

Supporter's Guidebook



“We could not do the long hours and the hard work if it was not for the support we get from the public”

WMSAR Trustee,
Howard Painter

Thank you for choosing to support WMSAR.

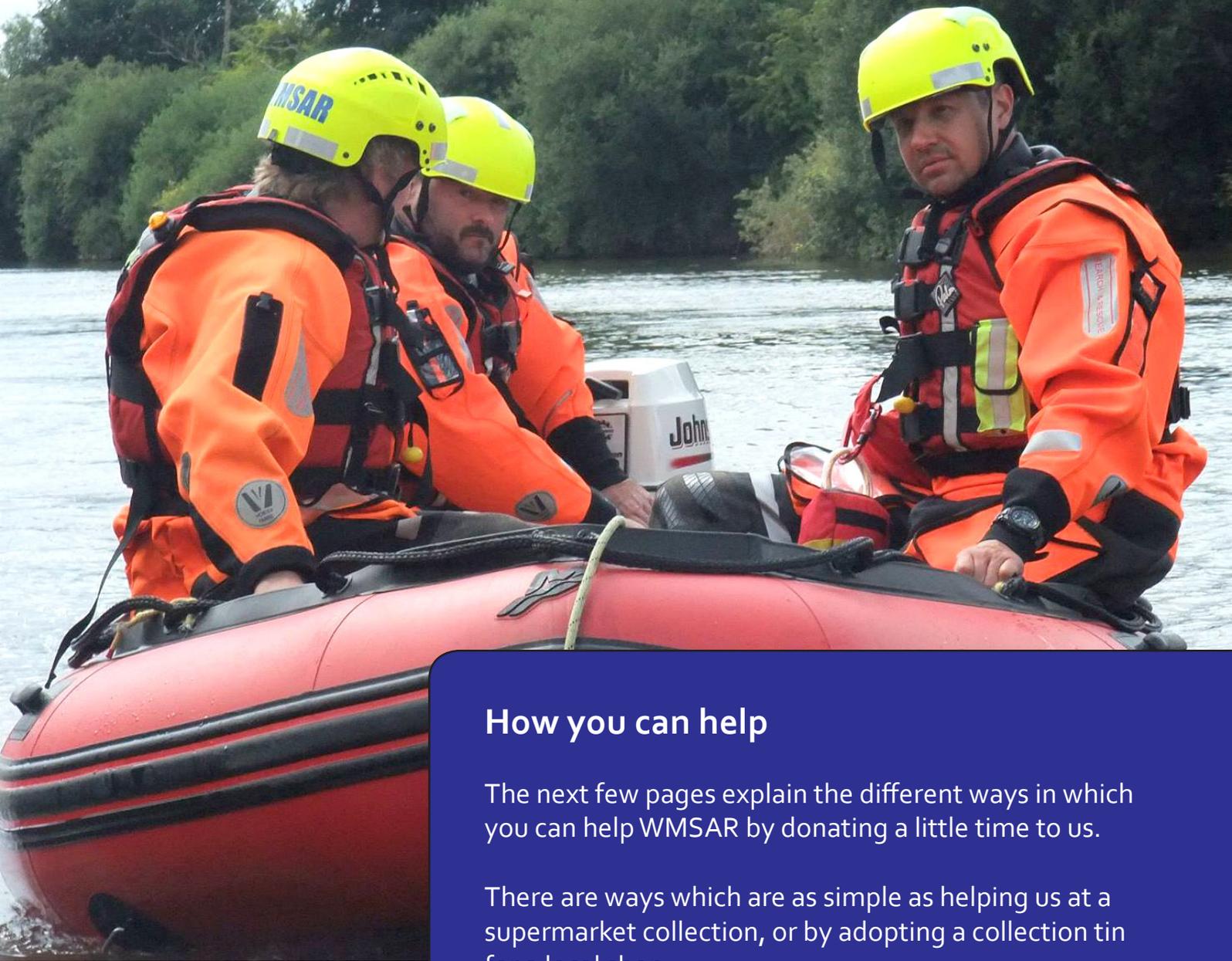
We are a charity which saves lives across Shropshire, Herefordshire and Worcestershire by providing highly-trained volunteers to respond 24-hours a day to missing person searches, floods and river searches.

Your support is essential to help provide funds for our insurance (£4,000 a year), fuel (£5,000 a year), maintenance, replacement rescue equipment and ongoing training for our team.

We don't get any government funding, and all of our Operational Team give their time, fuel and personal equipment costs for free.

We have created the AFT SUPPORT group as a way of getting information to our supporters in a simple, direct manner so that they can help us with fundraising.





“Most people don’t realise that it costs us £400 just to buy a drysuit for one of our water rescue team members, and that can be a full day’s fundraising for the team.”

Swiftwater Rescue
Technician,
Alex Bodza

How you can help

The next few pages explain the different ways in which you can help WMSAR by donating a little time to us.

There are ways which are as simple as helping us at a supermarket collection, or by adopting a collection tin for a local shop.

And if you are considering organising your own event, or participating in a sponsored event, then we have all the tools you need to get up and running.

But whichever method you prefer to participate in, know that by giving your time it will make a big difference to the charity, and provide a boost for our rescue team to know that you stand behind them.



Sign Up to Support

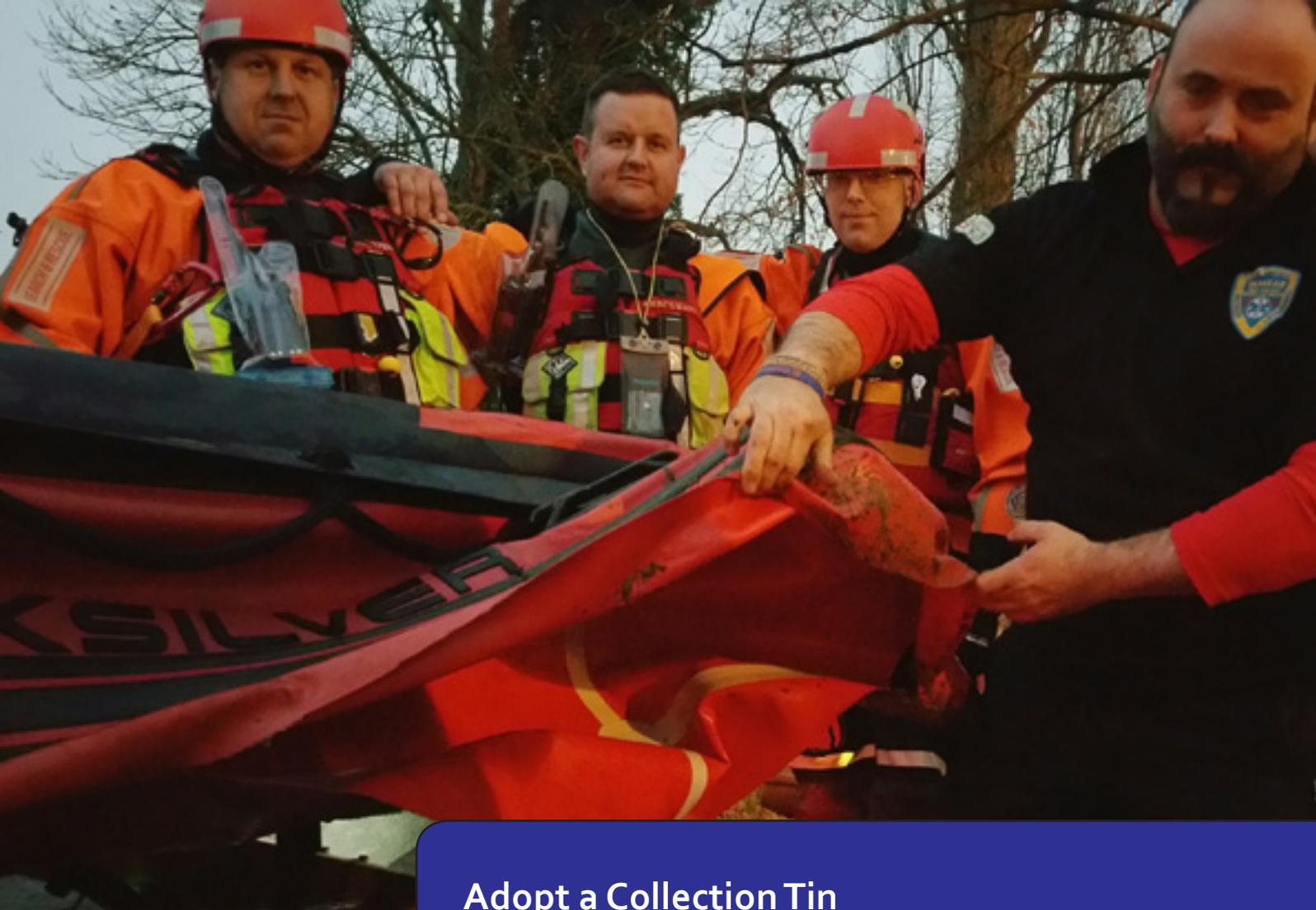
If you would like to help the team by supporting us at a fundraising day, we have a special information group called the AFT (Area Fundraising Teams). The AFT group represents the support that the Operational Members of the charity need to perform rescues.

You can sign up to the AFT group online:
<http://wmsar.org.uk/supporters-group>

or by emailing:
aftsupport@wmsar.org.uk

Once you have registered, we will send you an email or phone you when we have a fundraising event in your area, to see if you can help.





“When the team lost one of its boats to damage, it was the swift generosity of the public that got us back on the water to keep searching so soon.”

Assets Manager,
Richard Rollinson

Adopt a Collection Tin

One of the most effective ways for the charity to fundraise and create awareness is through the use of static collection tins in shops, bars, petrol stations and venues.

If you think you could manage a collection tin in a local venue, register with our AFT Support team, and we will talk with you about how best to approach and manage your tin.

You can sign up to the AFT group online:
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or by emailing:
aftsupport@wmsar.org.uk



Get Sponsored

Small charities typically lose out to large ones when it comes to sponsored events like fun-runs, cake sales, readathons and coffee mornings.

So we have created both an online and a paper sponsorship pack which you can use to support WMSAR, and gather donations from friends, colleagues and neighbours.

If you are thinking of participating in a sponsored event, please consider a local charity like WMSAR, where your sponsorship will make a really big difference.

Online Sponsorship

Go to www.givey.com

Click the 'Login' button, on the left and choose the 'Create Account' option

Enter your Email address and name, or use your facebook or twitter account.

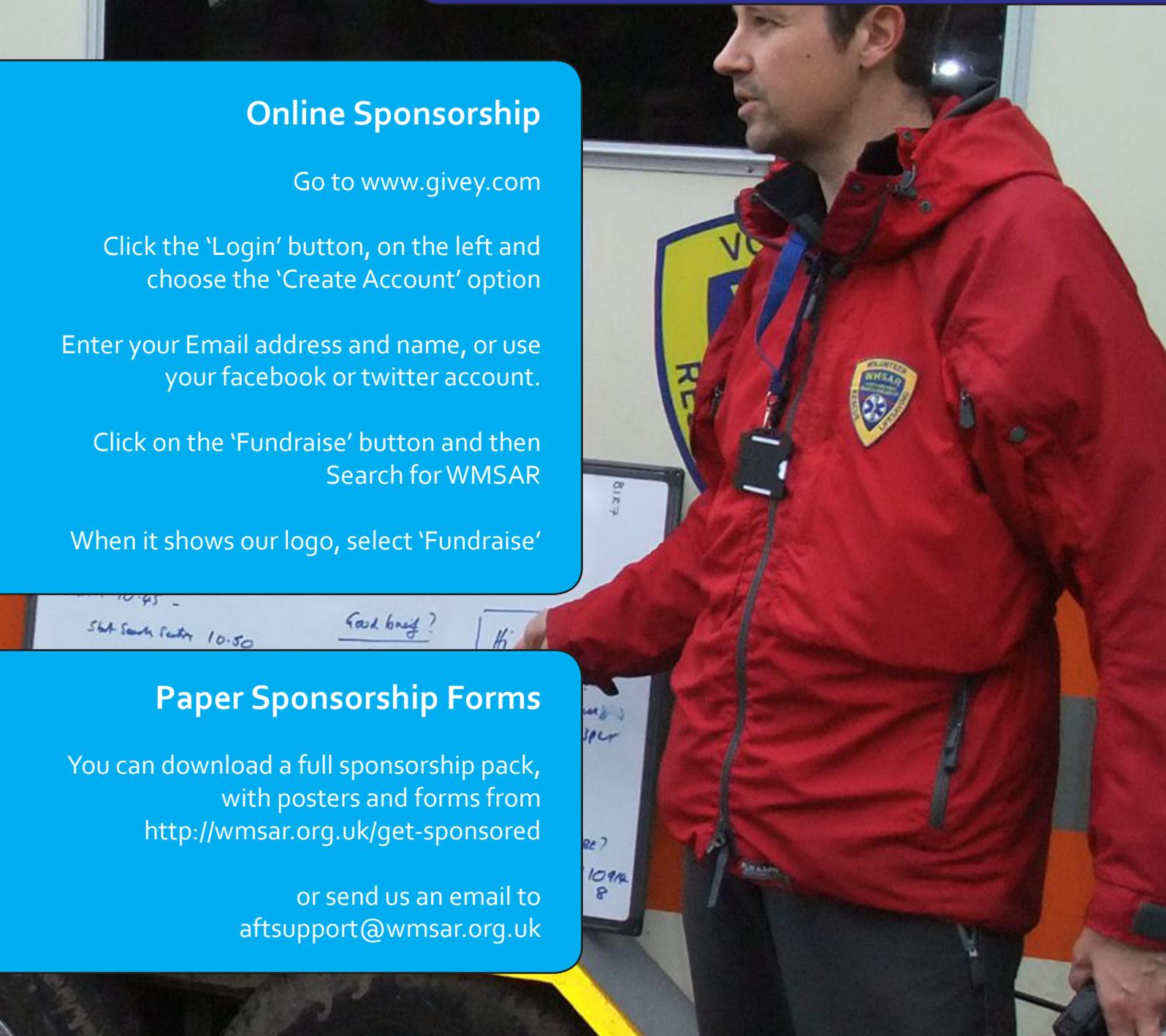
Click on the 'Fundraise' button and then Search for WMSAR

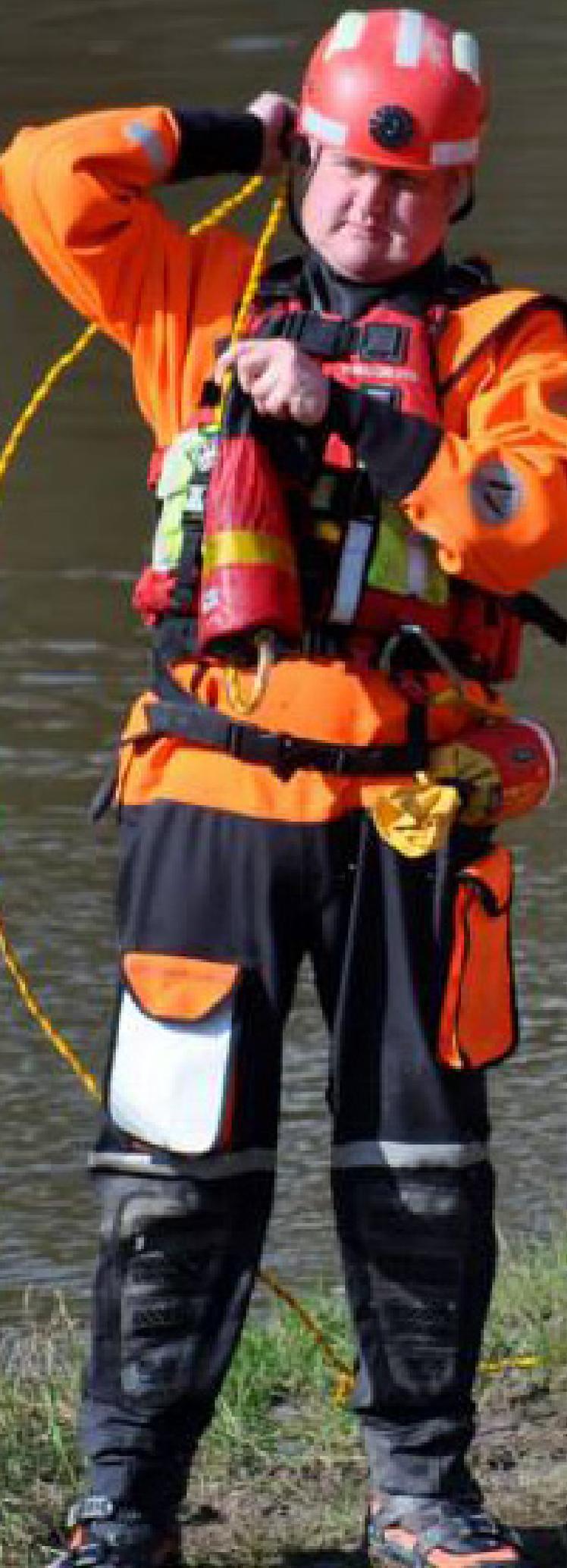
When it shows our logo, select 'Fundraise'

Paper Sponsorship Forms

You can download a full sponsorship pack, with posters and forms from <http://wmsar.org.uk/get-sponsored>

or send us an email to aftsupport@wmsar.org.uk





Fundraising Ideas

A - Arts and crafts fair with your local social groups, with a share of profits to WMSAR

B - Bring and Buy sale at your local hall to help clear that attic

C - Cake sale - one of our favourites!

D - Dress down friday at work in aid of WMSAR. Maybe all wear red!

E - Egg painting competition with your local school - sell the eggs to raise donations

F - Fun Run for WMSAR, or even do more of a challenge like a half-marathon

G - Give it up. Whatever your vice is, motivate yourself for charity

H - Hair for a day. Wear your hair in a crazy style for a day.

I - Indoor games. Can you organise skittles or card games with donations to WMSAR

J - Jigsaw race with your friends

K - Karaoke evening with bids to get you on (or off!) stage

L - Litter Picking with sponsorship from your friends as you clear up your area.

M - Matched giving. Many companies will match what employees earn for charity - it's worth asking

N - Night off. Stay in instead of going out and donate half of what you would have spent to WMSAR.

O - Odd jobs. Earn a few pennies by offering to do small jobs around friends' houses for them

P - Pin the tail on the donkey. A classic game which you can hold at any function and raise some funds.

Q - Quiet! Can you do a sponsored silence at work, home or school?

R - Readathon. Get sponsored to read as many books as possible in a week

S - Swish. Organise a clothes-swapping event to get rid of all those things that don't fit or you don't wear

T - Twenty-four hour fasting. Not food for a day in return for sponsorship

U - Uniform-free day at school or work to raise funds for WMSAR

V - Vacuum. Get sponsored to clean friends houses for them one day

W - Walkies. Take a friend's dog out for a walk

XYZ - We'll leave these for you to be creative and see what you can do.



Success Stories

Graham did a presentation on the work that WMSAR does to his company directors, and they decided to donate £800 to WMSAR.



Teresa was sponsored in the Long Mynd Hike - 50 Miles!



Customers at Go Outdoors in Kidderminster got to try out our climbing lessons



Sainsbury's Bridgnorth chose us as charity of the year in 2014



What it costs the team

Drysuit - £400

Helmet - £65

Life Vest - £130

Boots - £45

Gloves - £10

Safety Knife - £15

Safety Rope - £20

Training Course - £450

Boat - £1500

Engine - £2000

Fuel - £100 per month

Waterproof Jacket - £90

Hi-Viz Jacket - £15

Torch - £50

Radio - £320

Pager - £4 per month

Insurance - £4000 per year



You can sign up to the AFT group online:
<http://wmsar.org.uk/supporters-group>

or by emailing:
aftsupport@wmsar.org.uk

Any funds raised by sponsorship can be paid via cheque to
West Midlands Search & Rescue
c/o 2nd Floor, RCF Bolt & Nut, Park Lane East, Tipton, West
Midlands DY4 8RF

Or online via www.givey.com/wmsar