

## **OBWU26**

### **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, or 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 is operated by NWAA and runs from 25 September 2026 to 26 February 2027. Subject to these Terms and Conditions, individuals who make a minimum donation of £50 and non-profit organisations that make a minimum donation of £100 may have an eligible name displayed on a NWAA helicopter or critical care car for a minimum period of 12 months. All qualifying donors will also receive a certificate of thanks in recognition of their contribution.

### **Donation Acceptance**

NWAA welcomes donations above the minimum campaign contribution of £50 per individual name and £100 per non-profit organisation name.

Non-profit organisations may submit the name of their, organisation, club, group, or community initiative. Businesses and commercial organisations are not eligible to participate in the campaign.

Only new donations made to the “On Board With Us” campaign between 25 September 2026 and 26 February 2027 are eligible. Previous donations to NWAA, including lottery, legacy, sponsorship, or donations made to other campaigns, do not qualify.

Supporters may submit multiple names, subject to a separate minimum donation for each name (£50 per individual and £100 per non-profit organisation). One certificate of thanks will be issued per qualifying donation.

Each donation permits the submission of one full name only, which may include a title, forename, middle name(s), and surname, or a non-profit organisation name, up to a maximum of 30 characters.

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

Gift Aid cannot be claimed on qualifying campaign donations, as the minimum donation requirement does not meet HMRC Gift Aid eligibility criteria.

For name submissions received after the campaign closes, NWAA will contact the supporter to offer the choice of a refund, reallocating the donation as a general charitable donation, or joining a waiting list for a future naming campaign. Refunds will normally be processed within one month of receipt of the original donation, although postal delays may affect this timeframe.

NWAA reserves the right to refuse any donation or name submission that it considers inconsistent 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 by contacting our Supporter Care Team on 0800 587 4570, or by requesting a donation form and prepaid return envelope to be sent to you
- 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](http://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, these will be approved at the discretion of the charity and should not be defamatory in any way). However, names must not contain sentences, emojis, special characters (e.g. !\*#&@), or any discriminatory, political or offensive language.

Non-profit organisations may submit the name of their, organisation, club, group, or community initiative

subject to a maximum length of 60 characters, including spaces. Submitted names must not contain sentences, emojis, special characters (such as !, \*, #, &, or @), or any language that NWAA considers discriminatory, political, offensive, or otherwise inappropriate.

### **Name Accuracy**

Supporters are responsible for ensuring the name is correctly spelled, 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](mailto: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 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 2027 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](http://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.

