



CELEBRATING
90 YEARS OF OUR
ONE-OF-A-KINDNESS



FUNDRAISING FIRST AID KIT

EVERYTHING YOU NEED TO HAVE A HEALTHY FUNDRAISER

You are the ones keeping us here, and keeping us free.

Charles Norwood, Mayor of Wellington in 1927, believed in a place where emergencies needn't cost lives or money. He decided to start the only free ambulance service in the whole country.

Now, 90 years on, you are keeping that act of kindness going.



THANK YOU FOR YOUR SUPPORT

BE THE ONE

When there's an emergency, our highly skilled paramedics can make the difference. When you fundraise for Wellington Free, you're making a huge difference too.

Your donation helps save lives.

\$100

Pay for life saving medication needed during cardiac arrest

\$474

Pay for the entire cost of a call out

\$1,000

Pay for a paramedic's ongoing training for a whole year

FUNDRAISING BASICS – DRS ABC

D – Decide There are many ways to fundraise – what works for you?

R – Reach out Tell family, friends, colleagues and neighbours what you plan to do. Put up posters, write letters and send emails. Let everyone know what you are up to, and how they can be a part of it.

S – Social media Regular posts on Facebook, Twitter, Instagram, and any other social media platform can boost your fundraiser's profile.

A – Ask, ask, ask People are busy, so give them lots of chances to get involved.

B – Budget Don't let all your hard work go to waste because the numbers don't add up.

C – Create! This is an opportunity to have fun, and do something a bit different.



D – DECIDE

Challenge yourself

Run, cycle, swim, jump; set yourself a challenge, and ask everyone you know to sponsor you.

We recommend setting up a fundraising page on GiveALittle.co.nz or Everydayhero.co.nz. The great thing about these sites is that you can select Wellington Free as your chosen charity, and the money comes directly to us; no hassle. Let us know what challenge you'll be taking up!

Top tip: Ask a generous friend or family member to make that first donation. People often look to see what others have given when they are deciding how much to donate, so start on a high!

Dedications

Sometimes dedicating a special event to a charitable cause can make the day even more meaningful. You could ask for donations instead of gifts at a birthday party, Christmas party or wedding. Talk to us if you are thinking of dedicating an occasion to Wellington Free Ambulance.

Top tip: Make it personal; tell your family and friends why you have chosen donations over gifts, and why you chose Wellington Free Ambulance.

Events

Bake sales, fairs, tournaments, movie nights, dinners, coffee mornings, book sales, auctions, sausage sizzles, mufti days; the list is endless! Put on an event with all the proceeds donated to Wellington Free Ambulance. This is a fun way for everyone you know to support you, and have a great time at a great event.

Top Tip: Get creative, but keep it simple. You want your energy to be spent on raising money, not on complex planning. Talk to us about what we can provide to help boost your event.

R – REACH OUT

Whatever kind of fundraising you are doing, tell everyone!

We can provide messaging to help explain why donating to Wellington Free Ambulance is such a good way to support your community.

Top Tip: Don't forget to put your posters up in local businesses and community notice boards.

S – SOCIAL MEDIA

Social media is a great way to reach lots of people quickly; and it's free! Here are our top tips:

- 📢 Post regularly. News feeds are hectic places, so make sure you post about your fundraising often to make sure no one can miss it.
- 📢 Personally ask family and close friends to share your posts; then you're reaching their contacts too.
- 📢 Keep linking back to your fundraising page if you have one, and make sure there's fresh information on there on a regular basis. If you're training for a marathon, tell everyone how your latest training run went, or post a picture of yourself in your running gear.
- 📢 Tell us! Our Facebook page has over 5,400 followers, and we want to tell them about the great work you are doing for us.

A – ASK

Lots of your friends and family will want to support you, but with such busy lives, they may need a few prompts before they make their donation.

Top Tip: Send reminders about your event, follow up with those people who said they would donate another day, and when they do, remember to thank them.

B – BUDGET

It is hard to avoid costs when organising a fundraising event, but try to keep a close eye on your budget through the whole process. There's nothing more disheartening than putting all your hard work and effort in, to find there's little left to donate once the costs are covered.

Top Tip: Keep things simple and affordable.

C – CREATE!

Fundraising brings lots of opportunities to have fun and get creative. Some of the best fundraisers are the ones that try things outside the box, and make it fun.

We created Onesie Day in 2015 (because we are the ONES when you call 111). We encouraged the Wellington and Wairarapa region to wear their onesies to work and school for a gold coin donation. It was a huge hit!

Top Tip: Different doesn't mean complicated, often the simplest ideas are the most fun!

CALLING FOR BACK UP

Caring for our community is a team effort, and sometimes we need back up. When our paramedics need back up, they call our highly trained call centre. When you're fundraising, you can call us. Here are some of the ways we can help:

Resources

We have banners, balloons, stickers, flyers, collection buckets, and bibs. Talk to us if you think our resources might be useful for your event.

Community fundraising logo

You need to speak to us first if you'd like to use our logo. We have one that is specially designed for community fundraising that we'd love for you to use.

Our voice

Speak to us about how you are promoting your event, and we will see if we can boost your efforts through our social media channels.

Our presence

We are a small team, so attendance at your event may not be possible. However, we love to attend when we can, so talk to us if you'd like us there.



GETTING YOUR DONATION TO US SAFELY

🔊 If you are using Givealittle.co.nz or Everydayhero.co.nz, and you have selected Wellington Free Ambulance as the chosen charity, your money comes directly to us automatically.

🔊 If you are sending a cheque, please send it to:

Wellington Free Ambulance
c/o Rachel Carr
PO Box 601
Wellington 6140

Ensure that your name, address and information about the event are included.

🔊 If you have cash, make sure to bank it as soon as possible. To deposit donations into our account:

Bank: Westpac
Account Name: Wellington Free Ambulance Service Inc
Account Number: 03 0502 0170069 00
Reference: Event name/your name

Make sure to email Rachel.carr@wfa.org.nz when you deposit the donations with the amount and your contact details.

KEEPING YOU SAFE

🔊 Please talk to us before collecting in a public place. Permission from the council is needed and they only allow each charity one day per year. For us, that is our Onesie Day street collection in September. If you'd like to help fundraise this way, get in touch!

🔊 We do not allow door to door collections on behalf of Wellington Free Ambulance.

🔊 If your event involves selling alcohol, raffles, or lotteries, check out the licensing rules first:

Selling alcohol: visit www.alcohol.org.nz

Gambling, including raffles and auctions: visit www.dia.govt.nz

THANK YOU, AND GOOD LUCK



WE ARE
THE ONES
HERE FOR
YOU

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