

Midlands Air Ambulance Charity
Fundraising Events Participation Terms & Conditions
(Covers all MAAC charity-run, third-party, virtual, and challenge fundraising events)

1. Introduction

By registering for and/or participating in a Midlands Air Ambulance Charity ("MAAC") fundraising event (including MAAC-run events, third-party events, virtual events, challenge events, and in-aid-of fundraising activities) you confirm that you have read, understood, and agree to these Terms & Conditions.

These Terms & Conditions apply to all fundraising-related participation, regardless of whether the event is physical, virtual, in-person, or delivered by a third-party provider.

2. Health, safety and fitness to participate

You confirm that, to the best of your knowledge, you are sufficiently fit and healthy to take part in the event. Anyone unsure of their physical ability to take part in the event must seek medical advice prior to the event.

Participation is at your own risk and, so far as permitted by law, MAAC shall not be liable for any injury or loss to persons or their property arising from participation.

You agree to follow all safety instructions issued by MAAC staff, volunteers, venue staff, marshals, and third-party providers.

MAAC reserves the right to refuse entry or remove a participant from the event where necessary for safety, medical, or operational reasons.

For risk-heavy activities (e.g., fire walks, treks, sporting events, clay shoots), you acknowledge that participation carries inherent risks that cannot be entirely eliminated.

3. Registration and event entry

Your place in an event is not confirmed until all required registration steps are completed with MAAC and, where applicable, the third-party event organiser.

Registration fees are non-refundable.

MAAC is not responsible for incomplete, lost, delayed, or failed registrations caused by technical issues, third-party platforms, or participant error.

MAAC may withdraw your place if you fail to complete mandatory registration steps or event organiser requirements.

4. Fundraising expectations and use of funds

You agree to use your best endeavours to raise any fundraising target set for the event and notify MAAC as soon as possible if you cannot meet it. Failure to raise the required amount or a lack of response to contact the charity could result in your place in the event being removed.

All funds raised will be used solely to support MAAC's charitable purposes, including the provision of pre-hospital emergency care across our operational areas.

No portion of the sponsorship money raised will be used to benefit you personally unless explicitly stated in advance (e.g., to cover event entry costs).

Sponsorship forms or online fundraising pages should clearly state any conditions tied to receiving sponsorship money (e.g., completing the event).

Participants must collect and return all sponsorship monies to MAAC as soon as possible following the event.

Sponsorship forms or online fundraising pages should clearly state any conditions tied to receiving sponsorship money (e.g., completing the event).

Participants must collect and return all sponsorship monies to MAAC as soon as possible following the event.

Event participants are classed as "in-aid-of" fundraisers, raising money independently from MAAC.

MAAC reserves the right to request reasonable evidence of fundraising activity for compliance and auditing purposes.

5. Withdrawal from an event

You must notify MAAC immediately if you cannot take part .

Any sponsorship already received by MAAC cannot be refunded.

Where you hold funds that should be returned to donors (e.g., where participation was a condition of sponsorship), you are responsible for ensuring refunds are made promptly.

Registration fees remain non-refundable in all withdrawal scenarios.

MAAC may withdraw a participant for non-communication, breach of these terms, or failure to meet event requirements.

6. Minimum sponsorship requirements

Participants are required to meet the minimum sponsorship target set.

If this target is not met one month prior to the event. MAAC will contact the participant and provide a short grace period to secure remaining funds.

If the target remains unmet, the participant may be required to cover the shortfall or may be withdrawn from the event.

MAAC may refuse participation on the event day if minimum sponsorship requirements have not been met.

MAAC reserves the right to invoice participants for any outstanding sponsorship where minimum fundraising commitments have been agreed but not fulfilled.

7. Donors who have not paid

Participants are encouraged to follow up on unpaid pledges respectfully and proportionately, using no more than three reminders.

All follow-ups should be polite, non-pressurising, and include clear instructions on how to donate, adding a link where possible.

Donors must be always respected.

8. Event cancellation or postponement by MAAC

If MAAC must cancel or postpone an event because of low ticket sales, poor weather, or unforeseen circumstances, we will:

- Stop ticket sales and promotion
- Post updates on our website and social media platforms
- Provide clear explanation and FAQs
- Offer refunds or the option to donate the ticket price or transfer to an alternative date
- Follow up with a personalised email outlining the refund process and timeline

MAAC is not liable for any participant costs incurred as a result of cancellation or postponement, including travel, accommodation, equipment, or other expenses.

MAAC reserves the right to alter the event format, route, schedule, or content where necessary for safety or operational reasons.

9. Third-party event disclaimer

Where an event is organised by a third party (e.g., a commercial challenge provider or mass-participation event organiser), MAAC is not responsible for:

- The organisation, safety, or delivery of the event
- Any act or omission of the event organiser
- Any changes made by the organiser
- Any cancellation or postponement decisions made by the organiser

Participants must comply with the third-party organiser's own terms and conditions.

10. Equipment, clothing and personal belongings

You must wear appropriate clothing and footwear as specified in event materials or by event staff.

For activities requiring specialist equipment (e.g., helmets, protective gear), you must use only equipment provided or approved by the organiser.

MAAC accepts no liability for lost, stolen, or damaged personal belongings.

11. Alcohol, drugs and behaviour

You must not consume alcohol or drugs before or during participation in any activity where this would pose a safety risk.

MAAC reserves the right to refuse participation or remove any attendee suspected of being under the influence.

Aggressive, unsafe, or reckless behaviour will result in immediate removal from the event.

12. Photography, filming and media

MAAC and authorised partners may take photographs, audio recordings, and video footage at events for marketing and promotional purposes.

You may request not to be included in promotional media, but this may not always be possible during group activities.

13. Liability

MAAC is not liable for any injury, loss, or damage arising from participation, except where caused by MAAC's negligence.

MAAC is not responsible for injuries caused by:

- Failure to follow instructions
- Other participants
- Environmental conditions
- Equipment misuse

Nothing in these Terms & Conditions limits MAAC's liability for death or personal injury caused by negligence.

14. Data Protection

Any personal information you provide to MAAC will be processed in accordance with MAAC's privacy policy and applicable data protection legislation.