



EVERYDAY HEROES
EVERY DAY™

SUPPORTER PACK



EVERYDAY HEROES
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Scott's Story

Scott is wet, cold and his hand is searing with pain. He's been missing over 24 hours and he knows his wife will be panicking. Blood has stuck his fingers together and his thoughts are muddled. He can't get up. He's taken shelter behind a small hill, but the rain keeps coming and his clothes are soaked.

He's heard someone calling his name. Or at least he thinks he did. Maybe it was the wind. There it was again. He summons his energy to call for help, but no sound comes. He feels helpless. And then torches. Red jackets and people who know his name. He wants to say thank you. To show his relief. But all he can do is shiver and cry.

They bandage his hand and stop it bleeding. They give him dry clothes and a blanket. So many of them. They came out of the night. Now there are torches all around and so much energy. They care for him, talk to him and help him. He feels safe now and knows it'll be alright. He forgets to ask their names, but will always remember the red jackets and kind faces.

ALWAYS ON-CALL. ALWAYS PROFESSIONAL. ALWAYS VOLUNTEERS.

WESTMERCIASAR.ORG.UK

Registered Charity number 1122651. The Shield Logo and "Everyday Heroes Every Day" are trademarks. Registered in England & Wales, c/o RCF, Park Lane East, Tipton DY4 8RF

West Mercia Search & Rescue save people in danger.
Our volunteers are everyday heroes in your community.
We drop everything when the call comes to find someone and save their life.
We give absolute dedication and professionalism for free.

We care deeply about people in danger and train hard to help them.
We head in to danger and get people out safely.

We are the hand reaching to people in need.
We are the first face they see when all else is lost.

We need your support to train and equip the team
so we can continue to help those in need.



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Thank you for choosing to support our everyday heroes.
This pack is full of ideas on how you can help in a way which suits you.
Every penny raised goes towards keeping our volunteers ready to respond.

They give up their time and money to train, maintain skills, walk in to danger and help people.
Ordinary people doing extraordinary, heroic things.

But they can't do it without you.
By supporting them, you help an everyday hero, every day.

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Fundraising Ideas

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

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 the team. Maybe all wear red!

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

F - Fun Run for the team, 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 the team

J - Jigsaw race with your friends - who can complete it first?

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.



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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 the team

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 the team

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!

Edward's Story

He hasn't been home in 3 days and he can't remember how to get there.
He wants to cry out for help, but his throat is dry and he can't make the words come out.
He's in the woods. How did he get here? He can't remember and he's terrified.
Death is closing in on him and he doesn't know what to do. So he lays still.
His body temperature drops and his heart-rate slows.
He thinks about his wife, Elsie, dancing. He misses her greatly.

She is with us whilst our teams are out searching.
Hundreds of acres covered before we spot him.

A flurry of activity and an ambulance requested.
He feels confused, but relieved, help is here.
We check him and protect him, carry him out.
Elsie sees him as the ambulance arrives.
They travel to hospital together holding hands.

We pack up, get changed and go to work for the day.



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Adopt a Collection Tin

A great way for the charity to fundraise and create awareness is through the use of tins in shops, bars, petrol stations and venues.

Perhaps have one as a swear-box in your office!

If you can manage a tin for us just email the team on enquiry@westmerciasar.org.uk



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Get Sponsored

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

We've created an online and a paper sponsorship pack which you can use to gather donations from friends, colleagues and neighbours.

Sponsored events make a huge difference to the team.

Start yours online at

www.totalgiving.co.uk/fundraise/west-mercias-search-and-rescue

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Sponsorship and Gift Aid Declaration Form

You can print as many of these as you need

Sponsoree's Name:

Date:

Please sponsor me to:



Sponsors: Please read this

If I have ticked the box headed 'Gift Aid?' ✓, I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities and CASCs I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Remember: Full name + Home address + Postcode + v = giftaid it

Full Name (First name and surname)	Home address (Only needed if you are Gift Aiding your donation), Please don't put your work address here	Postcode	Amount £	Date paid	Gift Aid? ✓
Total donations received			£		
Don't worry, the charity will complete this part Total Gift Aid donations			£		
Don't worry, the charity will complete this part Date donations given to Charity					

Please email enquiry@westmerciasar.org.uk once the form is complete and money is collected

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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

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Matt's Story

Sat at his desk, the callout alert came through on his phone. 75-year old lady missing for 36 hours. It was a Thursday morning in April. He immediately left work and headed to the scene where he met his team.

It was one of his first real searches and he was nervous, excited, terrified. The team searched fields and streams, hedgerows and culverts. They spent hours on the ground looking until he spotted something. A handbag. He ran towards it then stopped dead in his tracks.

She was lying ahead. Face down. Motionless. His mouth went dry and he felt sick.

But then she moved and his training kicked in. Assessment. First Aid. Location for an ambulance. Get her comfortable. Get her protected. Get her to the roadside safely. The adrenalin surged but things fell in to place. She went off to hospital. And Matt went back to work, an everyday hero.

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Boost our buckets

If you pay UK income tax and you make a personal donation with Gift Aid to the team, then we can claim an extra 25% from the government.

AND...

an extra 25% on a whopping 10-times your donation from our buckets.

So if you donate £10, we actually get £37.50!

But only if you fill in a Gift Aid form westmerciasar.org.uk/donate

If you can afford just £1 a month that makes a huge difference to the team's funds.



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Make a difference locally

**The biggest 1% of charities in the UK make over 69% of charity income.
And 100,000 small charities like ours share just 3.5% of all income.**

**Our volunteers are from your community. They pay their own fuel costs.
They buy their own kit. And nobody gets paid for their time.**

**Consider supporting your local rescue team and make sure we can
protect the most vulnerable people in your community.**

Your support will make a bigger difference to a smaller charity.

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Once you've ensured that your loved-ones are taken care of, leaving a gift in your will offers enduring support and helps us go on to save lives in your community.

Gifts in wills are one of the most important types of charitable giving in the UK. The RNLI alone make £80million a year from legacies.

A small gift in your will could make a HUGE difference to our charity. It is simply a matter of printing the next page and keeping it with your will. That's all you need to do. There are no solicitors' fees to pay.



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Fill out the form below and place it with your Will. Use a paperclip. **Do not staple it**, or this will make the Will invalid.

Arrange for two people, who are not beneficiaries in your Will, to sign and witness the Codicil.



I (your full name) _____

of (your full address, including postcode) _____

declare this to be the (first, second or appropriate number) _____

Codicil to the Will I made on the date (in words) _____

1. I leave the sum of (amount in figures and words)

£ _____

[] all the residue of my estate, or

[] a _____% share of the residue of my estate to West Mercia Search and Rescue, registered charity number 1122651 for its general charitable purposes absolutely.

2. [] I wish that donations, in lieu of flowers at my funeral, be given to West Mercia Search and Rescue, registered charity number 1122651 for its general charitable purposes absolutely.

4. I confirm that that the other aspects covered in my Will and any other Codicils are correct.

Signature _____ Date _____

Witnessed by

Name _____

Address _____

Occupation _____

Signature _____

Date _____

Witnessed by

Name _____

Address _____

Occupation _____

Signature _____

Date _____



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Thank you
Our volunteers remain on-call and professional 24 hours a day because of your support.
Please spread the word about your local everyday heroes.

You can share our website: www.westmerciasar.org.uk
You can follow us on facebook: facebook.com/wmsar

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