

South East Coast
Ambulance

Charity

NHS

South East Coast
Ambulance Service
NHS Foundation Trust



Fundraising Pack

Thank you for choosing to support
South East Coast Ambulance Charity



Your Support Saves Lives

A 999 call can change someone's life in an instant. In those moments, people rely on the skill, speed and compassion of ambulance teams to be there when it matters most.

South East Coast Charity supports the people who respond. We fund extra tools, ideas and initiatives that help staff and volunteers go even further for patients and communities across Kent, Surrey and Sussex. NHS funding covers the essentials. But there's always more that can be done to support those who give so much of themselves on the front line.

Your fundraising helps us bridge that gap, bringing in new equipment, backing staff-led projects, and helping improve care for people when they are at their most vulnerable. Together, we can back the people behind the emergency response, and help them deliver the best possible care in every moment they are needed.



Fundraising ideas to inspire you

There are many simple and fun ways to raise money for South East Coast Ambulance Charity.

Whether you want to fundraise on your own, with friends, in your workplace or as part of a local group, your efforts will help support ambulance staff and patients in your community.



Quiz Night

Organise a quiz night at your local pub or village hall and charge teams to enter. Add a raffle or sweepstake on the night to boost your total.



Bake Sales

Bake sales and coffee mornings always work well. Set one up at your office, school or local venue and ask for donations in return for tea and cake.



Sponsored Challenge

A sponsored challenge - a walk, run or cycle - is a great way to raise money. Set a target, ask for donations through a JustGiving page and share updates with your supporters.



Workplace Fundraising

In the workplace, keep it simple with a dress-down day, lunchtime quiz or bake-off. Many employers will match what you raise, so ask if match funding is available.



Odd-jobs Challenges

Odd-jobs challenges are another way to get involved. Offer to wash cars, do gardening or run errands in return for donations. It's practical and helpful for your neighbours too.



Swap Shop or Upcycle Sale

You could also organise a swap shop or upcycle sale. Invite people to bring unwanted items to exchange, or give second hand goods a new lease of life and sell them at a local event.

Creative & Community Ideas

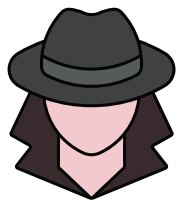
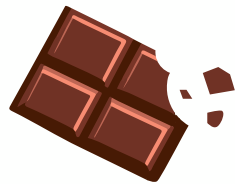
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More Creative Ideas



For something more creative, try an accumulator challenge. Start with a small amount of money and see how much you can grow it through fundraising activities.

Another idea is to give something up. Whether it's chocolate, caffeine or social media, ask friends and family to sponsor you to go without for a set time.



A themed murder mystery or games night is an excellent way to unite people. Sell tickets, add refreshments, and enjoy an evening of fun fundraising.

Community Engagement

You could also host a livestream event. Run a quiz, take on a challenge, or share a skill on video and ask for donations from those who join in.



Dress-up days, fancy dress themes or even pyjama days are fun ways to raise money in schools, clubs or offices. Ask for a small donation from those who take part.

Finally, consider a community treasure hunt. Use your local park or high street, set up a simple trail of clues, and ask families to pay a small entry fee to take part.



The best fundraising idea is one you enjoy. Whatever you choose to do, you'll be helping to support people who care for others in their time of greatest need.

Quotes & information you can use

Including a personal message or quote can help people understand why you're fundraising and why SECamb Charity matters. You're welcome to use or adapt the examples below.

"SECamb crews go above and beyond for our community every day. I wanted to give something back."

"Raising money for SECamb Charity felt personal. You never know when you might need them."

"It's not just about ambulances. This charity supports the people who support us."

"I set out to raise and ended up with overThanks to friends, colleagues and a few slices of cake."

INTERESTING FACTS



Volunteer community first responders attend approximately 20,000 emergencies annually

About 700 cardiac arrests happen every month in our region

More than 75% of patients in cardiac arrest now receive CPR before ambulances crews arrive



Name	Address	Email	Date paid	Gift aid	Newsletter Sign Up
	Date paid to charity		Total		

Fundraising For South East Coast Ambulance Charity

South East Coast
Ambulance

Charity 



Visit: www.secamb.nhs.uk/secambcharity

Charity reg: 1059933. Address: SECamb Charity, Nexus House, 4 Gatwick Road, RH10 9BG.

Top tips for fundraising success

Set Clear Goals

Set a clear target and break it into smaller goals to help you stay on track.

Start Early

Start early and give people regular updates to keep them involved.

Clear Messaging

Keep your message clear. Say what you're doing, why you're doing it, and how people can help.

25%

Gift Aid Boost

Use Gift Aid wherever possible. It adds 25% to eligible donations.

2x

Match Funding

Ask if your work place will match what you raise.

Say thank you. Let supporters know how much they helped you raise and how it will make a difference.

How to raise funds

JustGiving™

Whatever activity you do you can raise funds easily through JustGiving - visit and click start fundraising for us. This will create a SECAmb fundraising page for you which you can share with your friends, family and supporters.

 **enthuse**

If you are running in any of the Great Series Runs i.e. Great South Run, Great South 5k run or the big marathons like the London Marathon (if you have a ballot place) or the Brighton Marathon - you will automatically be created an enthuse fundraising page if you choose to raise money for South East Coast Ambulance. Contact the charity team who can help you with the process.

Paying in offline donations

To pay in funds raised offline you can do a bank transfer to:

Account Name: SE Coast Ambulance Service NHS Fund TST Charitable Fund

Account Number: 01003452

Sort Code: 30-95-01

Reference: Please use your name as your reference

Please email charity@secamb.nhs.uk to let us know you have made a transfer, with the date of transfer, your name and the amount.

Keeping it safe and legal

If you're organising a fundraising activity, there are a few simple things to consider to keep your event safe and within the law.



Public Collections

If you're collecting money in public, you may need a licence from the local authority. If you're collecting on private land, you'll need the landowner's permission.



Private Property

If your event is on private property, please check with the owner if you are allowed to fundraise.



Raffles & Lotteries

If you're holding a raffle or lottery, make sure you follow the latest guidance from the Gambling Commission. Contact the Charity team for further information on this.

Safety First

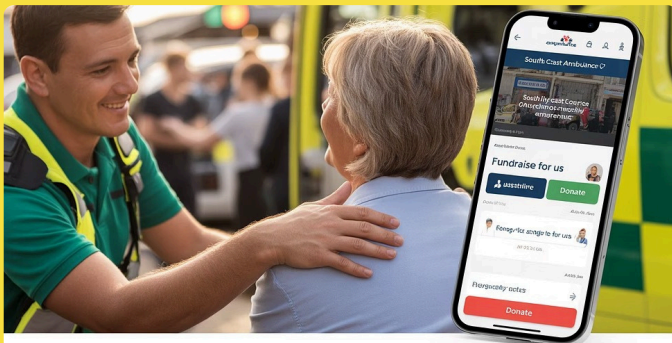
If you are organising an event always think about safety. You may need to carry out a risk assessment and have first aid provision, especially for physical activities or large gatherings. Make sure children are supervised and that you have consent from parents or guardians if under 16s are involved.



Contact the SECAMB Charity team if you're unsure about any aspect of your fundraising - we're here to help.

Spreading the word

The more people know about your fundraising, the more support you'll get. Here are some easy ways to spread the word:



Every donation makes a difference



Online Fundraising

Set up a JustGiving page and include your story, target and updates. Add photos to help bring it to life.

Tag and Share

 facebook.com/SECAmbulance

 [@secambulance](https://www.instagram.com/secambulance)

 [SECAmbulance](https://www.linkedin.com/company/secambulance)

 youtube.com/SECAmbTrust

Local Promotion

- Put up posters in your workplace, school or local shops (with permission).
- Add your event to local listings websites, newsletters or community Facebook groups.

Social Media

Use social media to share your progress. Post pictures, tell your story and thank people as you go.

UseHashtags

Use hashtags to reach more people:

#SECAmbulanceCharity

#FundraiseForSECAmb

#SupportOurAmbulanceTeams

Media Coverage

- Send a press release to your local paper or radio station. Include your name, what you're doing, why, and how people can support you.



Thank you for choosing to support South East Coast Ambulance Charity and helping us save more lives

Contact us

If you have any questions about fundraising for the South East Coast Ambulance Charity, our team is here to help.

Whether you need advice on planning your event, materials to support your fundraising, or just want to let us know what you're doing, we'd love to hear from you.



Email Us

Speak with our charity team:
0300 1230 999



Call Us

For general enquiries and fundraising support Charity@secamb.nhs.uk



Find Us

Our office location and postal address:
Ambulance HQ, Nexus House, 4 Gatwick Road, Sussex, RH10 9BG.