in our amazing life saving work. Thank you!

We are a Helicopter Emergency Medical Service.

Our team of doctors and paramedics carry life-saving equipment on board the helicopter and critical care cars which means they take the equivalent of an emergency department directly to the scene of some of the most serious incidents in Lincolnshire & Nottinghamshire.

Our crews work closely with the ambulance service, first responders, Police, Fire & Rescue and other emergency services such as HM Coastguard.

Whether beachside, roadside or in the countryside, day or night, we are by your side when you need us most.



FACTS ABOUT LNAA



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£13M

amount we need to raise this year



08

units of blood products on our
helicopter and critical care cars



365

days on call, 24 hours a day



04

average number of missions
each day

0

ZERO

government funding and
NHS funding for our daily missions



£4000

average cost of a mission

WHY SUPPORT US?

We have a wide range of Corporate Partnerships available across a variety of sectors. Each partner plays an invaluable role, raising both awareness and funds for our life-saving charity.

We will work with you to design a partnership that is mutually beneficial, supporting your business, people and CSR goals as well as LNAA.

When your connection with a local charity is a true partnership, the benefits can include:

ENHANCED BRAND REPUTATION

IMPROVED STAFF ENGAGEMENT & MORALE

MARKETING & PR OPPORTUNITIES

INCREASED NETWORKING OPPORTUNITIES

DELIVERY OF YOUR CSR



WHAT YOUR FUNDRAISING CAN ACHIEVE

We do not receive any direct government funding and rely on donations from generous supporters.

All donations help to keep our crew responding day and night, to some of the most serious incidents in Lincolnshire and Nottinghamshire.

£1,000

Could pay for a Thoracotomy Tray. This contains all the surgical implements needed to carry out an open chest procedure safely and efficiently.

£1,800

Could pay for a helmet for the crew. This enables effective communication on board and acts as PPE to protect hearing

£4,000

The average cost of each life-saving mission

£6,796

Could pay for an ultrasound unit used to scan veins for emergency resuscitation

£10,884

Could pay for a high quality chest compression machine to support mechanical CPR





DEFINING YOUR CORPORATE PARTNERSHIP

SPONSORSHIP

Becoming a sponsor involves providing financial or in-kind support to a specific event or product for brand visibility and association with the cause.

For example a company sponsoring a fundraising gala or a charity walk with its logo featured on promo materials

CHARITY PARTNERSHIP

This partnership focuses its fundraising and support efforts on the charity of their choice for a set period, usually a year.

This partnership often includes fundraising and employee engagement.

See our Charity Partnership templates for an example of what this could look like

COMMERCIAL OPPORTUNITIES

Your brand may have a product or service that aligns with our cause.

Partnering with us through commercial participation is a great way to:

- engage new customers
- gain positive association
- strengthen your brand awareness

All whilst making a difference to the lives of people in Lincolnshire & Nottinghamshire

GIFTS IN KIND

GIFTS IN KIND are non financial donations of goods, services and skills donated for a discount or free of charge.

GIFTS IN KIND help keep our costs down and could include:

- Services
- Products
- Building use
- Equipment
- Raffle & Auction prizes

HOW TO GET STARTED AS A CORPORATE PARTNER

Whether you want to take part in a challenge event, run your own events (big or small), or even enter a commercial partnership with us, there is something for everyone when you become a corporate partner with LNAA.

1

Decide your fundraising goals & ideas

Is it a Charity of the Year partnership or maybe a Commercial Partnership agreement or something else? Having a clear goal of what you want to achieve will help with your fundraising

2

Set a time & date

Decide when and how often you would like to fundraise and organise your events and activities based on a timeline

3

Set your fundraising target

Use a timeline to break down each activity into a fundraising target. This will help you achieve an overall target (see Charity of the Year timelines for an example)

4

Create an online fundraising page

Using a fundraising page like JustGiving will help you track your donations. This is also a great way to spread awareness of your events & activities

5

Advertise your activities

Share your fundraising journey on social media and most importantly... have fun!

Not sure what you want to do?

Our dedicated Corporate Partnership Team will work with your business to discuss ideas and support you on your Corporate Partnership journey. We can also provide you with fundraising resources.

Our team are happy to provide the right guidance to help get your fundraising up and running

Email - partnership@ambucopter.org.uk

HEAR IT FROM OUR PARTNERS

HEAR WHAT OUR AMAZING PARTNERS HAVE TO SAY ABOUT WORKING WITH US



RIX PETROLEUM K9 FUEL LONG-TERM PARTNERSHIP

"As a local business in a rural area with challenging road networks, we see firsthand the incredible work this charity does for our community. Every day, they provide critical care and rapid transport to those in need, often in remote or difficult-to-reach locations. Their lifesaving interventions make a real difference, and we're determined to do our bit to support them".

Craig Belshaw



DEXTER & SHARPE CHARITY OF THE YEAR

"This collaboration embodies our commitment to supporting crucial services in our community, ensuring swift and vital assistance in times of need. With Lincs & Notts Air Ambulance, we aim to contribute significantly to their life-saving missions and make a meaningful impact together."

David Johnson



FAIRBURN EGGS COMMERCIAL PARTNERSHIP

"We're so proud to have been able to support this brilliant charity which touches so many lives when people need it most. To meet the incredible team in person and have a tour of the ambucopter was fascinating and also very humbling. Thank you to all our customers who have helped us support this amazing organisation."

Judy Fairburn

A-Z OF FUNDRAISING IDEAS

A ABSEIL
AUCTION
AFTERNOON TEA

B BALL
BINGO
BIKE RIDE
BAKESALE

C CONCERT
CRAFT FAIR
CRICKET MATCH
CHALLENGE EVENTS
CHEESE & WINE NIGHT

D DOG WALK
DINNER PARTY
DRESS DOWN DAY
DRAGON BOAT RACE

E EXERCISE-A-THON
EUROVISION PARTY

F FANCY DRESS
FASHION SHOW
FOOTBALL MATCH
FACEBOOK FUNDRAISER

G GOLF DAY
GAMES NIGHT
GARDEN PARTY
GYM CHALLENGE

H HIKE
HEAD SHAVE
HALF MARATHON
HALLOWEEN FUN DAY

I IT'S A KNOCKOUT
INDOOR ROWING
INDOOR SPORTS DAY

J JOB SWAP
JOGATHON
JUMBLE SALE

K KAYAKING
KEEP FIT DAY
KARAOKE DAY
KNITTING CHALLENGE

L LOTTERY
LUCKY DIP
LITTER PICK
LOSE THE BOOZE

M MARATHON
MUSIC CONCERT
MATCH FUNDING
MURDER MYSTERY

N NAME THE TEDDY
NON-UNIFORM DAY
NETWORKING EVENT
NOVELTY JUMPER DAY

O OPEN MIC NIGHT
OBSTACLE COURSE

P PUB QUIZ
PAYROLL GIVING
PARACHUTE JUMP
PRESS UP CHALLENGE

Q QUIET DAY
QUIZ NIGHT

R RAFFLE
RUNNING
ROUNDERS

S SPORTS DAY
SWEAR BOX
SWEEPSTAKE
SILENT AUCTION
SPONSORED SILENCE

T TOMBOLA
TALENT SHOW
TREASURE HUNT
TEAM BUILDING DAY
TABLE TENNIS TOURNAMENT

U UPCYCLING
UNWANTED ITEMS

V VARIETY SHOW
VOLUNTEERING
VINTAGE FUN FAIR
VIDEO GAME-A-THON

W WALK
WASHING (CAR)

X XMAS PARTY
XMAS CRAFT FAIR

Y YOGATHON
YOUR OWN IDEA

Z ZIP WIRE
ZUMBATHON



EVERYONE CAN GET INVOLVED

There are loads of ways you can fundraise for LNAA and help us do all we can to give patients the very best chance of survival.

Our Corporate Team are here to help, so once you've settled on an idea, get in touch for any help or advice you may need.

You can get in touch by phone on 01522 548469 between 9am and 5pm, Monday to Friday, or by email to partnership@ambucopter.org.uk.



CHARITY OF THE YEAR TIMELINE - EXAMPLE

FUNDRAISING
TARGET £3000



1



PLANNING YOUR
FUNDRAISING ACTIVITIES
AND TARGET OVER THE
NEXT 12 MONTHS

2



CHARITY BAKE SALE
'MAKE TIME FOR A CUPPA'
£100 TARGET

3



HOST A QUIZ NIGHT
£500 TARGET

4



GUESS THE NAME OF
THE TEDDY
£100 TARGET

8



VOLUNTEER AT A LOCAL
EVENT LNAA ARE
ATTENDING

7



CHALLENGE EVENT
SKY DIVE FOR LNAA
£1000 TARGET

6



HOST A SWEEPSTAKE
FOR STAFF IN BETWEEN
FUNDRAISING EVENTS
£125 TARGET

5



CREATE A CHALLENGE
EVENT FUNDRAISING
PAGE - TRAIN FOR
EVENT

9



BRING IN UNWANTED
ITEMS TO DONATE
TO LNAA

10



HOST A HAWAIIAN
SHIRT DAY
TARGET £75

11



THEMED GAME
TARGET £100

12



CHRISTMAS BALL
EVENING FUNDRAISER
TARGET £1000