



# St John Fundraising Toolkit

**NZ Women's Methodist Fellowship**



**St John**  
Here for Life

# Thank you for choosing to make a difference!

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.

## Your Toolkit

This fundraising toolkit has been designed and produced to help you best manage your fundraising opportunities by outlining the basic framework around fundraising in your community. With clear guidelines and a range of ideas, to help your efforts and events to be successful.

Every contribution you make counts, from small gestures to big ones. We've put together this toolkit to make it easier for you to show us your 'heart of gold'. Inside 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 the team: [northernregionfundraising@stjohn.org.nz](mailto:northernregionfundraising@stjohn.org.nz) or call **0800 (STJOHN)**

### What you help us to do:

**6,133**

Events serviced

**976**

Caring Caller volunteers who volunteer their time to call clients

**110,560**

Children who participated in the ASB St John in Schools programme

**382,325**

Emergency incidents attended

**71,780**

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

**437,978**

Patients treated and/or transported by ambulance officers

**6,312**

Youth members

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

**482,002**

111 emergency calls for an ambulance

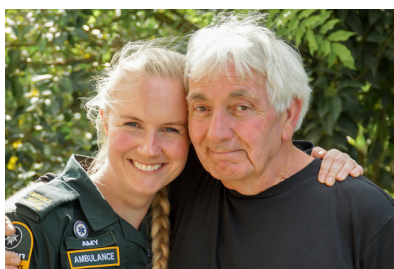
**76,844**

People trained in first aid





# Meet the people you are helping



## Amy & George

On one crisp and early Saturday morning, just as St John volunteer ambulance officer and first aid tutor, Amy clocked in, she was called to a job, which unknowingly, would change her life. This was a call-out to attend a 62-year-old male who had a medical event while driving on a rural road, north of Auckland. On arrival, George was clinically dead, after going into cardiac arrest. His car had ploughed off the road, through a fence into a paddock on the outskirts of Kaukapakapa – narrowly missing a power pole.

Early intervention with CPR combined with defibrillation, can increase a person's chances of surviving a cardiac arrest by more than 50 percent. George was lucky that bystanders who had witnessed the accident knew CPR and had been performing it until the moment the ambulance crew arrived. Once on the scene, Amy grabbed the defibrillator housed on the ambulance, and applied it successfully. Once his heartbeat was strong enough, George was airlifted to Auckland Hospital by the Auckland Rescue Helicopter Trust.

The event resonated with Amy, who describes in her own words, "I've been to a number of cardiac arrests in my career as an ambulance officer but this one was different because it hit a personal note for me. George had a sudden primary cardiac arrest on the side of a country road. My dad also died on the side of a country road when

I was a kid. My dad never returned home but knowing George is still alive and living his life to the full, makes me so happy and has contributed to my own healing. I am now more passionate than ever to educate people on how to perform CPR effectively, because on that day the bystanders were amazing and played a big part in George's survival. George got to return home to his family when some patients aren't as fortunate, making this particular job one I hold close to my heart."

The two were reunited after George's recovery in hospital and they instantly had rapport and to this day remain close friends. They hope by sharing this story it will help others to understand the importance of first aid training, early bystander CPR and defibrillation.



## Libby & Karen

"Dear Ambulance,

My name is Libby. I live in Whangarei and I like horse riding, reading, writing and video games. I had to call the ambulance for my mum this is what happened.

I was sleeping and I heard my mum make a weird sound. I realised that's the sound she made before her previous seizures, so I jumped out of bed grabbed my phone

and ran into her room. I timed her seizure and crawled to her phone (it was in front of her and she was moving her arms). I called the ambulance from her phone and explained what was happening. I was scared and worried.

The 111 operator was nice and helpful. I became a bit less scared as the ambulance arrived. My cat seemed upset too, so I hugged her till the first responders arrived. They were nice and made me feel a bit less scared."

– **Libby**, 10-year-old brave 111 Caller

"I don't remember much from the morning my daughter called 111. I remember opening my eyes to see St John First Responders standing over me and my 10 year old daughter looking very worried behind them.

One of the main things I remember is the extreme kindness of the

First Responders. The care they showed both myself and my daughter was amazing. They were kind, understanding, respectful, and re-assured my very worried daughter that I was okay.

As only myself and my daughter were at home, they also took very good care of her while they were taking me to hospital. My daughter has said that she was terrified because of my medical incident and the First Responders made her feel "a lot less scared". For that I am incredibly grateful and can't thank them enough.

Our experience with my recent medical incidents has really highlighted the importance of children knowing to call 111 in an emergency and knowing what vital information to provide."

– **Karen**, a hard-working Mum who was struck down twice with unprecedented seizures

# Fundraising tips

## Be creative, but keep things simple and fun

Keep it simple! Choose an idea that is simple and enjoyable. Laugh, smile, have fun and you be surprised at how many people will help our cause.

## Set a target!

Those who have a set target are more likely to exceed it than those who do not aim for a set number. Break your target up into chunks, each chunk will represent a different element of your fundraising project for example:

- \$200 from a bake-sale
- \$500 from BBQ party
- \$300 from auctioning off electronics or tickets!

That's already \$1,000!

## Plan

Discuss your fundraising ideas with your close friends so you involve others. Make it fun and plan dates

for your activities. Put together a month by month plan that lists fundraising ideas and goals.

Contact us or visit the St John website for fundraising ideas.

## Make it personal

Share a story of how St John has helped you, your friends or your family. People want to support someone who has a compelling story behind their fundraising! And we want to know why St John inspired you to help!

## Think of everyone you may know, such as friends, family, and work colleagues

Send an email to everyone – Add an email footer with graphics to your email account.

Remember to thank your supporters publicly through social media to encourage others to help.

Create posters for your workplace, club, gym or wherever you have

a connection and think it will get noticed.

## Helpful pricepoints

Make the donations tangible for your donors:

### \$400 – Nebulizers & mask

- Nebulizers & masks are commonly used for the treatment of asthma, cystic fibrosis. They help deliver medication through a mask that patient breath in.

### \$1,000 – First Responders Uniform

- First Responders wear uniforms so that they are easily identified by those who need their help. They also wear safety boots that protect their feet.

### \$3,500 – First Response Pack

- A vital pack that has everything a First Responder needs and can be carried on their back.

To find out more about the work of St John visit [stjohn.org.nz](http://stjohn.org.nz)





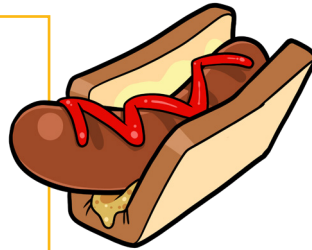
# Fundraising event ideas

**Get your friends, family and local community involved with your fundraising. These ideas, from the super simple to the downright dare-devil, are brilliant ways to raise money.**

Remember to make sure all your fundraising is safe, legal and fun! If you're in doubt or have any questions at all, please get in touch with us – we're happy to help.

## BBQ wars

Settle the debate on who's cooks the best sausages on the barbie. Set-up two BBQ stations for an open-day where attendees pay a gold coin to eat lunch. Whoever makes the most money at the end of your event wins the Best BBQ Title!



## Offer a service

You could help people with car washing, dog walking, spring cleaning or baby sitting and ask for donations in return.

## Baby photo contest

Have church leaders and staff display their baby pictures around the premise and ask voters to pay a gold coin toward their pick of the cutest child.

## Buy a personal messages in school newsletter

Families may want to acknowledge a birthday. Students may want to put in a funny photo of their favourite teacher.

## Mufti-day

Everyone knows how to get behind a good mufti-day, bring a gold coin and a fun attitude to one of your services! A few themed ideas could include: Gold and Green; Paramedics and Patients; Hearts and Fluro.



## Treasure chest

Fill a chest (or a box) with donated prizes and auction the keys to open the chest.

## Carwash

A few buckets, sponges, some eco-friendly dish detergent, soft towels, water and lots of elbow grease is all it takes! Prices can range from \$5 – \$10. Two adult volunteers per car and a small army of eager students is the rule of thumb.

## Boycott your birthday

Rather than asking for presents for your birthday or anniversary celebrations, ask for donations instead.

## Pancake breakfast

Cook a bunch of pancakes and provide some different toppings; berries, maple syrup, sugar and lemon or even whipped cream! Charge \$5 for all you can eat, watch the donations stack up!

## Hold a plant sale

A plant sale is easy to organise and a great excuse for keen gardeners to get together and raise money for charity.



## Church Sleepover

Working with a team of volunteers, host a sleepover. Plan fun activities, games or a movie for the kids to enjoy. Provide snacks and breakfast in the morning. Charge a specific amount, and anything above the costs can go towards your donation.

## Use your skill

Are you a hairdresser, manicurist, plumber, or a farmer? Use your skills and charge people as a way of gaining donations.

## Raffle

There are plenty of raffle ideas to choose from! for example you could hold a "50/50 Raffle" where 50% of the proceeds from ticket sales go towards your charity, the other half goes to the winner Or why not a "Restaurant Raffle" approach a local restaurant and offer a dinner for two for the winning ticket holder!

# 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 480,411 people every year!

From January – October 2018 **14,295** children under six years old were visited by a St John Ambulance.

Children require specialist equipment and care. Having the support from fundraisers helps us secure the future for our Tamariki and save lives!



\*Rounded averages taken from January – October 2018

# Not just the Ambulance Service.

**... 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 77,286 Health Shuttle trips, provide 830 volunteers who comfort friends and family in hospitals and enable people to receive regular phone calls from 805 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!

## Benefits at a glance

**6,104**

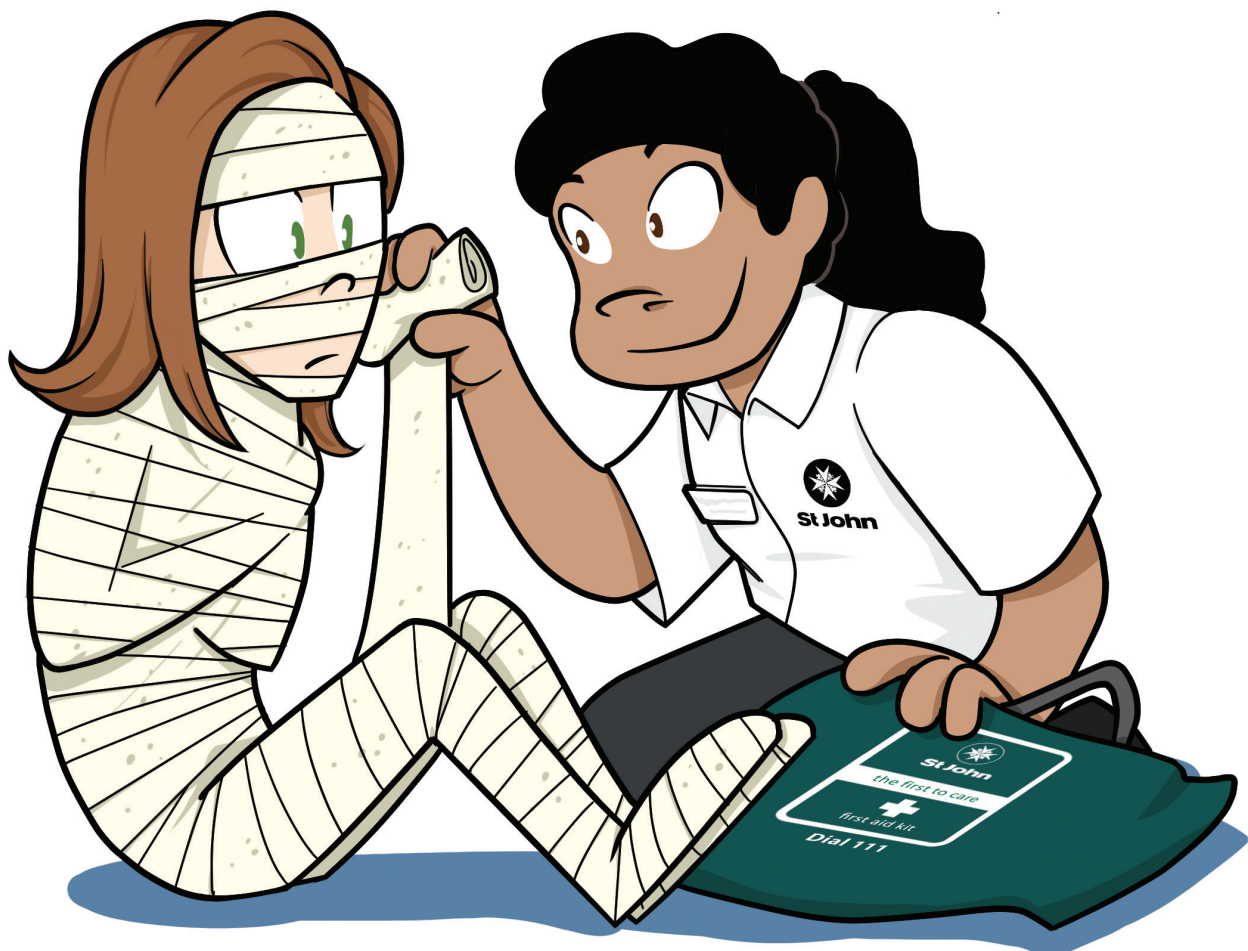
Youth members (Penguins & Cadets under the age of 18) who have developed first aid, healthcare, leadership and life skills.

**80,262**

People trained in First Aid.

**130,860**

Children who participated in ASB St John in Schools programme.



## Keeping it safe and legal.

If you're thinking about hosting a sausage sizzle, raffle or street stall you may need a council permit to do so. Your local St John fundraising team can help you through this process – simply get in touch with them for advice.

For additional guidelines on how to ensure your fundraising event or activity is safe, legal and fun please download our Keeping it safe and legal PDF at [heartofgold.org.nz/activate](https://heartofgold.org.nz/activate) and then click resources.

### Using the St John logo

Please be aware that the St John logo is trademarked.

Naturally we're happy for you to use it to help your efforts, however you will need our approval to do so. Please contact your local St John fundraising team and they will be able to explain how and where you can use it or download our Logo Guidelines PDF at [heartofgold.org.nz/activate](https://heartofgold.org.nz/activate) and then click resources.

## Thanks all round!

"Thank you" is such a key part of the fundraising process. First of all, we want to thank YOU for fundraising for St John. We also ask that you remember to thank everyone who helps you and contributes to your efforts. Whether they donate time, resources, or money, let them know you appreciate it!





# From the St John First Aid Library

## Sprains, Strains & Bruises

Injuries that involve body tissues apart from bone are generally classified as soft tissue injuries. Sprains, strains and bruises are all soft tissue injuries, although the cause and tissues involved in each injury are different.

- A **sprain** is an injury that involves the ligaments and other soft tissues around a joint, such as an ankle or wrist.
- A **strain** occurs away from a joint and involves a torn or overstretched muscle or tendon, commonly in the calf, thigh or lower back.
- A **bruise** is a soft tissue injury that involves the skin and nearby tissues following a blow or other forces that break a blood vessel close to the surface of the body. Bruising may be seen with either a sprain or strain.

### Symptoms and signs – Not all may be present

- Pain at the site of the injury, often severe with a sprain or strain.
- Loss of power in the injured area, especially with a sprained joint.
- Swelling of injured area.

### How you can help

Apply '**RICE**': Rest, Ice, Compression, Elevation.

#### 1. Assist the patient to rest in a comfortable position.

- Assist the patient into the position of greatest comfort, generally sitting with support or lying down.
- Rest for up to 24 hours is helpful but gentle movement of the affected joint should be encouraged after that time.

#### 2. Apply ice for significant pain.

- An ice pack will help to reduce pain. It can be applied for 10 to 20 minutes at a time and can be repeated once if pain persists.
- To get the best effect from the ice and to avoid burning the skin, always wrap an ice pack in a damp cloth before applying it. Avoid prolonged or direct application of ice.

#### 3. Consider applying a compressing bandage. Use a good quality crepe roller bandage on an injured limb.

- Ensure that firm and even pressure is applied to the injured part without slowing the circulation of blood to the fingers or toes of the affected limb.
- If the bandage increases the pain, **DO NOT** persist with it. A compressing bandage is not always necessary. However, it may be useful if there is visible bruising.

#### 4. Keep the injured area elevated and at rest and arrange for medical advice.

- Ensure rest with elevation of the injured area for the first 24 to 48 hours.
- Use simple pain relief such as paracetamol during the first 24 to 48 hours, following directions on the package.
- Patients who have significant loss of function or severe pain should be seen by a doctor or physiotherapist. All patients should be advised to see a doctor or physiotherapist if their symptoms are not improving within two days, or earlier if worsening.

If the patient is in severe pain, or unable to be assisted to a car for transport – **call 111** for an ambulance.

If the injury involves the lower back or neck, an ambulance is the best form of transport to avoid risk of further injury and stress.

For more information about First Aid visit [stjohn.org.nz/First-Aid](http://stjohn.org.nz/First-Aid) or call **0800 STJOHN (0800 785 646)**



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**St John**

Here for Life

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