

## Solicitation Statement

### *Face to Face Fundraising*

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 external agencies. 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%.

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)

### *Prizes and Proceeds*

Tickets for the Flight for Life Critical Care Lottery Ltd and Flight for Life Operations Lottery (known collectively as 'Flight for Life Lottery') are £1 for the Weekly draw and an additional £1 for the Superdraw.

The Weekly draw has 14 prizes in total (£1000, £500, £250, £100 and 10 X £10) and there is a guaranteed winner of each prize each week. For the Superdraw, a member is allocated 4 unique numbers and a random number generator selects 4 lucky numbers each week, if there is a match this person will win approximately £5,000. If there is no match then the draw rolls over to the following week for that lottery, and will continue to do so, until there is a match. The rollover will continue up to £25,000 where a winner is guaranteed.

Based on numbers from a previous draw, members have a 1 in 7,449 chance of winning a prize in the weekly lottery draw, and a 1 in 148,995 chance of winning the Superdraw.

For the financial year 2019/20, EHAAT received £10.369m in ticket sales, of which an average 82.9% was donated back to the Charity, 3.7% was spent on prizes and 13.4% on expenses.

**We have one of the biggest 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 Charity's annual income.**

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

Carmel Hudson



Lottery Manager  
Essex and Herts Air Ambulance