

## Spring clean your wardrobe and help support Scotland's Charity Air Ambulance

A new way to support Scotland's only charity-funded helicopter air ambulance is about to take off thanks to a new partnership with **Clothes Aid**, one of the UK's largest charity clothes collection companies.

From April onwards, **Scotland's Charity Air Ambulance (SCAA)** would like households to look out for official Clothes Aid clothes collection bags landing on their door mats across Scotland, including North & South Lanarkshire, Ayrshire, East & West Dumbarton, East Renfrewshire, Renfrewshire, Falkirk, West Lothian, Edinburgh City, Stirling, Perth & Kinross and Fife.

The aim is to make fundraising as easy as possible. The ask isn't for money, just unwanted items. And by simply filling a bag with quality, pre-loved clothes, pairs of shoes, coats, handbags, soft toys and fashion accessories and leaving it out on collection day, you're safe knowing that Clothes Aid will turn your donations into vital funds for Scotland's frontline life-saving team. This partnership hopes to raise £25,000 a year for SCAA and any shortfalls will happily be supplemented by Clothes Aid.

This support will help keep SCAA in the air, flying help and hope to time-critical emergencies all across Scotland. Every pound they receive from Clothes Aid is a bonus. Up to 95% of Clothes Aid's net income from the collections will go to SCAA, after fundraising costs have been met. SCAA's Head of Fundraising Sally Cameron said they were *"delighted and extremely grateful"* to be identified by Clothes Aid for this fundraising initiative.

*"We all have clothes and accessories which we no longer use but which continue to clutter up our wardrobes and drawers," she said. "By taking the time to fill a Clothes Aid bag for SCAA, people are not only clearing out some space in their house, but also helping fund a unique life-saving asset in Scotland."*

*"SCAA has responded to more than 500 emergency callouts taking highly trained paramedics straight to the scene of traumatic accidents and medical emergencies across the whole of Scotland and providing rapid patient transfer to specialist hospital care," added Sally. "That's quite a return for a few old jumpers."*

To celebrate, Clothes Aid and SCAA are offering Scotland residents the chance to **win £100 of vouchers of their choice throughout April**. Entry is via Clothes Aid Twitter or Facebook page by posting or tweeting a picture of your full SCAA bag of donations. Entries also accepted through the Clothes Aid website competition page.

Local residents may recognise Clothes Aid or have been kind enough to fill a charity bags in the past. They've been a part of the fabric of Britain since 1996 recycling pre-loved clothes for many

great UK regional and national charities. Being a licenced fundraiser and social business they are driven by their charity's causes and not by a bottom line and are proud to help charities without retail shops financially benefit from the generous donations collected.

Kris McGuigan, Clothes Aid's Charity Collections Manager, heads up the friendly teams in Scotland who will be delivering SCAA collection bags every 4-6 weeks with each council's authority. They also offer individual collections in between bag deliveries, and collections for businesses, schools and community groups, all in an effort to make the service convenient and broad reaching as possible.

With £140 million worth of perfectly wearable clothing going to landfill in the UK every year, we know there's no shortage of potential donations. **Spring gives the perfect opportunity to clear out winter wardrobes and de-clutter cupboards** of things that haven't been worn or used for a while. This new collection scheme hopes that it'll prove a hassle free and cost free way for Scottish locals to support SCAA, as well as saving the environment from further textile waste.

Clothes Aid looks forward to seeing you around your neighbourhood from April...

**For Clothes Aid press enquiries please contact Emma O'Leary on 020 7288 8528 or [eo'leary@clothesaid.co.uk](mailto:eo'leary@clothesaid.co.uk). For more information regarding SCAA collections, please call the Clothes Aid helpline on 020 7288 8545 or visit [www.clothesaid.co.uk](http://www.clothesaid.co.uk). Follow us on Twitter @ClothesAid and 'like' us on Facebook to show your support for our UK partner charities.**

**For further information on SCAA please visit [www.scaa.org.uk](http://www.scaa.org.uk), email [enquiries@scaa.org.uk](mailto:enquiries@scaa.org.uk) or call 0300 123 1111. You can also 'like' Scotland's Charity Air Ambulance on Facebook or follow them on Twitter @ScotAirAmb.**

#### Notes to Editors, our Belts and Braces

##### Clothes Aid

We pride ourselves on being fully transparent and follow industry guidance. Being members of the Institute of Fundraising, we follow the Code of Fundraising Practice without exception. As a fully licensed fundraiser, we are also governed by UK fundraising regulations concerning licencing and charity acts and by UK Charity Commission regulations concerning the collection and sale of used clothing. Our clothing collection bags carry the 'give with confidence' tick of approval from the Fundraising Standards Board. This is their stamp to reassure members of the public that we are genuine. On all our bags we inform the public of the annual amount that we promise to each charity and also state the amount per tonne of clothing collected that they will receive. Our collection teams are always fully uniformed, they carry ID cards and drive fully branded vans. We work with the following registered charities: SCAA, Macmillan Cancer Support, NSPCC, Make-A-Wish, Zoe's Place Liverpool and Children's Hospice Association Scotland. Our aim is to give as much of the profits as possible to charity after the costs of fundraising have been met. This amount varies for each charity. We contractually agree a percentage always over 75% of the gross profit made per tonne the charities will receive from us. We are unique in our sector as we don't set a limit to how much we give. We agree a minimum donation a year per charity. In the unlikely event we don't collect enough to reach this, we make up the difference ourselves.

##### SCAA

Scotland's Charity Air Ambulance launched in May 2013. Based at Perth Airport, they are well positioned geographically to reach 90% of Scotland's population within 25 minutes and can reach some of Scotland's remotest areas within a 15 to 30 minute timeframe. SCAA fly to time-critical emergencies across Scotland and rely 100% on donations from supporters. SCAA is a charity registered in Scotland with the Office of the Scottish Charity Regulator (OSCR) and a member of the Fundraising Standards Board (FRSB). The FRSB works to ensure that organisations raising money for charity from the public do so honestly and properly. SCAA follow the Institute of Fundraising's Codes of Fundraising Practice and comply with the key principles embodied in the Codes and in this Promise and ensure that associated fundraisers, volunteers and fundraising contractors to raise funds comply with the Codes and with this Promise. We comply with the law including those that apply to data protection, health and safety and the environment.