

Flight Lieutenant M J Bell RAF VR(T)  
Wing Corporate Communications Officer

Bedfordshire and Cambridgeshire Wing  
Air Training Corps



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## Seasonal Success 134 (Bedford) Squadron ATC

On the 22<sup>nd</sup> and 23<sup>rd</sup> December 2005, the Squadron deployed 24 Cadets to the Kempston Branch of Sainsbury's to carry out bag packing to raise funds for the new Squadron minibus fund.

Having received extensive training in the art of bag packing from Sergeant Otulakowski the Cadets set about the task in hand. The mission, set by Adult Warrant Officer Taylor was simple, to try and raise £1,500 over two days.

Operations commenced on both days at 0900 hours and concluded at 1700 hours with regular breaks and lunch in between. At the end of the first day the individual buckets were collected in and the cash was counted. To the amazement of all involved the first day netted £1,500 the target set for both days.



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Buoyed by the success of the previous day the Cadets set about the task of raising as much money as they could on the second day. As an incentive it was announced that the Cadet who raised the most money over the two days would win a prize as in previous years. Again after a hard days work the money was taken away to be counted and to the surprise of all those involved totalled £1,800.

In two days the hard work and dedication of the Cadets raised £3,250 towards the minibus fund. This money has been added to the £1,500 that was raised earlier in the month through the Autoglym Cadet Charity Car Wash and the minibus fund in its first month of operation now stands at an impressive £4,750.

Cadet Warrant Officer Steven Croft who led the bag packing operation said, "It's amazing, the Cadets smashed the target set of them on the first day and went on to raise even more on the second day. I am very proud of them all for giving up two whole days and working so hard to raise funds for the new minibus."

The Squadron also mounted a two-day recruiting campaign at the Branch at the same time as their fund-raising exercise which generated a considerable amount of interest from the public.

Recognising the importance of targeting parents who may encourage their children to join the Air Cadets, the Squadron set up a high profile recruiting board behind the checkouts to stimulate interest in the Air Cadet Organisation.

Cadets and staff were on hand to give out promotional literature and talk people through the various activities of the Squadron portrayed pictorially on the recruiting display.



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Civilian Instructor Chris Wiggins the Units Corporate Communications Officer said, "We aim our recruiting campaigns at a wide audience and by targeting parents we believe that we can stimulate a wider interest in the Air Cadet Organisation. Operating in a supermarket gives us access to a captive audience and is extremely high profile. Not only have we received interest from potential cadets we have had a number of individuals talk to us about adult vacancies within the organisation."

All the support and assistance given by the public, Autoglym Limited and Sainsbury's is greatly appreciated by the Staff, Cadets and Civilian Committee of Bedford Squadron.

The Squadron hopes to boost funds even further in the new year with two more car washings events being held at the Squadron headquarters on the 7<sup>th</sup> and 21<sup>st</sup> January 2006.

*by AWO Paul Taylor 134 (Bedford) Squadron*

#### Distribution

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