

# ST JOHN AMBULANCE

## CORPORATE PARTNER PROGRAMME

**Our Vision: Everyone who needs it should receive first aid from those around them. No one should suffer for the lack of trained first aiders.**

The Commandery of the Bailiwick of Jersey of the Most Venerable Order of the Hospital of St John of Jerusalem



Jersey Charity Commission Registered Charity No. 53.

Be the difference.  
Help save lives.

St John  
Ambulance 

St John Ambulance has been providing high quality First Aid services to the Island for 136 years.

### **We provide:**

High quality courses First Aid and Mental health training. Our dedicated unpaid volunteers provide First Aid cover at public events

### **We offer:**

Now more than ever our First Aid and Mental Health First Aid Training continues to provide supportive services to individuals, families, clubs and local businesses.



Many Jersey events, sporting activities and functions could not take place if it wasn't for the support of our unpaid volunteer First Aiders, as our presence is required for insurance purposes.

To assist St John Ambulance in its vital charitable work in Jersey we have developed a Corporate Partner Programme. We are encouraging local businesses to partner with the charity at a strategic level and would like to enter into a 3 year partnership.

There are a variety of packages that can be tailored to the individual needs of a sponsor. The packages could include St John Ambulance workplace courses for staff, to train your people in first aid and mental health first aid.

Each sponsor will be provided with guidance showing how to maximise the value of their sponsorship to promote their support, both online and on printed media.

We are looking for partners with shared values who are passionate about staff & community mental wellbeing & first aid, to help save lives in Jersey.

**Due to the Covid-19 global pandemic, we have lost all income from event donations and have a limited ability to hold courses. Therefore, the Corporate Partner Programme is imperative to ensure St John Ambulance will be here to continue to support the Island.**

## OUR CORPORATE PARTNER PACKAGES

Our corporate packages have been inspired by the Cross of St John, the Amalfi Cross, which is worn on the uniform by every member of St John Ambulance around the world and is symbolic of St John Ambulance world-wide.

Every part of the cross has a meaning linked to the four cardinal virtues and the eight qualities of an effective first aider.



### **Platinum:** The Wisdom Package £10k +

The four arms of the modern white cross that represents the Order of St John symbolise the Wisdom of the cardinal virtues: Prudence, Justice, Temperance and Fortitude.

We are seeking four Wisdom Partners to help us keep our fleet of ambulances on the road both now and in the future.

A Wisdom Partner will effectively 'adopt' a St John Ambulance. The Ambulances will be called after the four virtues:

### **Prudence, Justice, Temperance and Fortitude.**

Sponsor branding will be prominent on the Ambulances and the partnership will be launched at a naming ceremony and continually promoted on our website, PR and all social media platforms throughout the duration of our relationship.

Each Wisdom Package Sponsor will be a lead sponsor with significant branding on everything we do to celebrate our partnership.

This package provides a 'vehicle' for corporates to help us continue to achieve our vision.





The lion and unicorn represent in heraldic terms the link between British Royalty and the Order of St John. The “Queen's Beasts” were added when Queen Victoria granted St John Ambulance its Royal Charter on 14 May 1888 to form the Order of St John, a British Royal Order of Chivalry.

This package provides sponsors with the ability to support our Lion & Unicorn Events Programme.

We have many events planned for 2021 and 2022 which will not be possible without the support of a partner.

### **Christmas Party 2020**

We plan to host an elegant reception to thank all our supporters, volunteers and corporate partners, date TBC. with our Christmas Soiree sponsor.

### **Mental Health post lockdown April 2021**

An event exploring how we all are and how we can cope with the continuing unprecedented times we are living through.



### **Rozel Manor Open Garden April 2021**

A lovely event for a sponsor to support and invite clients/staff to join the St John Ambulance team for afternoon tea.

### **St John Ambulance Hole in One Golf Day October 2021**

Sponsorship of our golf day is available as part of this package.

### **St John Ambulance Wellbeing Weekend May 21/22, 2021 - RJAHS**

We are incredibly lucky to have been given this fantastic venue for a two-day event in May which we are very keen to maximise.

All day workshops for young families, grandparents, businesses to take part in First Aid training workshops, and enjoy a celebration of life itself with various stalls, activities and catering, supporting local partner charities and businesses.

Currently in the planning phase but needing partner support are:

### **Healthy Planet, Healthy People Thought Leadership Event**

**6pm - 8pm Friday 21 May 2021**

St John Ambulance will be inviting a panel of experts to shine a light on medical challenges triggered by climate change and our impact on the world.



### **Diva Opera - Domaine Des Vaux July 2021**

We are very excited to be chosen as the Diva Opera 2021 Gala Charity. Held for 32 years at this wonderful Jersey home. Sponsors will benefit from VIP access and a sublime evening of Opera and a sensational seafood supper.



### **Lyon and Turnbull Diamond Masterclass September 2021**

Teaming up with the team at Lyon and Turnbull we will host a VIP Diamond Masterclass. Guests will be able to tell the difference between a real and fake diamond by the end of this event. Not to mention being able to try on some fabulous rocks whilst sipping champagne and enjoying Binney and Boarder luscious canapes! A sparkling sponsorship opportunity indeed!

### **Care for Carers - ReChARgER Day Oct 2021**

St John Ambulance are looking to host a day dedicated to Islanders caring for a loved one. Providing education of First Aid and Mental Health First Aid training followed by lunch and entertainment.

### **Adult Volunteer Sponsorship**

This package also provides the opportunity for a supporter to sponsor our amazing unpaid volunteers who generously give their time, be it supporting the Island Health Service with testing during Covid-19, or providing first aid cover at Island events throughout the year.

### **Adult Volunteer Recruitment Campaign**

We are currently planning to launch an Adult Volunteer Recruitment Campaign. This will enable us to engage with more Islanders to support the charity to do even greater things in the community. Volunteering for St John Ambulance is a unique, fun experience. We are keen to recruit new members to ensure succession planning and a healthy future to enable Islanders to benefit from the many services we offer.





The connection between the Leopards of England and the Bailiwick of Jersey begins when Edward I, in 1279, despatched to his Bailiffs in the Islands a specially cut seal of office bearing the royal arms.

This package focuses on supporting our youth groups, our Badgers and Cadets. A cornucopia of events are being planned to educate and provide fun, safe activity for our Badgers and Cadets including: a St Aubin Camp Out, Mini Golf Day, St John Day Cycle Ride to name a few. So, if it is the next generation you are looking to support we have the perfect solution in our Badger Sett or Cadet Units.

### **Badger Sponsor**

For anyone looking to support youth in the Island this is an ideal package to support our Badger Setts and add value to all the exciting activities and learning they get involved with as Badgers. Anyone aged between six and ten years old can join one of our many Badger Setts. At Badgers it's all about First Aid, fun and adventure!

Badgers take part in a lively programme, working towards their Super Badger Award. The programme has been developed to enable young people to learn important life skills in a fun and safe environment. Badgers can choose from fifteen subjects to help complete their award. These range from Creative and Active, to Healthy and Caring. Once a Badger has completed their membership paw, they move onto their bronze paw, which is awarded after completing three subjects. A further three subjects will gain the silver paw and another three for the gold paw. A Badger becomes a Super Badger when they have completed twelve subjects.



### **Cadet Sponsor**

Aged between 10 and 17 years old, our Cadet units operate at St Martin or HQ in St Helier. Cadets are all about fun, adventure and community. Guided by youth leaders, Cadets take part in an interactive full programme, working towards their Grand Prior Award. The programme enables young people to learn important life skills and become good citizens in a fun, safe environment, with challenges and excitement appropriate to their age.

### **Cadet Educational Trip to Malta April 2021 - 2022**

This educational visit to Malta for our senior Cadets is a valuable opportunity for our Cadets to visit the St John Cathedral and other iconic historical museums, also to integrate with the Malta Cadets, acting as Ambassadors for the Island of Jersey.

We are also investigating teaming up with Highlands College and Digital Jersey to create our very own online Game! Be a Life-Saving Knight will be more popular than Fortnite with the right support! Perfect for a tech firm perhaps?

### **Bursaries/Scholarships for further education**

We are investigating the possibility of working with partners to provide our Cadets with funding to further their studies. These will not be possible without sponsorship but something that might appeal to sponsors looking to support local students.



## Bronze: The Ribbon of the Order Package £1k to £2k

The service medal of the order of St John is awarded to recognise both conspicuous and long service with the order of St John, particularly in St John Ambulance.

Our Ribbon of the Order partners will help us fund vital equipment.

This includes defibrillators, training equipment, disposable PPE, other life-saving volunteer uniforms, marketing deliverables, roadside banners.



## PARTNERING WITH ST JOHN AMBULANCE

Could you include the life saving work of St John Ambulance in your CSR/ESG strategy?

Please contact Diana Mossop, President & Chair of Marketing and Fund Raising who will be delighted to work with you to create your very own partner programme to support our vital work.

Email [diana.mossop@sja.org.uk](mailto:diana.mossop@sja.org.uk)