

# Corporate

## Partnerships



In The Business of **Saving Lives**







In The Business of **Saving Lives**

For more information call 0800 8 40 20 40 or visit [www.midlandsairambulance.com](http://www.midlandsairambulance.com)



## Why Our Corporate Partnerships Matter

As an emergency pre-hospital air ambulance service that is 100% funded by the generosity of the general public and businesses across the six Midlands counties we serve, our corporate partners play an extremely important role in helping us to maintain and develop our award winning service.

Serious or life-threatening situations can happen to anyone at any time, and up to eight people every day find themselves in desperate need of the Midlands Air Ambulance Charity. As we are dedicated to delivering the very best possible patient care, our service is often the difference between life and death, which is why your support is so vital.

We pride ourselves on creating bespoke and mutually beneficial partnerships with our corporate supporters, ensuring your fundraising not only assists our great cause, but is also a fun and fulfilling experience for you, your employees and your associates.

Please do read on to find out more about how you can benefit from supporting the Midlands Air Ambulance Charity.

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Chief Executive



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# About Us

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## Midlands Air Ambulance Charity is sole responsible for funding and operating three air ambulance helicopters serving six counties of the Midlands.

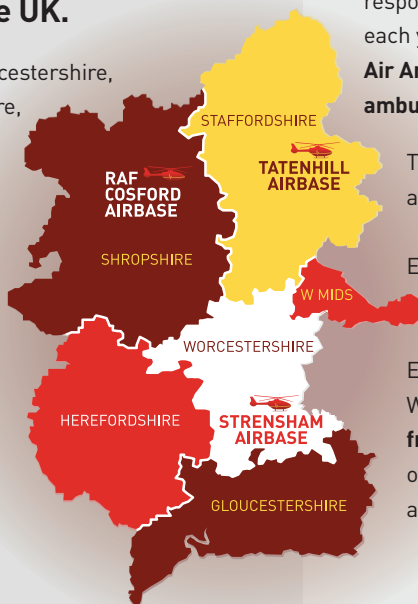
The aircrew attend some of the most traumatic medical incidents in the region, providing emergency pre-hospital care, both at the scene and in the air whilst transferring the patient to the most appropriate specialist hospital for their specific injuries.

To demonstrate the charity's dedication to providing the very best possible patient care, in 2014 Midlands Air Ambulance Charity was named the Air Ambulance Team of the Year at the annual Ambulance Service Institute Awards.

### Midlands Air Ambulance serves the largest air ambulance region in the UK.

This includes the communities of Gloucestershire, Herefordshire, Shropshire, Staffordshire, West Midlands and Worcestershire; representing a population in excess of 6 million.

The charity's three air ambulance helicopters are situated at three strategically located airbases, RAF Cosford in Shropshire, Tatenhill in Staffordshire and Strensham Services on the M5 in Worcestershire, meaning 90 per cent of the region is accessible in just eight minutes flying time.



Since flying its first mission in 1991, the charity has now responded to over 40,000 incidents, averaging 2,000 missions each year, saving lives by saving time. **This makes Midlands Air Ambulance one of the longest established and busiest air ambulance operators in the UK.**

The charity airlifts up to eight people every day, 365 days a year.

Each year, it costs in excess of £6.5 million to maintain the charity's three aircraft and life saving service.

Each air ambulance mission costs an average of £2,500. What is not widely known is **the charity receives no funding from the Government or National Lottery** so relies entirely on the support and generosity of its corporate supporters and local people to remain operational.



**We need your support, we just hope you never need ours**

Each year **Midlands Air Ambulance** attends:

1,000	road traffic collisions	375	medical emergencies (heart attacks and strokes)
240	falls	160	horse riding incidents
110	sporting injuries	87	agricultural and industrial accidents
40	collapses		

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# Mission

To assist in relieving sickness by the operation of a helicopter emergency medical service within the West Midlands, Shropshire, Staffordshire, Herefordshire, Worcestershire and Gloucestershire areas as may be effectively served by the operation of one or more helicopter ambulances.

## Vision

To be recognised as the UK's pre-eminent provider of charity managed and funded air ambulance services for casualty evacuation and inter-hospital air transfers with a positive reputation for efficiency and effectiveness that others see as the standard to be achieved.

## Values

### Continuous improvement:

The charity is committed to professionalism and desires to be recognised as the leading air ambulance charity through continuous improvement.

### Loyalty:

Our staff are committed and loyal to the charity and expect equal commitment and loyalty from the charity to them.

### Openness:

We are committed to sharing information, to providing constructive feedback in a transparent and open environment.

### Teamwork:

By working together we will deliver great progress in bringing out the best in each other and learning to trust and respect our teams.

### Honesty:

We will strive to create a culture which embraces and encourages honesty. We will foster an environment based on courage, truthfulness and openness.



# Benefits To Your Business

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We are passionate about creating mutually beneficial partnerships with Midlands' businesses.

We will ensure that as a charity partner, you will benefit from a range of opportunities that will help increase your customer and employee engagement and raise your business' profile and branding.

Working with Midlands Air Ambulance Charity is something to be proud of.

We would like your company to have a true sense of achievement through working with Midlands Air Ambulance Charity, which is why we will ensure working with us is a rewarding and fun experience.



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# Your Corporate Social Responsibility

**Supporting Midlands Air Ambulance Charity is a great way to motivate your employees, engage with your clients and to fulfil your company's CSR objectives.**

We will work with you to develop a bespoke partnership which will meet your needs and help raise vitally important funds for our life saving service.

**This can be through a combination of:**

- Fundraising initiatives
- Sponsorship opportunities
- Staff engagement programmes
- Events
- Education platforms

**Additional opportunities available to you as a corporate partner include:**

- Acknowledgement in the monthly corporate e-bulletin
- Exclusive invites to corporate launches
- Attendance at our annual corporate networking event, with prominent speakers

**Key benefits of working with Midlands Air Ambulance Charity:**

- A cause to inspire and motivate employees
- Resonate with your customer and supplier base
- Contribute towards your positive brand image
- You will be helping to fund our vital pre-hospital emergency service

**It's a win, win situation!**





# Fundraising With Us

This pack is designed to help and assist you with the numerous ways in which you can get involved with fundraising and volunteering for Midlands Air Ambulance Charity, making your experience with us fun, exciting and fulfilling.

## Included are details on:

- Participation and events
- Sponsorship opportunities
- Volunteering
- Raise awareness
- Fundraising assets
- Payroll giving
- Match funding
- Fundraising platforms
- Lottery

**Plus, a range of Midlands Air Ambulance Charity's fundraising collateral.**



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# Participation & Events

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We manage and support hundreds of fundraising and awareness building events throughout the year in aid of our life saving service. At each event the public can either participate through attending or take part in fundraising.

## Regional events\* you could participate in include:

**Bike4Life Fest**

**Walk4Life**

**Great Midlands Fun Run**

**Red Devils Tandem Skydive Event**

**Cycle4Life, Birmingham to Oxford**

**Corporate Golf Day**

**MAAC Recognition Awards & Charity Ball**

**Midland Karting Endurance Event**

**Three Peaks Challenge**

**Business Ambassador Luncheon**

**Corporate Sporting Dinner**

## International event\* platforms include:

**Nepal Trek**

**Mount Toubkal Trek**

**Boston to New York Bike Ride**

**The Malawi Bike Ride**

**London to Paris Bike Ride**

**Kilamajaro Trek**

**Everest Trek**

**Artic Survival Expedition**

**Great China Wall Trek**



\*Events subject to change

# Sponsorship Opportunities

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Our corporate sponsorship programme has been successfully developed over a number of years, and is designed to offer flexibility and choice to our partners, as opposed to a 'one size fits all' approach. We can work together to decide how and where your brand is associated with ours.

Examples of differing levels and types of sponsorship available:

- Your logo on our aircraft
- Your logo on our helicopter demonstration pod
- Your logo on aircrew helmets and flight suits
- Your logo featured at airbase and visitor centres
- Support of our biggest annual events; including the MAAC Recognition Awards and Charity Ball, Bike4Life Ride Out and Festival, Cycle4Life, and the MAAC Open Day



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# Volunteering

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We manage and attend a great number of fundraising events through the year, many of which are not possible without the support of our family of dedicated volunteers.

In addition to assisting at events, there are opportunities at our charity headquarters in Stourbridge, and at our charity shops in Wellington (near Telford) and Newcastle Under Lyme, as well as at our warehouse unit in West Bromwich.



# Raising Awareness

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We have exceptional affinity with the public and numerous platforms that will allow you to raise awareness of your support of Midlands Air Ambulance Charity.

Your point of contact will work directly with our communications team ensure whatever you do gets the appropriate level of exposure to raise awareness and help you raise as many donations as possible.



## Plus:

- Charity website** – 10,000 hits per month
- Charity magazine** – Take Off with a distribution to 40,000 households per issue
- Social Media** – Over 55,000 connections online
- Corporate e-bulletin** – Over 2,000 recipients
- Marketing literature** – Including leaflets, logos and images
- Press releases** – B2C, B2B, Trade and online media contacts

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# Charity Ambassadors

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At Midlands Air Ambulance Charity we are blessed with support from a number of celebrity and sporting personalities, who help us to raise awareness of our charitable status both regionally and nationally. Dependent on their availability, we have the opportunity to invite our ambassadors to fundraising events, to help build profile and further boost employee engagement.



## **Mike Tindall MBE**

Centre & Backs Coach at Gloucester RFU, is a former England Captain & 2003 World Cup Winner. His illustrious career as a professional rugby player has seen him secure an impressive 75 England caps and 285 club caps for Bath and Gloucester.



## **Lee Pearson MBE OBE CBE**

Paralympian Dressage Gold Medallist Lee is indebted to the work of the air ambulance as he was airlifted by the Midlands Air Ambulance following a serious fall from a horse near his home in rural Staffordshire.



## **Richard and Mindy Hammond**

TV presenter and Top Gear star Richard Hammond and his wife, columnist Mindy Hammond, need little introduction.



## **Neil Back MBE**

Neil is a former International Rugby player and Captain of England & Leicester Tigers. He has represented England Rugby at every level from England Schools in 1985 right through to winning his first full international cap for England at Murrayfield.



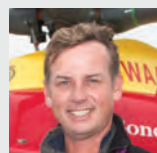
## **Andy Goode**

Andy is a former Fly Half for Worcester Warriors RFU and England, whose career has seen him secure 19 England caps and an impressive 360 club caps playing for Worcester Warriors, Leicester Tigers, Saracens, French club Brive and Sharks.



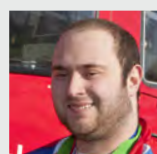
## **Zac Purchase MBE**

Zac is an Olympic medallist who won Gold & Silver at the London 2012 Olympics in rowing. He is also a three times Gold, two times Silver and bronze medallist in the World Championships in the Men's Lightweight Double Sculls.



## **Carl Hester MBE**

Dressage Master & Olympic Gold Medallist Carl Hester decided to support the charity after witnessing first hand the valuable life saving work of the Midlands Air Ambulance when we airlifted a seriously injured rider close to his yard in Gloucestershire.



## **Ryan Cockbill**

Ryan is a Paralympic athlete in the discipline of Shooting (Air Rifle) and who made his Paralympic Games debut at the London 2012 Paralympics.



## **Jane Sixsmith MBE**

Jane is a former four time Olympian field hockey player. Jane now channels her sporting success and achievements as a sports development officer for Birmingham City Council.



## **Mickey Bushall MBE**

Mickey is the Paralympic British T53 Record Holder (Wheelchair) 100m, 200m, 400m, 800m, European T53 Record Holder 100m, 200m, 400m and a Paralympic T53 100m gold medallist



## **Ricky Balshaw**

Ricky is an Equestrian Para Dressage rider who represented Great Britain in the 2008 Beijing Paralympics winning a Silver medal in dressage.



## **Phil Vickery MBE**

Phil is a former England rugby captain and another member of the World Cup winning squad of 2003. Nicknamed the 'Raging Bull', Phil's clothing range of the same name forms part of the charity's uniform and leisurewear.

# Fundraising Assets

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To aid you with your activity or event, we have numerous fundraising tools that could add value to what you do.



If you plan to put on a major fundraising day with participation from attendees we can provide you with additional sponsorship forms, give-aways and merchandise to sell.

If your event is on a larger scale, we will attend and support you with charity managed assets (subject to availability).

- These include:**
- MAAC demonstration helicopter pod
  - MAAC Helibounce bouncy castle
  - Merchandise stand
  - MAAC mascot
  - MAAC Mini



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# Other Ways To Show Your Support

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## Matched funding

If employees want to arrange their own fundraising events, you could consider matching the result of their efforts with an equal donation, thereby doubling the amount raised for our life saving service.

This can put a smile on your employees' faces and reward their fantastic charitable efforts by matching their sponsorship and donations. Matched funding brings tangible benefits to your business by boosting staff morale and bringing company employees together to enjoy a variety of fundraising events.

## Payroll giving

Payroll giving is a valuable, long term source of revenue, providing regular income to our charity. Employees can choose to support us with a regular donation direct from their pay. It's cheaper because its tax free – for example, payroll giving enables employees to give straight to the charity from their gross salary (before tax is deducted), and to receive immediate tax relief of up to £4 for every £10 donated.

## Lottery

The Midlands Air Ambulance Life Saving Lottery is a great way to show your support of the charity, whilst also being in with a chance to win up to £1,000 each week.

As a corporate partner, you can either encourage employees to play for as little as £1 per week, or you can play on their behalf, so they are treated to a bonus, while the company helps support the charity.



## Fundraising platforms

We can provide you with a number of options to assist you with creating your own fundraising platform. Whether you would like to set up your own fundraising web page or just have a sponsorship form, we can provide with you with a dedicated way to make sure your fundraising is easy for your contacts, friends and family to support you.

### Platforms include:

- [Fundraising.midlandsairambulance.com](https://fundraising.midlandsairambulance.com)
- Virginmoneygiving
- Just Giving
- PingIt



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d by people just like you

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