



AIR AMBULANCE CHARITY
KENT SURREY SUSSEX



Fundraise with KSS

Why fundraising matters

Every year, thousands of people across Kent, Surrey and Sussex face life-threatening medical emergencies. It can happen anywhere: at school, at home, or out in the community. When it does, KSS is there 24/7, 365 days a year, flying specialist doctors and paramedics to the scene.

We hope you never need us, but by fundraising you're helping to keep your local air ambulance flying and giving people their best chance of survival.

Meet Ruby

Community Fundraiser, Sussex

"I work with schools, clubs and community groups to help them raise money for KSS. I love finding fun and creative ways to bring people together to support their local air ambulance charity. One of my favourite projects was helping paramedic students run a 24-hour CPR marathon, which raised over £5k and even gained media attention!

Fundraising is about teamwork. Every cake sale, every raffle ticket, every splash of red really does help us save lives. One of the things I love most about my job is seeing the creativity and passion that people bring to their fundraising. Everyone has their own reason for supporting KSS, and my role is to listen, encourage and help them achieve their goals. Together we turn those ideas into something amazing that makes a real difference in our communities."

Ruby's advice

"Be bold and have fun with your ideas. Fundraising is about bringing people together, so think big, get creative and enjoy it. Every effort you make, no matter how small, helps us save lives when every second counts."



Name: Ruby

Job title: Community Fundraiser, Sussex

Key skills: Creativity, confidence, teamwork, organisation, passion



Mission for all

Wear Red Instead or hold an event for KSS



By adding a splash of red to your unit meeting, you'll be showing pride in your local air ambulance and raising vital funds. You can make your event as big or as small as you like. Why not invite parents, friends, or even your wider community?

What you need to do

Step 1 - Get the basics sorted

1. Pick a date, time and venue
2. Decide if you'll ask for a contribution to attend or ask for donations
3. Set a dress code: Wear Red! (Perhaps wear red-hued bows or red socks)
4. Plan fun activities such as:
 - Games and a raffle (Pin the blade on the helicopter, cake sprinkling, etc.)
 - Bake sale and refreshments



Step 2 - Spread the word

Design invitations and posters that are colourful and clear with all the important details.

Places to promote your event:

- School or community noticeboards
- Social media (always ask for parental permission first)
- Local shops and cafés
- Parish newsletters

Step 3 - Get your venue ready

Decorate with balloons, bunting and red tablecloths. Set up donation boxes and display information about KSS so everyone knows why you're fundraising.

If you'd like any fundraising materials to support your event we'd love to help - email us at community@aakss.org.uk

Step 4 - Celebrate your success

Well done, you've raised money and awareness for KSS! You've helped keep your local air ambulance flying. Your next steps are:

- Pay in your fundraising: aakss.org.uk/paying-in-fundraising
- Share your story with us at community@aakss.org.uk for a chance to be featured in our Mission Update e-newsletter or on our website.

Top tips



- Add a personal touch to your event - bake your own cakes or create homemade prizes for the raffle. Little touches like these make your fundraising feel extra special.
- Make your posters eye-catching with bright colours and bold lettering.
- Take photos to capture your event.
- Make sure games and cakes are ready.
- Have someone on the door to welcome guests and collect donations.



Shout about your success

Want to take your fundraising further?

Sharing your story helps inspire even more people to support KSS and Girlguiding.

You could:

- Invite a community leader to your event or plan something bigger like a sponsored walk.
- Write a press release about your event. We've created a template to help you which you can download here - aakss.org.uk/girlguide-press-template
- Send it to your local parish newsletter.
- Share it on your unit's social media or a local Facebook group (with permission).
- Send your story to our marketing and communications team, you might even feature in KSS's own posts or emails!



Top tip

Think about what makes your event special - was it the decorations, a fun game, or someone's amazing effort? That's your 'hook' for a great story.

Need any help with your fundraising?

Take a look at our fundraising guide (aakss.org.uk/fundraising-guide) for more suggestions or email us at community@aakss.org.uk and our team will be on hand to support your group.



**Your fundraising
helps save lives when
every second counts.**