



Essex & Herts  
**Air Ambulance**

Your local life-saving charity

### **Solicitation Statement**

Canvassers working on behalf of Essex & Herts Air Ambulance are paid to recruit regular players to the Flight for Life Lottery and are managed by Tower Lotteries/RFD Promotions.

Due to the work of lottery canvassers, we have one of the biggest Air Ambulance lotteries in the country and we are heavily reliant on these funds to continue saving lives. Canvassers working on our behalf invariably do this for a living and thanks to their endeavours our lottery has raised over £22 million since it began and continues to account for approximately 60% of the annual income of the Charity.

Our agreement with Tower Lotteries provides us with a totally risk free way of recruiting members. In your 1<sup>st</sup> year of supporting the Charity the direct cost of recruiting you would mean that 52% of your weekly subscription went direct to us. In the 2<sup>nd</sup> year and beyond this would rise to 100%, so for example if you were to support us for 3 years it would mean that over this period 84% of your money would go direct to us, which is an industry leading amount and will ensure that we can continue to fund our life-saving helicopter emergency medical service.

Details of all canvassers working on our behalf can be found on the lottery pages of our website [www.ehaat.org](http://www.ehaat.org)

For any questions, or to receive a copy of this statement, please call 0345 2417 688.

Nicole Wastell

Lottery Manager  
Essex and Herts Air Ambulance