



**SERV Kent**  
**Annual Vehicle Sponsorship**

## WHAT IS SERV KENT?

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SERV Kent - Service by Emergency Response Volunteers in Kent, often referred to as The Blood Runners, are a charity that provides an essential and sometimes life-saving service to all people of Kent. **Completely free of charge.**

We:

- Transport blood, blood products and samples to and from the hospitals of Kent and the main blood banks in London
- Transport samples from dialysis patient's private houses to hospitals for testing and deliver transplant medication
- Provide prescription and other small transport needs for Demelza House Children's Hospice and Ellenor Lions Hospices including their ChYps (Children and Young People) care at home services.
- In addition, every other night of the year, volunteers re-stock the Kent Air Ambulance with blood from William Harvey hospital in Ashford and return any unused blood from the previous 48 hours.

These services are provided every night from 7:00pm to 6:00am and all day at weekends and bank holidays including Christmas day and Boxing day.

ALL members of SERV Kent are volunteers. No one is paid for their services. Much of service is carried out by volunteers riding their own vehicles paying for their own fuel. We work alongside the Kent Air Ambulance team to provide emergency blood replenishment 24 hours a day if they have needed to use their on-board supply and we also assist with HEMS medical crew repatriation to their operating base when the aircraft has had to leave without them.

To provide this service and an emergency response service for when a hospital indicates a blood or sample requirement is time-critical, SERV Kent maintain a small fleet of response motorcycles and 4x4 cars. The motorcycles while maintained by SERV Kent have been mostly been obtained through corporate level sponsorship or lottery funding with a car provided by the Henry Surtees Foundation in support of the Air Ambulance. Some of the response vehicles are blue light emergency response equipped and are ridden/driven only by volunteers with the appropriate advanced qualifications.



## Why We Need Your Help

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In 2012 our services were used about 1600 times, increasing to 3635 times in 2017. With such an increase in demand comes a respective increase in the number of time-critical calls we're asked to handle. Currently we only have a number of response motorcycles, some of which are rapidly approaching end of life and this is placing a huge demand on a small number of people and machines. Some of the 2013 increase in demand is due to our work with the hospices and the



Air Ambulance which (both started that year), figures also show an increase in general demand for our services, proving they are highly valued and sought after. SERV Kent's desire and that of all its members is to be able to offer our services to even more hospitals and hospices within the county and so it is to that end we need to not only maintain but increase our fleet of response motorcycles.

The annual running cost of a SERV Kent response motorcycle is £1000 without fuel. A well serviced machine can expect to serve the charity for a minimum of five years but in all probability much longer. With a number of vehicles it would take us a long time collect this amount through our street collections and we would have little left for the day to day expenses of the charity. Therefore, we're asking sponsors provide an annual commitment to support such a motorcycle.

## What can SERV Kent Offer in Return

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Naturally, foremost is the satisfaction of knowing you are helping to save lives in Kent in one of the most effective imaginable. When a hospital calls us, it's usually because they have a patient who has an immediate need. Consequently, your sponsorship of a SERV Kent response motorcycle is not like giving to a charity where your money goes into a large pot for later unknown dispersal, but a visible and direct way of saving patients' lives.

There are also some tangible returns SERV Kent are happy to provide. The vehicle can be marked as being sponsored by you. This would be as prominent as possible within Home Office guidelines for marking a response vehicle. The motorcycle can also be named or made in memoriam and it will be taken to a busy calendar of events where people will see and be told about your sponsorship. SERV Kent will, using our social network followings, which currently number in to the thousands, to thank you for the sponsorship and enter into joint publicity campaigns. This can include a photo session with you, your personnel and SERV personnel. SERV Kent will be happy to take the motorcycle to support your own events and support any publicity you may like to generate from your sponsorship. All of these are of course optional, and we would not do anything involving your name or identity without prior agreement.

Thank you for taking the time to read this; if you are interested in helping SERV Kent please use our website contact form, using the "fundraising opportunity" dropdown selection.

[Contact Us](https://servkent.co.uk/#contact) - <https://servkent.co.uk/#contact>