



St John

Here for Life



St John Heart of Gold Annual Appeal

What we're fundraising for and where the money goes.

Your guide to our
2022 Annual Appeal.

Toolkit 4



ASB

This year, we're asking kiwis to have a 'Heart of Gold'.

Our Annual Appeal captures the spirit of what St John is all about – having a heart, helping people in need and contributing to our many communities.

We want to reach out to all New Zealanders and bring people together in support of St John, so that we can continue to be there when we're needed. It's a heartfelt mission that we are truly passionate about, and we look forward to having a positive message that motivates people to support us on the journey!

Golden tip:

Enjoy yourself

Choose a **fun** fundraising activity that you will enjoy. If you're having a great time, the people around you are more likely to donate.

What you help us to do.



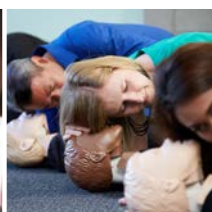
73,644
Health Shuttle
trips



People received regular
phone calls from
703
Caring Callers



398,031
emergency incidents attended by
St John in the year 2020/2021



488,073
patients treated or transported
by ambulance officers

Why we need you on board.

It's simple – we need *your* support so that we can continue to offer our support. People recognise us for our ambulance service, which treats and transports over 488,073 people every year, but your contribution allows us to provide so much more.

It's your 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.

It's your contribution that allows us to fuel 73,644 Health Shuttle trips, provide 772 volunteers who comfort friends and family in hospitals and enable people to receive regular phone calls from 703 Caring Callers.

We are a charity, and the important work we do is only made possible with your support which we are extremely grateful for – thank you!

Your toolkits.

Every contribution you make counts, from small gestures to big ones. We've put together five Toolkits to make it easier for you to show us your 'heart of gold'. Inside them you'll find plenty of ideas and tips to help you prepare for your event. If you have any questions please don't hesitate to contact your local Fundraising Team (see page 5 for contact details).

Thank you for choosing to make a difference!

What you help us to do:

3,394 Events serviced

398,031 Emergency incidents attended

488,073 Patients treated or transported by ambulance officers

703 Caring Caller volunteers who volunteer their time to call clients

73,644 Health Shuttle trips – taking people to medical appointments who, without St John, may not be able to get there

5,125 Youth members (Penguins & Cadets, under the age of 18) who have developed first aid, healthcare, leadership and life skills

581,958 111 emergency calls for an ambulance

100,275 People trained in first aid

148,484 Children who participated in the ASB St John in Schools programme

(1 July 2020 – 30 June 2021)

Arranging payment of your Donations.

There are various ways to transfer your donations to St John. Contact your local St John Fundraising Team for their bank account details for any electronic transfers.

ASB is required to adequately identify anyone making cash deposits through its branch network. Please ensure you take 2 forms of ID with you when depositing cash.

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.

Northern Region

If you live in the North Island (north of the Bombay Hills, Hauraki and Coromandel) please send your donation form and fundraising tracking form to:

St John
Attn: Fundraising Co-ordinator
Private Bag 14902
Panmure
Auckland

Alternatively, if you would like to make an electronic transfer, or deposit the funds at an ASB Branch, please contact Jo Eve on **09 526 0527** ext **9803** or email **northernregionfundraising@stjohn.org.nz** for more details. Along with our bank account number you will require your Donor ID and a reference to deposit the funds. This will help us track your donation.

Central Region

If you live in the North Island (between Wellington and Auckland – excluding Hauraki and Coromandel) please send your donation form and fundraising tracking form to:

St John
Attn: Fundraising Co-ordinator
Private Bag 3215
Frankton
Hamilton 3240

Alternatively, if you would like to make an electronic transfer, or deposit the funds at an ASB Branch, please call the Fundraising Team on **07 847 2849** ext **7801** or email **central.fundraising@stjohn.org.nz** for more details. Along with our bank account number you will require your Donor ID and a reference to deposit the funds. This will help us track your donation.

South Island

If you live in the South Island, please send your donation form and fundraising tracking form to:

St John
Attn: Fundraising Co-ordinator
PO Box 1443
Christchurch 8140

Alternatively, if you would like to make an electronic transfer, or deposit the funds at an ASB Branch, please call the Fundraising Team on **03 353 7110** ext **3332** or email **southisland.fundraising@stjohn.org.nz** for more details. Along with our bank account number you will require your Donor ID and a reference to deposit the funds. This will help us track your donation.

Funds must be given to St John within two weeks of completing your FUNdraising activity.

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 **heartofgold@stjohn.org.nz**.

Are you fundraising:

- As an individual
- On behalf of an organisation / name: _____
- On behalf of a club / name: _____

Your name: _____

Your group/business or school name: _____

Address: _____

City and postcode: _____

Daytime phone: _____ Alternate phone: _____

Email address: _____

Description of fundraising activity (you may attach another page if you need more space):

- Yes! Share our fundraising success with the St John website. St John has permission to use our story, quotes, details of our fundraising activities and photographs to inspire other volunteers to help raise funds in their community.
- Please attach the Fundraising tracking form, so we can send individual donors receipts.

Cash	\$	Total Amount Raised	\$
		Date banked	___/___/_____

If you would like to make your donation electronically, please contact your local office (details on page page 4) so that we can provide you with the correct banking details and what is required in the 'particulars' field.

Fundraising tracking form.

First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____

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 4. Donations made online will receive an instant tax receipt via email.

Fundraising tracking form.

First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____

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 4. Donations made online will receive an instant tax receipt via email.

Fundraising tracking form.

First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____

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 4. Donations made online will receive an instant tax receipt via email.

Fundraising tracking form.

First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____

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 4. Donations made online will receive an instant tax receipt via email.

Fundraising tracking form.

First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____

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 4. Donations made online will receive an instant tax receipt via email.



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

St John Central Region Headquarters

Private Bag 3215
Hamilton 3240
Tel: 07 847 2849 ext 7801
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

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

