



**EVERYDAY HEROES
EVERY DAY™**

BUSINESS SPONSOR'S PACK

West Mercia Search & Rescue save people in danger.
Our volunteers are everyday heroes helping people 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 head in to danger and get people out safely.

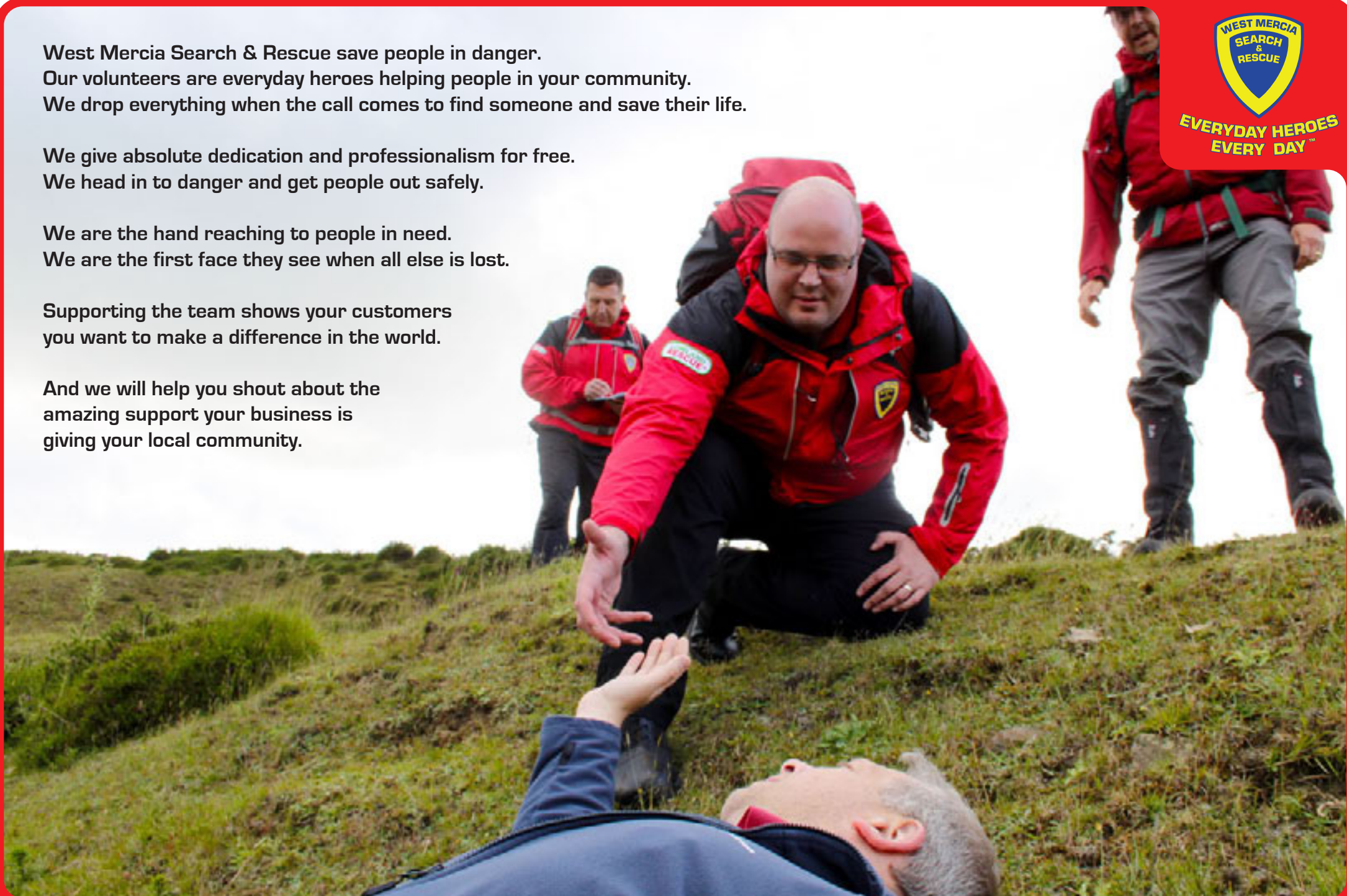
We are the hand reaching to people in need.
We are the first face they see when all else is lost.

Supporting the team shows your customers
you want to make a difference in the world.

And we will help you shout about the
amazing support your business is
giving your local community.



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ALWAYS ON-CALL. ALWAYS PROFESSIONAL. ALWAYS VOLUNTEERS.

WESTMERCIASAR.ORG.UK

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Whether your business is large or small there are some simple and free ways to show your customers you make a difference.

By partnering with the team, you will get access to some great photos, amazing stories and even bespoke testimonials.

Our everyday heroes work in businesses just like yours, so we understand what needs to be given back by a charity relationship.

As a small charity based in your community we can offer a way to excite your staff, differentiate your brand and give back locally.

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Adopt a Collection Tin

Just like you, our volunteers are time-poor.
So a great way for the charity to fundraise and
create awareness is through the use of collection tins.

These collect coins steadily with very little
for either you or the charity.

And they're a great sign that you
support a local charity.

Perhaps have a swear-box
in your office, or a tin by your till.

We can manage the emptying
if you've got somewhere
for us to put one.

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



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Send out a press release - tell the world you're making a difference

We find that the best response from press releases is to think local.

Find your local paper, parish magazine, town newsletter or radio station and send it to an individual. Send it after 11am and then follow up with a phone call asking if they want any more information.

Send the press release as a plain email (not a word file or PDF) so it can be read quickly.

Attach an image, or link to our image library at www.flickr.com/photos/wmsar
The press are allowed to use our photos with a credit to West Mercia SAR.

Make sure you mention your businesses values and why you are supporting locally.
This is your opportunity to show that you support your local community.
After all, most customers will identify with your community.

Make it personal to your beliefs.
Add a photo of you or your business.
Maybe hold your West Mercia SAR recognition certificate or sticker.

Add the same press release to your website and social media!

Don't say too much. A journalist will ask more if they need to.

Use our template press release and change it to your needs.



Template Press Release - Start with this and make it your own

MY COMPANY supports local everyday hero volunteers.

MY COMPANY has chosen to support a local life-saving charity by providing WHAT DID YOU PROVIDE.

West Mercia Search & Rescue is the region's voluntary rescue team, who drop everything when the call comes to save a life.

MY COMPANY chose to support locally after YOUR NAME was introduced to the charity.

YOUR NAME said (this is an example, change as needed and make it personal to you!)

"I read about the work that West Mercia SAR are doing in saving vulnerable people, and with personal experience of someone with dementia, I wanted to give something back and support these unsung heroes. It's amazing to know that they are protecting the community that our staff and customers are part of".

West Mercia SAR has been called out to search for missing people over 120 times in the last 4 years.

All team members are volunteers, and they are on-call 24-7 as professional responders to emergency searches.

MY COMPANY is a business based in PLACE which WHAT DO YOU DO. As an important part of the local community, we wanted to make sure our donation stayed locally and made more of a relative difference.

End.

Notes for editors:

Photo library (all credits to West Mercia SAR please) at www.flickr.com/photos/wmsar

More information on the charity at www.westmerciasar.org.uk

More information on MY COMPANY at www.

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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Use your mailing list

Your customer list is great for generating loyalty, and customers love to deal with companies which make them feel good about themselves.

Get customers involved; tell them their purchase helps funds goes back to a great local cause.

And tell them about that cause.

Use our photos and website text to create a story about why you give back locally and what it means for you to be part of the community.

If you don't have a mailing list, we recommend www.mailchimp.com – it's free, and you can generate simple sign-up forms for your website, social media, emails and in-store.



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Get staff involved and excited

Small charities lose out to large ones when it comes to sponsored events like fun-runs, cake sales, readathons and coffee mornings. But those are great for staff morale!

We've created an online and a paper sponsorship pack which staff can use to gather donations from friends, colleagues and neighbours - spreading the word about your business's support in the process.

It's free, and we get all the proceeds from the fundraising:
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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Make a difference locally boosts your community
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.

Like small businesses, we struggle to compete with the nationals.

But our volunteers are from your community.
Their families and friends may be your customers.

Supporting the team develops you some great ambassadors
who others trust and will spread the word about your business.

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Offset against Corporation Tax

You can claim tax relief on any donation to West Mercia SAR.

If your business is a limited company, you would normally be able to record any money the company gives to charity as a Payment of Charitable Donations in your accounts, and the company can use these donations to reduce its taxable profit.

In other words, the company can claim tax relief on the donations by including them as a day-to-day running cost in its accounts, and therefore pay less corporation tax.

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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.

Brighten up the office and show-off your support

Our image library is a great, free way of brightening your walls and reminding staff and customers that they're supporting something amazing. Feel free to download and print any you like for your office.

www.flickr.com/photos/wmsar



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In Recognition of Support



This certificate is presented to

in recognition of the support offered to West Mercia Search & Rescue,
volunteers who supports communities by finding missing people
performing water rescue, and responding during flooding incidents

It is on behalf of those whose lives have been and will be saved by the team
that we present this to you today, with gratitude for your support

Chair of Trustees

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Thank you

Our volunteers remain on-call and professional 24 hours a day because of you.
Spread the word about your local everyday heroes and the great work your business is supporting.

You can share our website: www.westmerciasar.org.uk

You can follow us on facebook: facebook.com/wmsar

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