



# IN-MEMORY GIVING



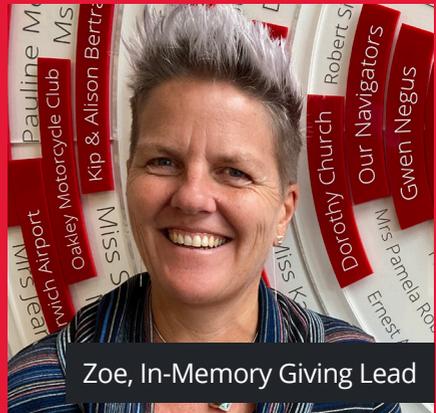
*Together we save lives*

**Memories are the most important things we are left with when someone special dies, which is why we've created a special place for you to record, reflect and share those precious memories with a MuchLoved memory page.**

## **What is a memory page?**

A memory page is a dedicated web page that allows you to celebrate the life of your loved one.

Losing someone close to you can be one of the most heart-breaking times of your life. When you set up a memory page with EAAA you are creating an online space to honour their memory for years to come. It's a place to share memories, add photos and stories, light candles and even add virtual gifts. Your memory page can be shared with family and friends so together you can keep the memories alive. There is also a private space for journaling which often helps people manage.



When you set up a MuchLoved memory page with EAAA you are creating a lasting legacy that will keep your loved ones memory alive forever. There is no cost and no end date. It's a page for you, your family and friends to share memories.

Over time your memory page will grow and become a reflection of how much they meant to you and all those who knew them.

# How to set up a memory page with EAAA

**1. Visit our webpage**

[www.eaaa.org.uk/support-us/in-memory-giving](http://www.eaaa.org.uk/support-us/in-memory-giving)

**2. Click on 'Create a Tribute'.**

**3. Create your tribute by following the onscreen instructions to complete all relevant details.**

**4. Your memory page is now ready to begin adding images, sharing stories and lighting candles.**

**5. Visit and share your page as often as you like – it is yours to provide comfort for years to come.**

Should you need further support please contact your dedicated In-Memory Giving Lead Zoe, via [info@eaaa.org.uk](mailto:info@eaaa.org.uk). Zoe will be happy to help set up your page should you need it.

# Ways to remember your loved one...



## Light a candle

Encourage friends and family to light a virtual candle. Choose birthdays or anniversaries or simply when you are looking for comfort.



## Leave a thought

Leaving a thought allows you to share treasured memories. Times you shared together can be included with music and pictures.



## Share pictures

Uploading your favourite photos and videos allows others to share in your memories.



## Donate

Invite family and friends to leave a donation in memory of your loved one to support the work of EAAA.

**“Setting up a memory page means we can continue to fundraise and support East Anglian Air Ambulance whilst honouring mum’s memory. It allows us to celebrate her life and gives friends and family a chance to be involved too.”**

## **Patient story – Jessie’s Mum**

**- Jessie**

When Jessie’s Mum collapsed at home, we worked with the paramedics to try to revive her. Sadly, Jessie’s Mum couldn’t be saved, but we were still able to support the family as they came to terms with their loss and learned to live with their grief.

Jessie has been receiving support from our Aftercare service since losing her mum. ‘It has been invaluable in helping me to deal with some of the guilt I felt in those early days since losing mum’, she says. Jessie’s memory page has helped her grieve and deal with the loss of her mum. She also finds comfort in using her mum’s memory page to light candles and write her thoughts and memories and now plans to link all her future fundraising activities to her page.





**Jessie receiving aftercare support  
from East Anglian Air Ambulance  
CCP Luke Chamberlain**

## How to grow your memory page

- 1. Share your memory page on special occasions such as birthdays and anniversaries.**
- 2. Take part in an EAAA event and connect your Just Giving page so the total accumulates on your memory page.**
- 3. Organise your own event like a bake sale or memory walk.**
- 4. Set up a regular donation directly through your memory page.**
- 5. Feel free to visit and share your page as often as you like – it is yours to provide comfort for years to come.**

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*Together we save lives*

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