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James Eisner and Simon Bowie cycled from one end of the country to the other for St John.

FUNDRAISING FOR ST JOHN



SHOUT E

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Kings College, Auckland

WHY WE NEED YOUR HELP

Simply put, to be able to continue to help New Zealanders in need. People recognise us for our ambulance service, which treats and transports over 400,000 people every year, but your support allows us to provide so much more. We're asking you to shout for life. Kiwis have always been big on shouting, whether it's a ride, a coffee, or if someone just needs a hand. It is that generosity that helps us teach young people first aid, health care, and leadership skills through our Youth programme so that they can feel confident and safe. Your support allows us to fuel 50,000 Health Shuttle trips, make more than 100,000 caring calls to people who are isolated or living alone, and provide the volunteers who comfort friends and family in hospital emergency rooms.

St John is a charity, and the important work we do is only made possible with your support so we're extremely grateful for any time and effort you give. Every contribution you make counts, from small gestures to big ones, that's why we are making it easier for you to show your support. You can simply show **appreciation** for someone's efforts by sharing their story via social media, you can support them with a **donation**, or inspire others and **create** your own fundraising page.

WHAT YOU HELP US TO DO

380,785

111 Emergency calls for an ambulance

351,730

Emergency incidents attended

415,832

Patients treated and transported by ambulance officers

6,382

Youth members (Penguins and Cadets - under 18)

> **345** Therapy Pets volunteers

51,846 Health Shuttle client trips **910** Community care in Hospitals volunteers

> **1,250** Caring Caller volunteers

> > 40,937

Children who participated in the St John Safe Kids programme

> 65,832 People trained in first aid

> > **7,772** Events serviced

Maria

"I had chest pain early morning and my husband rang St John, I think in less than 5 min these caring people came. I cannot thank them enough for their skills, kindness and support in checking my condition before taking me to the Emergency Department. They were so caring and very friendly. They made me relax by their smiles and words of compassion. Once again, thank you everyone who helped me.".

Joanne

"My young son fell and cut his head open. Thank you for your hospital volunteers who read stories to my son and bought me cups of tea. They were so friendly, distracted my distraught son and helped take my mind off the situation. Thank you St John."

MEET THE PEOPLE YOU ARE HELPING

Clare Hughes

"Our son was 3 days old and he stopped breathing, turned blue and floppy and once stimulated after a few minutes started breathing. He also was having seizure like movements. Being first time parents it was the scariest thing that had ever happened to us. Living 30 minutes out of town, the wait for the ambulance was excruciating! But once the St John Ambulance got there, I felt slight relief. The ambulance team were so calm and sensitive to us being in a panic and I felt my 3 day old baby was in the best hands possible with the best equipment available. It was a long slow drive into Whangarei Hospital but without these amazing people our son may not be here today. I will never forget their faces and every time I have seen an ambulance since I get an overwhelming sense of thankfulness for the people that dedicate their lives to helping others like my son. He is a survivor of Strep B Meningitis."

Kate

"While I was in labour with my second daughter we believed we had hours ahead of us. So it was a shock when my waters broke in our bathroom and it became obvious that baby was on her way, and it was up to my husband to deliver her. The St John ambulance dispatcher talked my husband through what to do, helping to keep us both calm. Baby was already head out when the St John officers arrived, and I will never forget their two faces appearing in the doorway. They encouraged my husband to stay where he was, whilst keeping a watchful eye on proceedings. The St John officer's good-humour and professionalism was unforgettable. They made me feel like having a baby on the bathroom floor was all so normal. Our daughter was completely unconcerned by her entrance to the world, and in the end it was a pleasure to share a special moment with the staff of St John who were respectful, kind and supportive throughout it all."

MEET OTHER FUNDRAISERS



ASB Bankers on Bikes

The Bankers on Bikes ride, raised more than \$8000 for St John's work in Timaru. During the lead up to the event, ASB Timaru's cycle team combined training with fundraising outside the bank. They held a sausage sizzle while they took turns cycling on a wind trainer. Many of the riders were pedalling for 12 hours or more, all the while raising money for St John. "St John looks after people in our communities every day", said Greg McAllister. "Bankers on Bikes is a great opportunity to give something back to them."

Kings College

Kings College in Auckland launched a school-wide fundraising programme for St John, starting with a mufti day. The programme is being managed by Warner Wilder, Chaplain at Kings College. "Kings decided to support St John because there are very few of us who have not been touched by the services of St John in some way or another. We believe that St John does the most fantastic job. We're only at the beginning of our fundraising plan for St John, but we've already raised \$1600 with a mufti day", says Warner.





James Eisner and Simon Bowie

22 year old Simon Bowie and 23 year old James Eisner cycled from one end of the country to the other for St John. "St John is our chosen charity because over the years they have helped many of our family members and friends. For this reason we feel it would be great if we could give something back to them and help them with assisting others in the future".

Linda Donaldson

Linda Donaldson trekked 3054km from Cape Reinga to Bluff on the Te Araroa trail. During her trek Linda raised more than \$6000 for an automated external defibrillator (AED), a piece of life-saving equipment which is used by St John to help save people's lives.



FUNDRAISING IDEAS

HERE ARE SOME FUNDRAISING IDEAS AND TIPS, TO HELP GET YOU STARTED.

WEAR SOMETHING OUTRAGEOUS

come to work/school dressed up, dressed down or with your clothes the wrong way round. Wear your pyjamas, a hat or wig. Pay to take part or pay more not to.

HAVE A CLEANOUT

get rid of all your unwanted clutter and sell it to raise cash, hold a garage sale or an online sale on TradeMe. Clean out your kitchen cupboard at the same time and create a hamper to be used a raffle prize.

RUN A BAKE SALE

rustle up some truly scrumptious treats, encourage your colleagues/ group members to do the same.

PERFORM SOMETHING FOR MONEY

X Factor eat your heart out! It's time to discover your colleagues' hidden talents with the office/school talent show.

RUN A SAUSAGE SIZZLE

the oldest fundraising idea in the book, but it works!

TEST YOUR SALES SKILLS

chocolate bars, pies, glow sticks – set yourself a sales target and start selling. You could even create your own goods to sell. Any artists in the room?

TEST YOUR KNOWLEDGE

run a quiz night. Find others keen to support your cause who may be willing to donate a prize.

FITNESS FANATICS

organise a fund run, triathlon, cycle trip and collect donations.

MAKE THEIR DAY

washing cars, face painting and gardening. Use your skills to help.

WHAT YOU COULD FUNDRAISE FOR

No matter how small or large a gift may be, it all contributes to the running of our services. Check out the below list of items required throughout the country that you could raise money for.

\$100

a Safe Kids 'How to call an ambulance in an emergency 'session, with a class of 15 children.

\$200

20 shifts for Friends of the Emergency Department volunteer expenses.

\$500 two safety helmets for paramedics

\$750

a new uniform for a volunteer ambulance officer

\$1,000 an advanced life support kit

\$1,095

an entonox regulator to administer pain relief to patients \$2,000 a 'scoop' stretcher used to transport patients with back injuries

\$2,700

a suction unit to help clear a patients airway

\$4,500

a defibrillator for use at events, sports games or in the workplace

\$15,000

all the lights and sirens for a new ambulance

\$40,000

advanced defibrillator to help diagnose and treat heart attacks and other cardiac problems

\$200,000

a new ambulance fully fitted out and on the road

GETTING STARTED

WHAT?

Choose a fundraising event or activity that you will enjoy. Do you enjoy running? How about being sponsored to support St John? If you're having a good time, the people around you are more likely to give. Have a look at our fundraising ideas for some inspiration!

Give yourself enough time to organise your event. Think about key dates i.e. public holidays, local fundraisers or events which may be being held in your area.

WHERE?

WHEN?

Select the location, check if it's available and also if you can get it free of charge. Investigate whether the venue an appropriate size, and if it's an accessible venue? Do you need catering facilities? Consider things such as parking, wet-weather, council permits, catering requirements and audio-visual equipment.

- Decide who you are going to invite or ask to sponsor you
- Think of ways to tell people what you're doing and give them lots of notice!
- Let them know why you are fundraising for St John
- Find out who could donate auction/ raffle prizes.

Do you need a contingency plan? Consider for any potential risks associated with your event (i.e. injury, image/reputation, financial loss) and plan what you will do to reduce or eliminate these risks. Work backwards from the date of your event. Make sure you promote the event online (see how in our 'spread the word' section). Finalise what tasks need to be completed, when and by whom.

WHO?

HOW?

SPREAD THE WORD SETTING UP YOUR ONLINE FUNDRAISING PAGE

Make your voice heard and rally support for your cause through your existing networks of friends, workmates and recreational clubs. Social media sites such as Facebook can also be a huge help. Here are some ideas of how to promote what you're doing.

Sign up to St John online fundraising

Everyday Hero is a St John online fundraising page accessible to your family, friends and colleagues. It gives you the ability to accept donations online when fundraising for St John. You can have an individual fundraising page or a team fundraising page, and this page can be focused around your chosen event.

On your page you can post an inspiring message about why you have chosen to support St John. People are more likely to give if they see that you're fundraising for something that's close to your heart. You can also blog your progress, share photos and show videos.

You can promote your fundraising campaign through email, Facebook and Twitter. People who donate can leave a message, to urge you on. Donations are displayed on the page. You'll also see a tally of donations and your total fundraising goal. Setting up your own St John fundraising page is easy. Visit **www.stjohn.org.nz/shoutforlife** and you will be able to get started! Think about different types of media e.g. email and Facebook. You can add a link for your online fundraising page to your email signature or Facebook page.

MAKE SURE YOU USE SOCIAL MEDIA

Create an event on Facebook for your fundraiser and invite friends and family to support it by attending! You can also update your Facebook status with your link to your Facebook event or Everyday Hero webpage – so all of your friends can see your fundraiser details in their News Feeds.

On Facebook and Twitter:

Share your fundraiser on Twitter and ask you followers to retweet your message. Be sure to add your link to your Facebook event or Everyday Hero fundraising page so people can click it for more information.

On Flickr or Picasa

Take photos of you prepping for your event or training for your marathon for example and share on photo sites like Flickr or Picasa. You can also embed these photos in a slideshow on your blog or link to it from your Facebook and Twitter.

TIPS

ENJOY YOURSELF

Choose a fundraising activity that you will enjoy. If you're having a good time, the people around you are more likely to give.

KEEP IT SIMPLE

Often the simplest fundraising projects gain the most support. Be realistic; choose a project which suits you and you think people will support.

SPREAD THE WORD

Spread the word about our vital work and let people know how their contributions will make a difference. If you have a personal reason for undertaking your fundraising activity, and are happy to tell people, let them know.

SET A TARGET

Set yourself a fundraising target and track your progress. Cost your event and stick to your budget to ensure you don't spend more than you're going to raise!

FUNDRAISE ONLINE

Set up your own personal fundraising page which can be emailed to your friends and family so they can all support you. It's a quick and easy way to be sponsored. Simply visit **www.stjohn.org.nz**/ **shoutforlife**

TRACK CONTRIBUTIONS

If you are not using Everyday Hero, you can use our Tracking Form to follow progress towards your goal. Make sure you follow our fundraising guidelines when fundraising on behalf of St John so you and your donors receive tax receipts and acknowledgements.

PROMOTE, PROMOTE, PROMOTE

Tell your friends, family and work colleagues about what you're up to and why you're doing it, ask them to tell their friends too.

ASK FOR AN EXTRA HAND

Ask your employer if they will match dollar for dollar the money you raise or give a donation.

GET OUT THERE

Approach local businesses for prizes or donations, ask friends to help with organising or promoting your event. Most people's reason for giving or supporting a charity is because they are asked to.

BE FINANCIALLY CONSCIOUS

Make sure your supporters know any donation over \$5 is tax deductible. If you are not using Everyday Hero, just send us their details on the Donation Form provided and we will post out a receipt. If you are using Everyday Hero, this will happen automatically.

SHARE YOUR SUCCESS

Thank your donors, volunteers and sponsors! Let everyone know how grateful you are for their support. Share photos and the story of your fundraiser – you could be featured in a future donor story on our website.

KEEPING IT SAFE AND LEGAL

Here are some guidelines to help ensure your fundraising event or activity is safe, legal and fun.

Street Stalls

Thinking about selling raffle tickets or holding cake stalls? Some commercial areas in town are classed as 'restricted' areas and you will need to gain a street stall permit if you are considering setting up a stall. Please contact your local Council who will discuss your request and check availability of the date (only two organisations on any one day may have a stall in the same town). If all is in order they will issue a permit. The shop owner outside whose premises the stall will be held plus shop owners either side will need to give their permission.

Raffles

Raffles and lotteries with a prize over \$500 need a licence from the Department of Internal Affairs, under the Gaming and Lotteries Act. Licence forms are available online at **www.dia.govt.nz**. The form must be completed and then posted to DIA. Once approval is granted a stall permit will be required, as above.

Sausage sizzles or BBQs

Held on an occasional basis in a public place by a recognised charitable organisation are permitted, check with your local council for details.

While St John will assist in any way it can, it does not have the capacity to provide volunteers to help support events. The event is the individual's/organisation's responsibility and is a great opportunity to involve your own family, friends and networks in the fun and fellowship of helping New Zealanders.

The responsibility for the sale of tickets rests with the organisers.

Product Endorsement

St John does not endorse products. St John may choose to accept proceeds from discount promotions by reputable firms which sell products wholesale and/or retail. In each case, the product promotion will be reviewed by St John for approval. Background information, may be required from a company desiring to do a promotion to benefit St John.

St John does not assume any responsibility for event expenses.

We ask, for our accounting purposes, and in accordance with charitable organisation guidelines, that funds collected on our behalf are turned over to St John within two weeks following the event.

Please make cheques payable to 'St John' and mail to your regional St John Headquarters. The addresses for these are listed below. Please include the name and address details of the people who have given money for receipt purposes.

If you have any additional questions, please call 0800 ST JOHN (0800 785 646).

St John logo – conditions of use

As a potential supporter of St John, we are grateful for contributions that assist our work in the community. We ask that all organisers and fundraisers contact us before promoting the fundraising event when supporting St John.

The decision to grant use of the St John logo is made on a case-by-case basis. St John retains implicit rights to distribute its logo to other users where appropriate. St John also reserves the right to decline the request if the values surrounding the event are contrary to those upheld by St John. The right to the St John logo is by way of license, and always remains the property of St John. To obtain permission to use the St John logo(s) please send your request to your regional office listed in section 12.

If your application is approved, you may use the logo in any type of publication, print or online, for advertising or illustration, as many times as you wish, including but not limited to the following conditions:

By giving you permission to use the St John logo this does not imply St John endorsement of product, persons, services or organisations.

You must retain the copyright symbol or any other legal notices that may be embedded in the electronic file containing the St John logo.

In granting use of the St John logo you:

- May not sell the logo as a standalone file or allow any third party to access the image as a standalone file
- May not sell, transfer you rights, convey or sublicense the St John logo

- May not use the logo as part of another logo, trademark or service mark
- May not use the logo unlawfully
- May not sublease, sell, convey or transfer your rights to the use of the St John logo
- May not use the St John logo as an image on any products you wish to sell where the primary value lies in the St John logo or image for example T-shirts, posters and calendars

The license contained in this agreement will terminate automatically without notice from St John if you fail to comply with any provision in this agreement. Upon termination, you must immediately cease from using the logo, destroy any logos in your possession and remove electronic logos from your computer premises and storage.



ARRANGING PAYMENT

If you've set up an Everyday Hero fundraising online webpage, people can donate directly. Alternatively if you choose not to use Everyday Hero, there are various ways you can make payment:

NORTHERN REGION

If you live in the North Island (north of the Bombay hills including Hauraki Coromandel) please send your Donation Form and Fundraising Tracking Form to: St John ATTN: Fundraising Coordinator Private Bag 14902 Panmure Auckland

You can bank the money to Bank Account Number*: 12 3244 0025048 00 Or send the cheque to the address above or call 0800 ST JOHN. Funds must be given to St John within two weeks of completing your fundraising activity. Any

questions please email **fundraising.NTH@stjohn.org.nz** or call 0800 ST JOHN (0800 785 646).

SOUTH ISLAND

If you live in the South Island please send your Donation Form and Fundraising Tracking Form to: St John ATTN: Fundraising Coordinator PO Box 1443 Christchurch 8140

CENTRAL REGION

If you live in the North Island (south of the Bombay hills excluding Hauraki Coromandel) please send your Donation Form and Fundraising Tracking Form to: St John ATTN: Fundraising Coordinator Private Bag 3215 Hamilton 3240

Northern Regior Central Region

South Island Regio

You can bank the money to Bank Account Number:* 12 3244 0025064 00

Or send the cheque to the address above or call 0800 ST JOHN. Funds must be given to St John within two weeks of completing your fundraising activity. Any questions please email **crfundraising@stjohn.org.nz** or call 0800 ST JOHN (0800 785 646).

You can bank the money to Bank Account Number: 12 3244 0025072 00

Or send the cheque to the address above or call 0800 ST JOHN. Funds must be given to St John within two weeks of completing your fundraising activity. Any questions please email **sifundraising@stjohn.org.nz** or call 0800 ST JOHN (0800 785 646).

* When transferring donations online – please reference CFP/YOUR SURNAME

Thank you for choosing to make a difference!

Thank you for choosing to fundraise for St John. Thanks is an important part of the process so make sure you take the time to thank everyone who has helped you. Whether they have donated time, resources, or money, let them know that you appreciate it!

OTHER WAYS YOU CAN SUPPORT US

A donation

Donations received are used to fund our emergency and community services in communities throughout New Zealand. Recurring credit card donations are an easy way to spread donations across the year. You can choose the amount and the frequency. These and one-off donations can be made:

- on our website www.stjohn.org.nz
- by phoning 0800 ST JOHN (0800 785 646)
- or through a St John Area Committee.

A bequest

For over 125 years, caring New Zealanders have made provision in their will for a bequest to St John. It is because of the generosity of these past generations that we have resources that can be used to deliver key community services today. A bequest to St John will help ensure that we are capable of delivering services to the next generation of New Zealanders – in your community or across the country. If you are thinking of updating your will, please consider St John. For more information visit **www.stjohn.org.nz**.

Join our Supporter Scheme

Subscribing to the St John Supporter Scheme means that should you ever need a St John ambulance we'll waive the part charge that you'd otherwise pay in a medical emergency. St John Supporters help us to continue to deliver our services in their area. For more information visit **www.stjohn.org.nz**.

Volunteer

You could volunteer for a number of roles with St John, including ambulance, community programmes or administration roles. By volunteering you will make a significant difference to your community **www.stjohn.org.nz**.



GET IN TOUCH

If you need further support please don't hesitate to contact us at one of our local headquarters.

St John National Headquarters

2 Harrison Road Mt Wellington Private Bag 14902 Panmure Auckland 1741 Tel: 09 579 1015 **fundraising@stjohn.org.nz**

St John Northern Region Headquarters

10 Harrison Road Mt Wellington Private Bag 14902 Panmure Auckland 1741 Tel: 09 579 1015 **fundraising.NTH@stjohn.org.nz**

St John Central Region Headquarters

63 Seddon Road Private Bag 3215 Hamilton 3240 Tel: 07 847 2849 **crfundraising@stjohn.org.nz**

St John South Island Region Headquarters

100D Orchard Road PO Box 1443 Christchurch 8140 Tel: 03 353 7110 sifundraising@stjohn.org.nz

www.stjohn.org.nz 0800 ST JOHN (0800 785 646)

DONATION FORM

Thank you for raising funds on behalf of St John. Please complete the following information and submit your Fundraising Tracking Form and any donations within 15 days of your event or activity. To ensure you receive the appropriate recognition for your community fundraising efforts, please complete all information. If you would like to share your success with others, please include a full description of your event and send photos to your regional fundraising team.

As an individua				
On behalf of a	n organisation /	' name:		
On behalf of a	club /	' name:		
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Donors over\$5 can receive a tax receipt. The donor's name and address must be clearly printed on the form above to receive a tax receipt from St John. Please send this form along with your Donations Form for processing. Details and addresses to send this to are outlined on page 16. Donations made online will receive an instant tax receipt via email.

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Donors over\$5 can receive a tax receipt. The donor's name and address must be clearly printed on the form above to receive a tax receipt from St John. Please send this form along with your Donations Form for processing. Details and addresses to send this to are outlined on page 16. Donations made online will receive an instant tax receipt via email.