



On Board With Us Terms & Conditions

These Terms and Conditions apply to the “On Board With Us” fundraising campaign, organised by the North West Air Ambulance (NWAA), a registered charity in England and Wales (No. 1075641).

Modification and Cancellation

NWAA reserves the right to modify these Terms and Conditions, to pause, cancel, or adjust the "On Board With Us" campaign at any time by posting a notice on our website. If the campaign is cancelled, NWAA will contact the supporters, who can either request a refund or reassign the gift as a general donation. We will endeavour to process all refunds within one month of receiving funds from the original donation.

Campaign Overview

The “On Board With Us” campaign runs from 6th October 2025 to 4th January 2026 and invites supporters to have their name or the name of a friend or loved one printed onto either an NWAA helicopter or NWAA critical care car for a minimum of 12 months, in exchange for a minimum donation of £50 to the campaign. Donors will also receive a certificate of thanks for their contribution.

Donation Acceptance

NWAA welcomes any additional amount over the minimum requirement of £50 for submitting a name.

If additional names are submitted after the campaign closes, NWAA will contact the supporter, who can either request a refund or reassign the gift as a general donation. We will endeavour to process all refunds within one month of receiving funds from the original donation.

Only new donations made between 6th October 2025 and 4th January 2026 to the “On Board With Us” campaign will qualify for submitting a name to put on a vehicle. Donations previously made to NWAA generally, via lottery, legacy or to other campaigns will not qualify. Sponsorship monies raised for past, future or current events will not qualify towards the ‘On Board With Us’ campaign.

Supporters may submit multiple names, each with a separate £50 minimum donation. Supporters will receive one certificate per donation. We can only accept one full name per donation (this can include a title, forename, middle name(s) and surname within 30 characters). Multiple individual names can be added but would require an additional donation per person.

Supporters must be 18 or over to make a donation to the campaign.

NWAA is unable to apply Gift Aid to these donations because a minimum donation amount has been requested. 'Minimum' donations payment amounts do not qualify for Gift Aid under HMRC rules.

NWAA reserves the right to refuse donations from any individuals who may not align with the charity's values.

Methods of Submission

Donations and names can be submitted in the following ways:

- Via the "On Board With Us" campaign webpage on the NWAA website
- Over the phone through our Supporter Care Team on 0800 587 4570
- Via postal response to our "On Board With Us" direct mail appeal

Allocation of Funds

All donations made through the "On Board With Us" campaign will be allocated to NWAA's general funds and used where most needed, as determined by the Board of Trustees and Senior Leadership Team.

Promotional Use

For promotional purposes, NWAA may photograph and video the aircraft for use in media releases, publications, social media, our website, and third-party media. While individual names won't be highlighted, supporters understand and accept that their submitted name(s) may be identifiable from the design. All timings mentioned in the campaign FAQs and Terms and Conditions are approximate, and NWAA is not liable for any delays. For more information on how NWAA may use your data, please refer to our Privacy Policy at www.nwairambulance.org.uk/privacy-policy.

Name Eligibility

Submitted names must not exceed 30 characters, including spaces. This includes the name itself and any titles (e.g. Captain, Dr., Lady) or post-nominal letters you wish to include. Names can include formal titles (e.g. Dr., Mr, Captain) or informal versions (e.g. nicknames). However, names must not contain sentences, emojis, special characters (e.g. !*#&@), or any discriminatory, political or offensive language.

Names of businesses, companies, enterprises, organisations, charities, clubs, or groups will not be accepted.

Name Accuracy

Supporters are responsible for ensuring the name is correctly spelt, contains accurate details, and is submitted as they wish it to appear on the vehicle. Once submitted, the name will be printed exactly as entered. If any errors are noticed on the commemorative certificate, supporters need to contact us within 7 days of receipt at enquiries@nwairambulance.org.uk or on 0800 587 4570. While we will do our best to accommodate changes, we cannot guarantee corrections can be made after submission.

Name Placement

At the time of donation, supporters will be asked their preference as to which vehicle they would prefer to have their name displayed on (helicopter or critical care car). NWAA will make every effort to apply this preference; however, we cannot guarantee the name will be placed on the preferred vehicle due to space availability.

Submitted names will be randomly allocated a location within the printing areas on a vehicle. The printing areas of the helicopter are the blue chevrons on the underside of the aircraft. The printing area of the critical care car is located on the roof of the vehicle. The decals will be installed in Spring 2026 and will remain on the vehicles for a minimum of 12 months.

Names will be printed in a consistent font and size across all submissions.

If you submit more than one name, we cannot guarantee that they will appear next to each other on the vehicle.

Communications

NWAA will use the contact details provided at the point of donation to send your certificate and to provide updates about the campaign, including confirmation when your chosen name has been applied to a vehicle. You will also be contacted to see if you wish to renew your donation to keep or change the name on the vehicle later in the year.

Any wider marketing communications (such as updates about other NWAA campaigns or appeals) will only be sent if you have given your consent to receive them, in line with our Privacy Policy at www.nwairambulance.org.uk/privacy-policy.

Campaign Closure

NWAA reserves the right to close the fundraising campaign at its sole discretion once the maximum number of donors, as predetermined by the Charity, has been reached. This limit may be set to ensure effective management of campaign resources, delivery of benefits, or alignment with strategic objectives. Once the donor limit is reached, no further contributions will be accepted, and the campaign will be marked as closed.

NWAA will provide notice of closure through its official communication channels, including but not limited to its website, social media, or campaign platform. By participating in the campaign, donors acknowledge and agree to this condition.

Additional information

Please note, submitting a name does not grant any ownership rights to the vehicle on which it appears, nor any entitlement to visit or access the vehicle. Our vehicles are in use 365 days a year on lifesaving missions, so we cannot guarantee that you will be able to see the vehicle in person.

Intellectual Property

All artwork, images, designs and NWAA branding remains the sole property of North West Air Ambulance. Replication or publication requires explicit written permission from a North West Air Ambulance authorised officer.