

# Door-to-door Fundraising campaigns

## Door to door fundraising is one of the key ways that St John Ambulance raises funds to pay for its life saving work.

We employ Wesser, a professional fundraising agency, to carry out this type of fundraising, leaving St John Ambulance volunteers able to focus on delivering the first aid services that make our organisation the difference between life and death in communities right across the country.

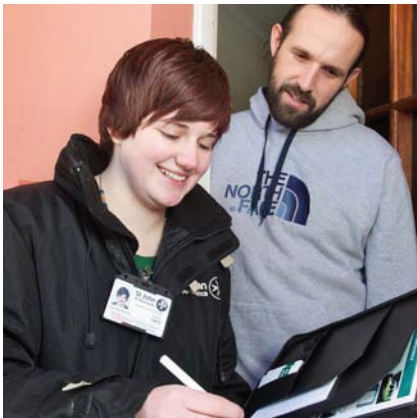
We have been fundraising door to door since 1999 and, with every gift benefiting the county it's donated in, we can assure our 150,000 dedicated supporters that their money is helping in their local community.



Fundraisers wear clearly identifiable uniforms with the St John Ambulance logo and carry a photo ID badge, and information about the work of St John Ambulance.



Fundraisers work in teams of five or six, guided by a team leader who provides advice and support. Fundraisers will approach doorsteps individually.



The supporter's name and bank/building society details are recorded. Only registered direct debit providers are able to use this information, so the details collected are safe.



As well as helping to raise vital funds, our door to door campaign helps to raise awareness of first aid and the importance of learning these life saving skills.

### Our fundraisers

- Fundraisers are given thorough training by the fundraising agency and by the local St John Ambulance county office
- Fundraisers do not accept cash or cheques at the door and will only ask for regular gifts via Direct Debit
- Fundraisers are not experts in first aid or the work of St John Ambulance, but they are committed to introducing new long-term supporters to our work.

### Monitoring

- Before the start of a door to door campaign, we inform local authorities, local trading standards, local police and Neighbourhood Watch co-ordinators
- Each team of fundraisers approaches over 500 people on a daily basis. Less than one in 500 make any kind of complaint
- Our fundraisers are required to adhere to a strict code of conduct.

### If you have a query about a fundraiser, please follow these four steps:

1. Check that the fundraiser is wearing the official St John Ambulance logo and photo ID badge
2. Make a note of their name and ID card number or, if this is not possible, provide a full description of the fundraiser and the area they are canvassing
3. Contact our supporter hotline team on 0845 222 11 99 or your local St John Ambulance county office, who will be able to verify the legitimacy of a fundraiser. You can also send your questions to [sja-support@sja.org.uk](mailto:sja-support@sja.org.uk)
4. ALWAYS check with us first. Do not call the police or local press.

**We are St John Ambulance. We are the difference between a life lost and a life saved.**

[sja.org.uk](http://sja.org.uk)  
[wesser.co.uk](http://wesser.co.uk)



The fundraisers are working in the area of:

London borough of Bromley

During the following dates:

August - December 2011

Your local county office telephone number:

0845 222 11 99