



AEDdonate

Placing defibrillators in YOUR community

FIRMTM

**FUND
INSTALL
REGISTER
MAINTAIN**

THE **FIRM** APPROACH TO COMMUNITY DEFIBRILLATORS

Fundraiser Pack

Education | Corporate | Community | Individual



The King's Award
for Voluntary Service
The MBE for volunteer groups



AEDdonate

www.aeddonate.org.uk

f @AEDdonate t @AEDdonate i aeddonate

Contact us: EMAIL: info@aeddonate.org.uk | TEL: 01785 472224

Dear Fundraiser

Thank you for your interest in our lifesaving charity and taking the initiative to fundraise for AEDdonate.

You may be working towards a community target to install an External Defibrillator – keeping your fund topped up for pads and batteries or raising funds for AEDdonate as a Charity Champion.

At AEDdonate we collaborate with all communities to ensure they are prepared in the event of a sudden cardiac arrest. Whether it be a village, workplace, sports facility, school, place of worship, or simply a disused phone box, we provide a complete service and deliver a F.I.R.M approach helping you to Fund, Install, Register and Maintain the Defibrillator so it can be the difference in Your Community.

Defibrillators (defibs) are vital, life-saving devices that can make all the difference in an emergency. Every year, thousands of lives are lost to sudden cardiac arrest, but quick access to a defib can significantly increase the chances of survival. The decision to install one in a local community is deeply personal. Some may have lost a loved one, others may want to protect their local sports club, school, or workplace, and many simply wish to create a safer environment for everyone. Whatever your reason for fundraising, your efforts will help provide a crucial resource that could save a life when every second counts!

We are excited to have you on board and cannot wait to help you achieve your goals. To support you we have put together this fundraising pack which should answer all your questions and support you on your journey.

Fundraising should be “Serious Fun” so enjoy every moment and make a real impact! As you raise funds, help spread the word about AEDdonate and the lifesaving difference we are making together. Share your mission on social media, inspire others to get involved and don't forget to celebrate your achievements along the way!

Please keep in contact with our team at AEDdonate on email at fundraising@aeddodate.org.uk or call the office on 01785 472224 where a member of our fundraising team is always on hand to help.

Thanks again for being a Charity Champion, we are really looking forward to collaborating with you.

Jamie

Jamie Richards
Founder & Chief Executive Officer



Welcome to the **AEDdonate** family!

Why Fundraise for us?

Fundraising is an essential activity for AEDdonate and by supporting our cause you can help generate the resources needed to make a positive impact.

By joining the AEDdonate extended family we hope you can find fulfilment in a new purpose and satisfaction by contributing to a cause that you care about.

We hope you find a connection within your community and leave a legacy of kindness and hope for the future.

If you have connected with us through tragic circumstance, then please take a moment to reflect on how your positive actions may help others in their hour of need. Learning about peoples struggles can raise our empathy and extend our life experiences and help in some small way with grief and loss of our loved ones.

About AEDdonate.

AEDdonate is a leading UK Defibrillator charity dedicated to increasing access to life saving Automated External Defibrillators (AEDs) and improving survival rates from cardiac arrest.

We are at the forefront of creating safer communities by ensuring defibrillators are available in the right place at the right time and always ready for rescue.

We provide the complete service from supporting fundraising efforts and securing funding to install register and maintain AEDs. Beyond installation, we lead the way in raising awareness and delivering essential training, empowering individuals, and communities with the confidence to act in an emergency.

With ongoing support, we continue to drive change, ensuring that no one is ever too far from a life-saving defibrillator when they need it most.



What is an AED?

(Automated External Defibrillator)

A defibrillator is a medical device used to treat life-threatening cardiac arrhythmias, which are abnormal heart rhythms. These conditions can cause the heart to stop pumping blood effectively, leading to sudden cardiac arrest.

A defibrillator works by delivering a controlled electric shock to the heart, the shock helps to reset the heart's electrical system, allowing it to regain a normal rhythm.

Defibrillators are critical for saving lives in cases of sudden cardiac arrest (SCA), where every second counts. Early defibrillation, along with CPR, can significantly improve the chances of survival.

AEDs are designed for anyone to use, with minimal training, in emergency situations.

General Public

- Automated External Defibrillators (AEDs) are designed to be used by non-medical people, such as bystanders, in emergency situations.
- AEDs are user-friendly, with clear audio prompts and visual instructions that guide the user step-by-step.
- The device analyses the person's heart rhythm and determines whether a shock is needed. If a shock is required, the AED will deliver it automatically, so no specialised medical knowledge is necessary.
- It is encouraged for anyone to use an AED if they see someone experiencing sudden cardiac arrest (SCA), especially because survival rates improve dramatically with early defibrillation.



Jack's STORY

Sudden cardiac arrest really can happen to anyone...

In the serene setting of a Saturday afternoon football match, Jack Hurley's life took an unexpected turn. Amidst the cheers and friendly banter Jack had a sudden cardiac arrest. Jack collapsed just 50 yards away from an AEDdonate Community Public Access Defibrillator and a 999 call was made immediately. The code was passed and the AED sprang into action along with CPR from his team mates.

Jack's day began on a day much like any other, filled with the joy of sport and camaraderie. But fate had other plans, and Jack found himself confronting a life-threatening situation that no amount of training or preparation could have foreseen. Thankfully, the presence of an AEDdonate defibrillator proved to be his lifeline, delivering 1 shock. Jack was cared for and flown to hospital where he was in an induced coma until the Tuesday. The following Friday just day 6 since the cardiac arrest he had an Implantable Cardioverter Defibrillator (ICD) fitted into the side of his chest which will constantly monitor his heart.

Since that fateful day, Jack has embraced his new lease on life with a quiet determination and a deep sense of gratitude. Recognising the pivotal role played by AEDs in saving lives, he has taken it upon himself to spread awareness as an ambassador for AEDdonate. His mission is simple yet profound: to ensure that no one faces sudden cardiac arrest without the chance of survival afforded by these life-saving devices.

But Jack's compassion extends beyond his own harrowing experience. He

has become a vocal advocate for the campaign to scrap VAT on defibrillators, recognising the financial barriers that may prevent communities from accessing these vital tools. By championing this cause, Jack hopes to make AEDs more readily available, empowering communities to respond swiftly and decisively in times of crisis.

In Jack Hurley, we find not just a survivor, but a friend of the charity. With his gentle determination and unwavering commitment to change, Jack is leading the charge towards a future where every life is valued and protected, one heartbeat at a time.

Jack Hurley

"You never think it's going to happen to you"



Be like **MATILDA**

Six-year-old superhero Matilda has raised £540 towards defibrillators for her community after one of the live-saving devices saved her grandpa in a gym.

Matilda's inspiring story began to unfold with her intention to climb Pen-y-Ghent, one of the Yorkshire Three Peaks, in support of AEDdonate in our efforts to make AEDs readily available in as many public spaces as possible, ensuring that immediate life-saving measures can be taken in the event of cardiac emergencies.

The determined Matilda set up her JustGiving fundraising page, appealing to friends, family, and the wider community for support. Her passion and dedication to this cause resonated with many, who were inspired by the sheer determination of a young girl with a mission to make a difference.

Driven by an unwavering curiosity, she expressed a desire to learn more about AEDs and their operation. Impressed with her heroic efforts, we invited Matilda to our office for a VIP tour, demonstrating the proper usage of the devices and imparting vital knowledge that could potentially save lives in emergency situations.

Matilda's incredible journey serves as a poignant reminder that age should never be a barrier to making a difference in the world. Her remarkable fundraising achievement not only surpassed expectations but also ignited a ripple effect of compassion and communal support. Matilda has brought attention to the vital importance of AEDs and inspired others to get involved.



A real-life **HERO!**

James Mahaffey, 45, had initially signed up for the Great South Run event as a personal challenge.

However, after witnessing a colleague's life being saved by a defibrillator during the first Valor Football Tournament at Goals in Birmingham, he decided to support our charity.

James, sales manager at Holiday Inn Eastleigh, was empowered when he saw a teammate suffer a cardiac arrest during the tournament.

James said: "I had already signed up for the Great South Run, but when I saw a colleague collapse and then be revived with the help of an AED, I knew I had to do more.

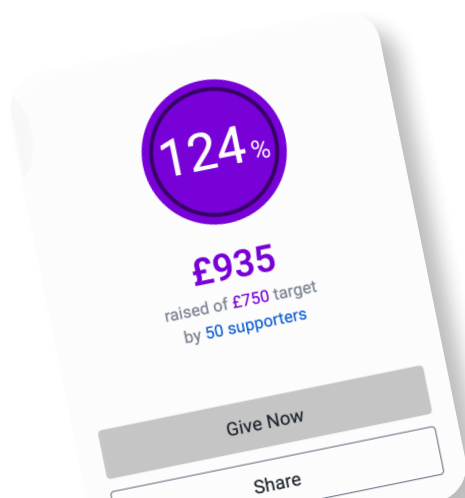
"That's why I raised funds for AEDdonate. Their work in placing AEDs in communities and supporting life-saving training can make a real difference."

The charity believes that more lives could be saved each year if more AEDs were available, and the public were trained to use them.



The Great South Run was cancelled due to severe weather, but James was not deterred. He then put all his efforts into the 10K at Goodwood motor course. It was wet and windy, but a good event and James raised an amazing individual total of £934.54 plus gift aid, a total of £1129.54.

This amazing total has now contributed to another Defib in the Community which in turn will hopefully save many lives.



Gemma's **LIFE-SAVING ACTIONS** on a beach in Wales

On 28th August 2023, Gemma found herself in a life-or-death situation on a beach in Anglesey, Wales. While spending time on the beach, a 10-year-old boy suddenly collapsed from a cardiac arrest, caused by an undiagnosed heart condition. With no prior warning, the situation quickly became critical.

Gemma, a trained first-aider, immediately sprang into action. "I was able to perform CPR and deliver mouth-to-mouth, but it was the shock from a nearby community defibrillator that truly saved his life," Gemma recalls. "As soon as the shock was administered, he came back to life and began breathing on his own. He was airlifted to hospital, where doctors treated his heart condition. The quick access to the defibrillator was absolutely crucial to saving his life."

Inspired by this life-changing experience, Gemma turned her attention to her local community. She realised that there was no defibrillator available on her housing estate and wanted to change that. Within just four weeks, Gemma successfully raised the necessary funds through a community campaign, and shortly after, a defibrillator was installed at her home, available for use by anyone in the area who might need it.

To ensure her neighbours were confident in using the life-saving equipment, Gemma organised a well-attended training event. The event was a success, with locals eager to learn about the defibrillator and how to use it in emergencies. The event even included a BBQ, bringing the community together for a vital cause.

The defibrillator is carefully monitored by Gemma and her family, with regular checks conducted through The Circuit – The National Defibrillator Network to ensure it's always ready for use when needed.



Dave COMMUNITY VOLUNTEER

Leek resident Dave is the volunteer defibrillator champion every town needs. His dedication to saving lives began after the sudden and unexpected passing of his friend, David —affectionately known as ‘Macca’—who suffered a sudden cardiac arrest (SCA) on New Year’s Eve 2020.

Determined to create a positive legacy in Macca’s memory, Dave joined forces with Macca’s family to fundraise for an automated external defibrillator (AED) to be placed in an empty phone box near where Macca had collapsed. Building on initial fundraising efforts led by local councillor Ben Emery, Dave and the family partnered with AEDdonate to launch a memorial donations page, with the goal of helping to save lives in the future.

Within weeks, their campaign exceeded expectations—raising enough money to install not one, but five AEDs across the town.

Understanding that quick access to an AED is critical—ideally within 90 seconds—Dave collaborated with AEDdonate to map out lifesaving coverage across Leek town centre. He even took the initiative to add all of Leek’s AED locations to Google Maps, helping identify gaps where more devices were needed.

Dave also linked other fundraising efforts around Leek to AEDdonate, allowing more communities to benefit from their support. As a result, AEDs were soon installed at various locations, including

a golf club, a boxing academy, several pubs, and Leek Cricket Club. In just two years, the number of community-accessible defibrillators in Leek increased from eight to over 30. Recognising the power of awareness, Dave worked with a PR-savvy friend to publicise the new AED installations. This led to further success when a large local employer funded an additional AED on the outskirts of town.

If this wasn’t enough, Dave arranged training for 50 staff from Leek town-centre shops and businesses, offering either a full-day First Aid at Work course or a shorter two-hour evening session. Thanks to his efforts, town, parish, and district councils have now agreed on and implemented a funding package to maintain and manage the 130+ AEDs registered with The Circuit across the region.

Dave’s dedication has transformed Leek into a safer place, and we can’t thank him enough for his tireless work. At AEDdonate, our challenge is to find someone like Dave in every town and city across the country—because every community deserves a champion like him.



Partnership Working

Leek Building Society

Leek Building Society, named the UK's Best Building Society 2023 and Staffordshire's Employer of the Year, has funded the installation of 100 life-saving defibrillators in local communities in Partnership with AEDdonate.

Through the four-year partnership with AEDdonate, The Society is committed to making a positive difference to its members and local communities. With the installation of 100 defibrillator units, the Society is reinforcing its core purpose of supporting wellbeing across Staffordshire, Cheshire, Derbyshire and Shropshire.

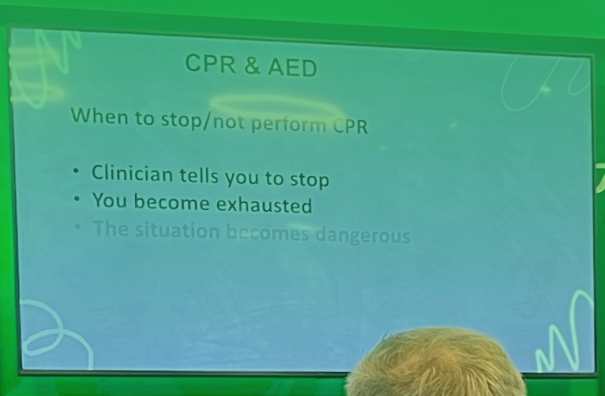
Our 160-year history is built on supporting the places we call home.

The reality is that sudden cardiac arrest can happen to anyone at any time. According to the British Heart Foundation, there are around 7.6 million people living in the UK today with heart and circulatory diseases, resulting in more than 160,000 deaths each year. To put that into perspective, that's equivalent to one death in the UK every three minutes.

With cardiac-related incidents occurring unexpectedly and affecting individuals of all ages, the accessibility of defibrillators can make a real difference to survival

chances. Someone who understands the value of a defibrillator is former Premier League footballer Fabrice Muamba who suffered a cardiac arrest during a televised FA Cup match in 2012. The Society was privileged to welcome Fabrice to its Head Office to share his story with staff, further reinforcing the immense value that defibrillators can provide.





LEEK
Building Society

Rob Longmore, Distribution Director, said: **"For Leek Building Society, 'community' is more than just a word; it's our foundation. Our 160-year history is built on supporting the places we call home. Partnering with AEDdonate to install 100 defibrillators is a powerful extension of that commitment. We're not just placing devices; we're investing in the safety and wellbeing of our communities across our Heartlands. Together, we'll be making a real, life-saving difference".**

AEDdonate, renowned for its expertise in providing defibrillators to organisations and communities, will assist in the installation and maintenance of the devices. Jamie Richards, Chief Executive Officer from AEDdonate, added: **"We're pleased to collaborate with Leek Building Society, where together, we can make a significant impact in enhancing community safety and preparedness. By strategically placing defibrillators in areas where they are most needed, we aim to empower individuals to act swiftly in emergency situations and potentially save lives. We commend Leek Building Society for their commitment to community welfare and look forward to working together to achieve our shared objectives."**

The announcement underscores the Leek's commitment to making a difference to the wellbeing of their members and the wider community.

FUNDRAISING *to* INSTALLATION *and beyond*

At AEDdonate we are committed to making life-saving defibrillators accessible to all communities.

Our **FIRM**[™] approach ensures every defibrillator is fully supported from start to finish.

FUND

We offer support to guide you through your fundraising journey.

INSTALL

We help ensure your defibrillator is installed in a visible accessible and suitable location.

REGISTER

We can register your defibrillator on The Circuit (National Defibrillator Network) to ensure it can be quickly located in an emergency.

MAINTAIN

We offer support to help you maintain your defibrillator ensuring it remains operational and ready to save lives.



Where do your **DONATIONS GO?**



With your donations we can continue to provide communities with public access defibrillators, which are registered and well maintained.

£1

could keep a defibrillator running for a week

£10

could fund a place for a delegate on a life-saving training course

£20

could go towards running our 24/7 on call support line

£50

could contribute towards the cost of training community volunteers in CPR and defibrillator use

£250

could help maintain a defibrillator, ensuring it is ready in an emergency

£500

could partially fund the placement of a new defibrillator in a high need area

£1800

could fully fund the purchase and installation of 24/7 defibrillator in a community

£2750

could fully fund the purchase, installation, and long-term maintenance of a community defibrillator, ensuring it remains operational for years to come.

Fundraising INSPIRATION



Planning your own fundraising event or activity can be a little overwhelming especially if it is your first time.

Doing something you love will give you the most enjoyment along the way, but you could also consider something that will bring enjoyment to others or is educational along the way too.

Set a Target and a Budget

Setting a **Fundraising Target** will help to shape your fundraising activity. Aim high and push yourself. We are here to support your heroic fundraising efforts!

Keep in mind that you may need to **set a budget** to buy everything you need for your event.



Here are some planning tips to help you make your fundraising activities as enjoyable and productive as possible.



Set a Date!

Remember to give yourself plenty of time to plan your fundraising and invite other people to take part.

Register your activity with us

Let us know what your plans are, and our fundraising team can support you along the way. We can share with our online communities and advertise the events in our charity shops.

Please email fundraising@aeddona.org.uk to register your community project and or individual fundraising event. We will then assist you in setting up a JustGiving Page or be proactive and set up your own page details follow later in this pack.

Spread the word before the event

Tell as many people as you can about your plans and invite them to take part using as many channels as possible. Your local community stands to benefit from your endeavour so make sure they are all aware of it and how they can support you and the charity.

- **Tell your friends and family and colleagues.**
- **Put up posters:** Promote your event by putting up posters in your community! Remember to include the key details: Who, What, Why, When, and How. Use the provided AEDdonate template poster to make it easy to spread the word.
- **Contact local media:** Reach out to local media to promote your event! Check if a local radio or TV station advertises community events. Also look for online local community platforms where you can share your event details.
- **Contact your local newspaper or magazine** to tell them what you are doing and why.





- **Use social media platforms:** Social media platforms like Facebook (Friends and Groups), WhatsApp Groups, Instagram, TikTok, X, and LinkedIn to raise awareness about your fundraiser. These platforms are great for reaching new audiences! Make sure to enable the share function and include live clear links to your donation page. Provide regular updates to keep your followers engaged and informed about the progress.
- **Contact local businesses:** Could they donate a prize for a raffle, tombola, or auction? Could they place a poster advertising your event in their window or staff room? Could they place a collection tin on their counter for you?

Book one of our Expert Trainers to attend and raise awareness at your event:

At AEDdonate we have a team of community trainers who can attend your event and help raise awareness about Defibs and their crucial place in your community during your fundraising campaign. Also, some of your fellow fundraisers may be interested in joining our valuable volunteer programmes to support the charity further.

Chat with one of our Dedicated Fundraisers to help support you along the way and to make sure we are supporting all your efforts to get you to the installation date as soon as possible. Call us on 01785 472224 (9am – 5pm Mon-Fri)

During the Event

- On social media platforms **give regular updates and post engaging photos**, remember to keep sharing your fundraising page too.
- Remember to always post a thank you and let your sponsors know how much you have raised so far! It's never too late to contribute so keep asking and keep receiving.
- **Check if all donations qualify for Gift Aid** – whether in person on sponsorship forms and donation forms or online through your individual pages.
- **Celebrate your Successes:** People love to hear good news and like to be part of a successful campaign. The more positivity you share the more funds you could raise.



After the Event

Please send us photos and an update so we can share your great achievements on our website and social media channels. Please check everyone involved is happy to have their pictures used.

Cancellation of Event

Do not worry just let us know. If you can reschedule, we will update our records with your new date. If not, we can close the fundraising project. You will be more than welcome to undertake any future fundraising for us.

"SERIOUS FUN"

fundraising ideas

A

Aerobics Class, Auction, Arts Fair, Afternoon Tea, Antiques Roadshow

B

Bingo, Book Swap, Bake Sale, Big Brunch, Beard Shave, Bike Ride, Battle of the Bands, Board Games Challenge, Bowls Match, Bring and Buy Sale, Beetle Drive, Barbecue Event



C

Car Boot Sale, Coffee Morning, Christmas Card Donation, Car Wash, Chess Tournament, Cricket Match, Carol Singing, Christmas Jumper Day

D

Dress Down Day, Dog Walking, Danceathon, Dinner Party, Darts Tournament, Donate a Day's Wage, Donate Your Birthday

E

Eighties Night, Easter Egg Hunt,

F

Fashion Show, Fancy Dress Event, Football Match, First Aid Event, Face Painting, Film Night, Food Fuddle, Foreign Change Collection



G

Give Something Up, Games Night, Golf Day, Garage Sale, Gardening Services, Gym Challenge

H

Head Shave, Halloween Event, How Many Sweets in the Jar, Hockey Match, Handmade Gifts Sale, Healthy Habit week

I

It's a Knockout, International Evenings

J

Jazz Night, Jail Break, Jumble Sale, JustGiving Page

K

Karaoke Night, Knitting Contest, Knockout Pool Tournament



L

Lyrics Quiz, Lucky Dip, Lunch Club, Litter Picking, Limbo Competition

M

Marathon, Movie Night, Murder Mystery Event, Makeover Party, Music Evening, Memorial Collections



N

Non-Uniform Day, Netball Match, Name the Bear, New Year Pledges

O

Obstacle Course, Olympic Challenges, Odd Job Day, Orienteering Challenge, Office Workout, Online Auction, Online Fundraising Activities

P

Pop Quiz, Pop Up Shop, Pie and Mash Night, Pamper Night, Plant Sale, Plays and Pantomimes, PlayStation Challenge, Penny Mile

Q

Quiz Night, Quiet Day

R

Raffle, Rugby Match, Running Challenge, Race Night, Recycling Challenge, Retro Item Sale

S

Swimathon, Stepathon, Swap Shop, School Assembly, Small Change Collection, Silent Disco, Summer Fete

T

Tombola, Talent Show, Tuck Shop, Treasure Hunt, Teams Party, TikTok Challenge, Try a Triathlon

U

University Challenge, Unwanted Gift Swap, Umbrella Sale

V

Variety Show, Vintage Store, Valentines Shop, Vegas Night, Vinted Session Donation, Virtual Christmas Card Donation, Video Call Dress Up Party

W

Walk to Work or School Challenge, Weight Loss Challenge, Wellness Club Event

X

Xmas Party, Xbox Challenge

Y

Yoga Class

Z

Zumbathon, Zoom Quiz



Fundraising CALENDAR



January



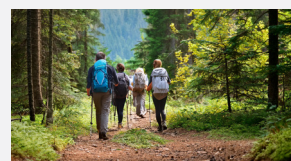
Work on your health! Get sponsored for a Dry January or try and complete a Couch to 5K event

February



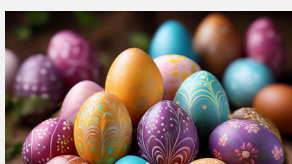
Is Heart Month – Learn CPR and how important your heart is, then celebrate Valentine's Day with all those you love

March



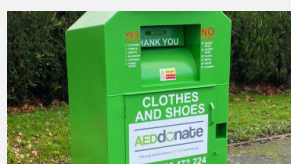
Go for a sponsored walk and look for all the AEDs in your local area – it's great to know their locations

April



Get Egg-cited for Easter! Organise an Easter Egg Hunt or raise funds playing Easter Chocolate Bingo

May



Have pre-summer clear out and donate all unwanted items to an AEDdonate Charity shop

June



Why not have an ice cream sale at your workplace or school?

July



Host a Strawberries and Cream tennis event to celebrate Wimbledon and enjoy the long summer days

August



Celebrate summer by holding a barbecue at your workplace. Donate your left-over currency from your summer holiday.

September



Back to school – donate outgrown uniform to our recycling scheme – Start an AEDdonate cash box saving scheme in your workplace or school

October



It's Shocktober! Have a spooktacular Halloween Party and raise funds for AEDdonate's training programme where you can learn about how to use a defibrillator in an emergency

November



Cosy up by holding a Quiz Night with friends and colleagues. Organise a Christmas Crafts stand to sell festive items

December



Get Christmassy! Hold a Christmas Jumper Day to raise funds.

Your fundraising **PLANNER & TOTALISER**



Reach your fundraising goals faster using our handy chart below.
Add your overall fundraising target and activities to the planner
and work out how much you would like to raise at each event in
order to reach your overall target.

Activity	Activity Date	Fundraising Target (£)	Total Achieved (£)	Notes
Coffee Morning	12th April	£250	£290	Purpose - launch the charity partnership

Overall Fundraising Target:

--	--

Help us raise funds for

AEDdonate

Placing defibrillators in **YOUR** community

Together, we are
Saving Lives

WHAT:

WHERE:

WHEN:

Find out how your support
can help save more lives
in your community

www.aeddonate.org.uk

01785 472224

info@aeddonate.org.uk

Registered Charity No: 1162634



Jack Hurley
Survivor

AEDdonate
Placing defibrillators in YOUR community
Tel: 01785 472224 www.aeddonate.org.uk

Please SPONSOR ME

AEDdonate

Placing defibrillators in **YOUR** community

Full name:

Address:

Tel:

Email:

The activity I'll be doing is:

**By sponsoring me, you're helping to
save lives in our community.**

Full name	Address	Postcode	£	Gift Aid?*	Date paid
John Smith	1 Sample Street	AB1 2BC	£5	✓	24/01/25

Total raised: £

Payment (please do not send cash)

- ☐ I have enclosed a cheque made payable to AED Donate
- ☐ I have paid directly into your Charity account

Please send completed form to:

AEDdonate, Unit 14 Emerald Way, Stone Business Park,
Stone, Staffordshire ST15 0SR

**To pay directly into
our Charity Account:**

Sort Code: 77-71-38

Account No: 0833 9568

Account Name: AED Donate

giftaid it

* I have read this statement and have ticked the box headed 'Gift Aid' as confirmation that I am a UK Income Tax and/or Capital Gains tax payer. I want AEDdonate to reclaim tax on the donation detailed, given on the date shown. I understand that if I pay less Income Tax and/or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand AEDdonate will reclaim 25p of tax on every £1 that I have given. We will only use the details that you have provided for the purposes of administering your donation and for claiming Gift Aid.

JustGiving®

**This is the #1 online platform for giving
and individual fundraising in the UK.**

JustGiving Tips *Smash your online Fundraising!*

Take a selfie: Fundraisers with their pictures on their page raise 14% more.

Tell your story: Let people know why you are fundraising.

Set a target: Pages with a target raise 46% more.

Donate First: Donate on your own page it encourages others to do the same.

Share on Social: People who share on Facebook, social media and WhatsApp raise more.

Think Globally! It's a wonderful way to include friends and family abroad and can really help them feel included in your individual campaign.

Creating your page

1. Visit: www.justgiving.com and login to your JustGiving Account. If you do not have an account, you can set one up by following the Sign-Up instructions on the next page by clicking the Sign-Up button.
2. Click 'Start Fundraising'.
3. When asked 'Are you raising money for a charity?' select yes.
4. Search and select AEDdonate from the cause you would like to support list.
5. When asked 'Are you fundraising in memory of someone' select yes or no.
6. When asked 'Are you taking part in an activity' select 'I'm doing my own activity'.
7. When asked 'tell us more about your activity' give details of your fundraising activity and the date of your planned fundraising activity.
8. You will be asked 'how much would you like to raise?', please enter your fundraising target.
9. You can now personalise your JustGiving page & personalise the name of your web address - this is the link you will be sharing with friends and family when asking them to donate.

10. Next you will be given the opportunity to upload your own personal photo which will feature on your JustGiving donation page.

11. Click 'Finalise' and choose to opt in or out of receiving information from AEDdonate then click 'Launch My Page'.

Job done! Your fundraising page is now set up and ready to accept donations.

Finalise your Fundraising or expire your page.

1. Log into your JustGiving account & select your profile.
2. Select 'Fundraising – Manage your fundraising activities'.
3. You will see your active pages on the right-hand side. Click 'Edit.'
4. Select 'Page Settings' which can be found on the left-hand side.
5. Select 'Expiry Date' and enter tomorrow's date
6. Click Save.

Turn your money into **MORE MONEY!**



**No matter what you raise,
there are some great ways
to make your money go even
further...**

Say Yes to Gift Aid!

**Gift Aid is one of the simplest
and most effective ways of giving
to charity. It is a government
led scheme administered by HM
Revenue and Customs which allows
us to claim 25p for every £1 that you
donate.**

If your supporters are UK taxpayers
and their donation is voluntary, they
can add 25% at no extra cost to
their donation. This really makes an
enormous difference so please make
sure that your UK tax-paying donors
fill in their details on your sponsorship
forms or to agree to Gift Aid when
supporting you by donating on online
platforms such as JustGiving.

*Please note that purchases of tickets
or goods cannot be Gift Aided.*

Matched Giving

**Many corporate companies operate
matched giving schemes that can
double the amount of money that
you raise.**

Find out if your employer operates a
scheme, and if they will match fund
what you raise. Remind them that its
tax efficient for them and it benefits
the local community. If they can match
your fundraising, do not forget to let
us know so we can look out for their
contribution.

giftaid it





How to get your Fundraising to us quickly

You did it! You have reached your target. What a fantastic achievement. The sooner your fundraising gets to us, the sooner we can put it to beneficial use. Here are ways you can pay it in:

● By Post

Make your cheques payable to AEDdonate and send to: Unit 14 Emerald Way, Stone, Staffordshire, ST15 0SR.

● Over the Phone

You can pay by using your debit or credit card by calling 01785 472224. Lines are open Monday-Friday 9am-5pm.

● JustGiving

If you have set up a fundraising page at <https://www.justgiving.com/aeddonate> the money people donate will come straight to us when your campaign has completed and you have closed the page.

● Cash Donations

You can bring cash donations to our Head Office or pop into any of our AEDdonate Shops. Please do not send cash in the post.

● Regular Giving Direct Debit

You can also set up a regular giving direct debit. Please contact our fundraising team 01785 472224 for a form or you can visit our website www.aeddonate.org.uk



Leaving a LEGACY



Leave a Legacy to AEDdonate to remember a loved one and help save a life.

What is a legacy gift?

A legacy gift, often referred to as a planned gift or bequest, is a donation made to a charitable organisation through a person's will or estate plan. This type of gift allows individuals to leave a lasting impact on a cause they care about, even after they have passed away. Legacy gifts can take various forms including cash, securities, real estate, or personal property and they often help support the long-term goals and sustainability of the organisation. It is a wonderful way to ensure that your values and passions continue to make a difference in the future!

Why leave a legacy gift in your will to AEDdonate?

Leaving a legacy gift in your will can be a meaningful way to support causes that are important to you and make a lasting impact on your community. Here are a few reasons why you might consider it:

- **Make a Difference**

Your gift will help us fund external defibrillators for use in the community, training programs and maintenance packages to keep all defibs ready to perform a rescue ensuring that your contributions continue to benefit others.

- **Create a Lasting Legacy**

A legacy gift allows you to leave a mark that reflects your beliefs and priorities, creating a lasting memory that can inspire future generations. All our installations are bespoke, so name plaques and tributes can be applied to the external cabinets of the defibs in situ.

- **Support Charitable Organisations**

Many non-profits rely on legacy gifts to sustain their operations and expand their reach. Your contribution will help us continue our important work.

- **Tax Benefits**

In some cases, leaving a legacy gift can provide tax advantages for your estate, potentially reducing the tax burden on your heirs.

- **Encourage Others**

By making a legacy gift, you may inspire family and friends to consider their own charitable giving, fostering a culture of generosity.

Overall, leaving a legacy gift is a powerful way to ensure that your values live on and that you contribute to the greater good even after you're gone!

Funeral Collections

We are blessed to receive funeral collections, and we can donate a defibrillator in memory of your loved ones. You can nominate us through your Funeral Director please do contact us directly if you would like to know more about this service.

Keep it legal **AND BE SAFE!**

We want you to have a fabulous time fundraising. Most importantly, we want you to be safe and keep your fundraising on the right side of the law. The small print here is important to understand, so please spend a little time reading our guide to fundraising success.

Permissions

- If you are holding an event in a public place, you must get permission first, either from the local authority or the property owner.

Venue

- Ensure your venue is suitable for your event. Make sure there is adequate lighting, sanitary facilities and is accessible for all.
- Do not exceed the safety capacity of the venue.
- All exits must always be free from obstructions in case evacuation is necessary.
- Check if there is adequate parking and if there is a need for stewards.
- Ensure your event is adequately supervised or marshalled and provide information and instructions for all helpers.

Equipment

- Ensure all portable electrical equipment has been tested and is safe to use.
- Use equipment safely and avoid trailing cables.
- Ensure all equipment is in good repair and is operated by people who are competent to use it.
- Check the stability and strength of trestle tables before piling stuff on them.
- Avoid lifting heavy loads – provide trolleys where appropriate.

First Aid and Emergency Measures

- Ensure you have adequate emergency and First Aid procedures for your type of event. Do notify the emergency services about the event in case of any emergencies.
- You may need a first aider present or at least a well- stocked first aid box.
- Make sure there is a telephone available.
- Make sure you know where turn-off valves and fire extinguishers are located.



Food and Refreshments

- It is the legal responsibility of anyone selling or processing food to do so safely and hygienically, so ensure that at least one helper has a foundation level food hygiene certificate. Ensure all food handlers have read the guide to Providing Food at Community and Charity Events.
- If there is BBQ food, follow the guidance provided by the Food Standards Agency.
- Label food which contains nuts or other allergens.
- Keep children and animals out of food preparation areas.
- Provide appropriate protective clothing (plastic gloves, aprons, etc.)

Health and Safety at Work Act 1974

- The Health and Safety at Work Act applies to Volunteers as well as paid workers.
- You will need to consider whether and how your event could be harmful to organisers, guests, volunteers, and the public. Think of how you can minimise risk.

Licenses

You may need a License for the following:

- Music and Dancing.
- Sale of alcohol.
- Extended Hours.
- Provision of food and drink.
- Copyright and royalties for drama and film shows.
- Collecting money or selling goods in public places.
- You will also need a letter or authority issued by AEDdonate. Please call 01785 472224 to request one.

Money Matters

- Keep money and fundraising equipment in a lockable box.
- Take care of your personal security when carrying money. If possible do not go alone. Make sure that no one puts their personal safety in jeopardy by tackling a thief.
- Only collect sponsorship in a safe environment.
- Keep separate from your own money and do not borrow from your fundraising.
- Hand over your fundraising cash as soon as possible ideally within one month of your fundraising date.

Raffles

- Holding a raffle or a lottery at your event can be a terrific way to raise money, however, you do need to follow the guidance outlined by the Gambling Commission on Raffles. Visit their website for more information: www.gamblingcommission.gov.uk

The Code of Fundraising Practice

- The Code of Fundraising Practice sets out the responsibilities that apply to fundraising conducted by charitable institutions and third-party fundraisers in the UK. You can find out more at www.fundraisingregulator.org.uk

Insurance

- If your event involves the public, it is important to have Public Liability Insurance in place. Check first to see if your venue already has this (as it is often the case). If you are holding an event at home or on private property, check your insurance covers this too.
- It is the responsibility of those joining with any activities to ensure that they are fit enough to take part.
- AEDdonate cannot accept responsibility for accident, injury, loss or damage because of your event or fundraising activity.

Photos

- If you plan to take photos of other people at your fundraiser, please make attendees aware.

Data protection

- As part of your fundraising, you may be collecting personal data. Only collect the information you need. Keep it safe do not share it and only keep it if you need it. Destroy all data after the event.
- You can find information about how we protect and use personal data in our privacy policy, which is on our website www.aeddonate.org.uk

Children

- Do not allow children under sixteen to collect money from the public without an adult.
- Ensure children are adequately supervised and have parental permissions.
- Make provision for lost children at your event if applicable.
- If you are under eighteen you will need permission from a parent or guardian to raise money for AEDdonate.

Further Points to Consider

- It is illegal to sell cigarettes, alcohol, solvents, or knives to children.
- Please do not collect money from door to door. This is illegal without a licence. AEDdonate organise this centrally. Please call us if you would like to get involved.
- When collecting funds, be aware that everyone's situation differs in their ability to give.

AEDdonate

Placing defibrillators in YOUR community

Raising Funds to place defibrillators throughout the UK

If you have any questions on the information in this pack or require further support, please contact a member of the fundraising team either by email at fundraising@aeddodate.org.uk or phone on 01785 472224 (Mon-Fri 9am-5pm)

Thank you again for your fundraising support, every penny counts and together we can continue to save more lives.

01785 472224
info@aeddodate.org.uk
aeddodate.org.uk

Unit 14 Emerald Way, Stone Business Park,
Stone, Staffordshire ST15 0SR



Registered Charity England and Wales 1162634, Registered VAT Number 372 3498 77.
Registered HMRC Gift Aid Number EW40793