



**St John**

Here for Life



# St John Heart of Gold Annual Appeal Campaign assets.

Your guide to our  
2022 Annual Appeal.



**ASB**

## Toolkit 3



## Toolkit campaign elements

**The following assets are available for you to download.**

Visit [heartofgold.org.nz/activate](https://heartofgold.org.nz/activate) then click on the resources button to take you to the assets.



## Appeal poster



# Show your heart of gold.

**Please support the  
St John Heart of Gold  
Annual Appeal.**



St John does not provide ambulance services in Wellington or Wairarapa regions.

**4 – 10  
April 2022**

**0800 ST JOHN  
[heartofgold.org.nz](https://heartofgold.org.nz)**

**Donate at any ASB branch**



## Appeal poster (Te Reo Māori)



# Show your heart of gold.

**Tautokona te kaupapa kōhi pūtea ā-tau a Hāto Hone e kīia nei ko Heart of Gold.**



Kāore a Hāto Hone e whakahaere ratonga waka tūrōro ki ngā rohe o Te Whanganui-a-Tara me Wairarapa.

**4 – 10  
Āperira 2022**

**0800 ST JOHN  
heartofgold.org.nz**

**Tukuna tō koha ki ngā  
whare pēke o ASB**



## Wellington & Wairarapa poster



**Show your heart of gold.**

Please support St John Heart of Gold Annual Appeal

**4 – 10 Āperira 2022**

0800 ST JOHN  
heartofgold.org.nz

Tukuna tō koha ki ngā  
whare pēke o ASB

**Tautokona te kaupapa kōhi  
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**St John** | **ASB**

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Kāore a Hāto Hone e whakahaere ratonga waka tūroto ki ngā rohe o Te Whanganui-a-Tara me Wairarapa.

Event poster



Show  
your heart  
of gold.



What's happening?

When?

Where?

Contact



## Event poster (Wellington & Wairarapa)



**Show  
your heart  
of gold.**



**What's happening?**

**When?**

**Where?**

**Contact**

## Kids school fun poster



**St John**  
Here for Life

## How will you show us your heart of gold?

**Join other schools in FUNdraising for St John**  
**4 – 10 April 2022**

### **Some FUNdraising ideas to get you started:**

- Cover a giant heart in gold coins
- Run a heart themed colouring competition
- Host a quiz around saving lives
- Hold a heart-shaped bake sale for a gold coin donation

Get involved and show your Heart of Gold

### **Email to register**

Enter email here

### **Send in your photos and stories to**

[heartofgold@stjohn.org.nz](mailto:heartofgold@stjohn.org.nz)



**ASB**



## Volunteer/collectors poster



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# Show your heart of gold.

**Please help your community by fundraising or volunteering during our Annual Appeal.**

**4 – 10 April 2022**

**Contact:**  
Joe Bloggs  
**Email:**  
[example@stjohn.org.nz](mailto:example@stjohn.org.nz)  
**Phone:**  
01123 4567



**St John** | **ASB**

St John does not provide ambulance services in Wellington or Wairarapa regions.

# Bunting

Instructions for printing on PDF



# Bunting (Te Reo Māori)


Instructions for printing on PDF



# Thermometer

Have a heart of gold.

Support the Heart of Gold Annual Appeal.



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St John  
Heart of Gold  
ANNUAL APPEAL

\$0

ASB



# Stickers

Use A4 Avery label stickers code L7159 24 labels sheet to print



## Donation box headers

(Wellington & Wairarapa)



**Show your heart of gold.**  
Please support the St John Heart of Gold Annual Appeal.

heartofgold.org.nz



**Show your heart of gold.**  
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heartofgold.org.nz



**Show your heart of gold.**  
Please support the St John Heart of Gold Annual Appeal.

heartofgold.org.nz



(Wellington & Wairarapa)




**Show your heart of gold.**  
Please support the St John Heart of Gold Annual Appeal.

heartofgold.org.nz



# Quiz template



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## St John quiz

When needing St John in an emergency, what number should you call?

☐ 111  
☐ 123  
☐ 321

What should you do first when there is external bleeding?

☐ Expose it to sunlight  
☐ Apply direct pressure to the bleeding wound  
☐ Raise the injured area

St John is a charity. True or False?

☐ True  
☐ False

How many compressions are recommended during CPR?

☐ 20  
☐ 30  
☐ 40

What colour are the St John paramedic uniforms?

☐ Black  
☐ Red  
☐ Green

What must you do when you hear a siren or see flashing lights from an ambulance?



☐ Speed up so you're not holding them up  
☐ Drive up onto the footpath  
☐ Slow down and pull over to allow them to pass. Stop if necessary

How many 111 emergency calls did St John receive in the past year?

☐ 381,958  
☐ 481,958  
☐ 581,958

Where did the Order of St John originate?

☐ Jerusalem  
☐ London  
☐ Beijing

**St John**  
Here for Life

## St John quiz – Answers

When needing St John in an emergency, what number should you call?

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## Thank you editable A4 certificate



**Thank you  
for supporting the  
Heart of Gold  
Annual Appeal 2022**

**Presented to**  
**Name here**

.....

Signature name here Title here  
Title here

DAY MONTH YEAR



**Tēnā koe  
i tō tautoko i te kaupapa  
kahi pūtea ā-tau o  
Heart of Gold 2022**

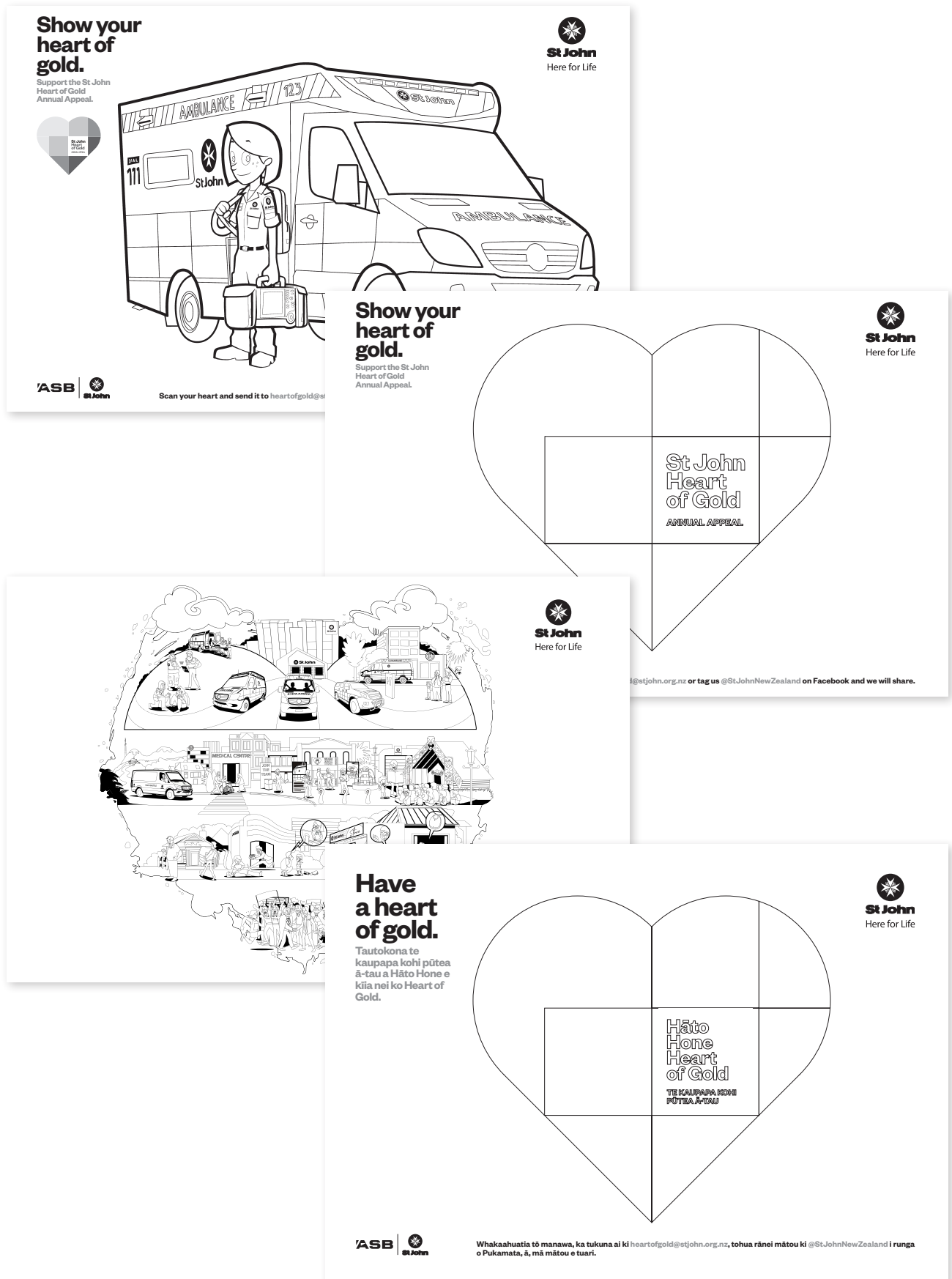
**He mea tuku ki a**  
**Name here**

.....

Signature name here Title here  
Title here

DAY MONTH YEAR

# Colouring in sheets



# Safe fundraising procedures

## Fundraising procedures to safely fundraise by the COVID traffic light system



### Green light

**At Green COVID-19 is contained. We all need to be ready in case COVID-19 reappears in our community.**

At Green, Street Collectors must stay at home if they are sick. Street Collectors should:

- Try to maintain at least one metre physical distance from people they don't know.
- Continue contact tracing. QR COVID-19 tracing posters will be available at each location.
- Have hand sanitiser available.

### Orange light

**At Orange COVID-19 is contained but the risk of community transmission remains. Street collections are permitted at Orange.**

Play it safe. Reduce the risk of COVID-19 transmission:

- Street Collectors with a cold or flu like symptoms must stay away.
- All volunteers and/or staff that are street collecting must be given a COVID-19 health and safety briefing before collecting. This will be arranged by your local street collection coordinator.
- No presentation material or collateral is to be given to members of the public. ASB QR GIV2 stickers to be given out only at Green.
- Please do not approach a member of the public who appears to be over 70 years of age.

#### Contact Tracing

- You must have and clearly display QR code posters and encourage the public to use them.
- Keep a schedule and contact tracing records at each location.
- Where practically possible, try and stay in the same pairs of collectors throughout the week to limit the potential risk of transferring the virus across more people (e.g. site managers, shop owners, staff, and members of the public that they interact with).



St John Annual Appeal safe fundraising procedures | Page 2

members of the public.

maintain a one-metre distance from each other.

to a two-metre gap with signage eg. stickers or masking  
a small table available to sit Eftpos machines and buckets

s per location. However at larger sites where there will be  
y to space each pair out.

gh into elbow, don't touch your face.

their own bottle of hand sanitiser (minimum 60% alcohol

visibly on their person or on a nearby stand or table.

d commonly touched surfaces to be regularly sterilised.  
lines.

#### Protective Equipment (PPE) Masks and Gloves

ors wear masks in situations where physical distancing is

### Red light

**Under Red all Street Collections are cancelled.**



ASB



## Boredom Buster sheets

### Let's play Spot the difference

Can you find all **16** differences between these ambulances?



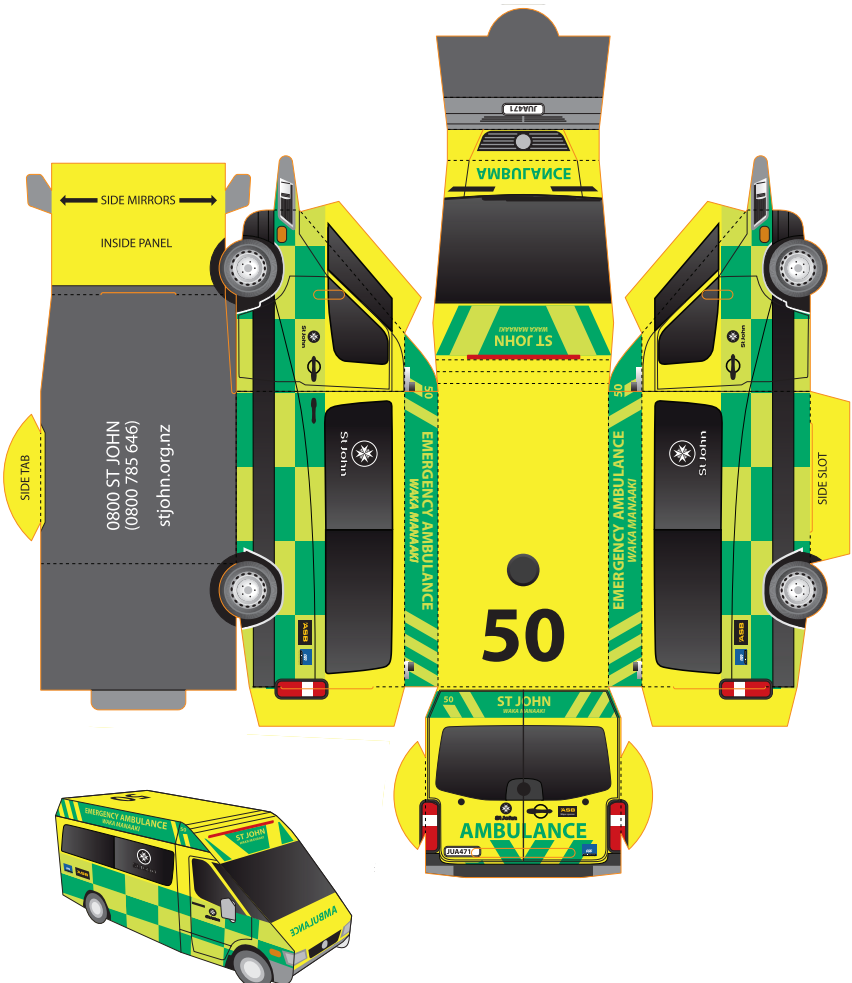
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### Have fun building Your own ambulance



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# ASB Cash deposit letter



ASB Bank Limited  
PO Box 35, Shortland Street  
Auckland 1140, New Zealand  
Telephone +64 9 377 8930  
Freephone 0800 803 804  
CX10087 Auckland DX Sort  
**asb.co.nz**

A member of the  
Commonwealth Bank  
of Australia Group

16 March 2021

## **Depositing Annual Appeal funds raised into your region's St John bank account.**

ASB is committed to meeting its obligations under the Anti-Money Laundering and Countering Financing of Terrorism Act 2009 (AML/CFT Act).

These obligations require ASB to adequately identify anyone making cash deposits through its branch network, including those individuals depositing funds raised for the St John Annual Appeal into your region's St John New Zealand's ASB bank account.

Please ensure you take a form of photo ID (e.g., New Zealand Passport, New Zealand Driver's License) with you when depositing any funds collected for the St John Annual Appeal/Annual Street Collection.

## **AML process for in-branch deposit of Annual Appeal funds:**

- Put all funds raised in a standard ASB deposit bag.

*Note: ASB is no longer supplying charity deposit bags so get in early to get your standard deposit bags from your local ASB branch. Please keep a record of the banking bag numbers for reference.*

- Drop the deposit bag to the ASB branch staff at the counter. You will be required to provide one form of photo ID to complete the transaction.

If you have any queries or concerns, please contact Maggie Butler, St John National Partnerships Manager +64 (9) 526 0528 x 8528 or [maggie.butler@stjohn.org.nz](mailto:maggie.butler@stjohn.org.nz).

Yours sincerely,  
The ASB team



## We're here to help.

Have questions? Need more support? Feel free to contact us at one of our local headquarters – we're happy to help!

### St John Northern Region Headquarters

Private Bag 14902  
Panmure  
Auckland 1741  
Tel: 09 526 0527 ext 8476  
[northernregionfundraising@stjohn.org.nz](mailto:northernregionfundraising@stjohn.org.nz)

### St John Central Region Headquarters

Private Bag 3215  
Hamilton 3240  
Tel: 07 847 2849 ext 7801  
[central.fundraising@stjohn.org.nz](mailto:central.fundraising@stjohn.org.nz)

### St John South Island Region Headquarters

PO Box 1443  
Christchurch 8011  
Tel: 03 353 7110 ext 3332  
[southisland.fundraising@stjohn.org.nz](mailto:southisland.fundraising@stjohn.org.nz)

[stjohn.org.nz](http://stjohn.org.nz) | 0800 ST JOHN (0800 785 646)

## **Toolkits available:**

Toolkit 1: Creating a fundraising event

Toolkit 2: Street Collections 101

### **Toolkit 3: Campaign assets**

Toolkit 4: What we're fundraising for and where the money goes

Toolkit 5: Schools Fundraising Toolkit

