

# How to Start a GoFundMe for Medical Repatriation – A Practical Guide

When a loved one becomes seriously ill or injured abroad, the emotional shock is often followed by financial worry. Private medical repatriation can be expensive, but crowdfunding platforms like GoFundMe offer a real chance to raise what you need — and fast. This simple guide will help you get started and give your campaign the best chance of success.

## 1. Set Up Your Campaign Page

- Go to [gofundme.com](https://gofundme.com) and click “Start a GoFundMe.”
- Choose a clear and simple title (e.g. “Help Bring Sam Home from Spain”).
- Select “Medical” as your fundraising category.

## 2. Tell the Story Clearly and Honestly

People donate when they understand who they’re helping. Use this structure:

- Who needs help (name, age, relation to you)
- What happened (brief but honest – illness, accident, location)
- Why private repatriation is needed (e.g. no insurance, not covered by NHS)
- What the costs cover (air ambulance, medical team, hospital transfer)
- Why time matters (e.g. the patient is stable now but declining)

Use short paragraphs. Avoid jargon. Be open but respectful of privacy.

## 3. Add a Personal Photo

- A friendly photo of the patient
- Or a photo of the family together

Avoid hospital photos unless necessary – focus on warmth and connection.

## 4. Set a Realistic Target

Ask your repatriation provider (like SkyCare) for a clear quote. Set your GoFundMe target just above that amount to allow for:

- Platform fees
- Currency exchange costs (if fundraising from abroad)
- Emergency extras (e.g. overnight accommodation for family)

## 5. Share and Ask for Help

Once live, post your fundraiser on:

- Facebook, Instagram, Twitter (tag friends and family)
- Local community groups (school, town, sports club)

- WhatsApp groups and email chains

Ask your closest circle to be the first donors. Early momentum boosts visibility.

## **6. Keep Updating**

Even a two-line update helps. Share:

- Medical updates (when safe and appropriate)
- Milestones (e.g. “We’ve raised £2,000 in 48 hours!”)
- Thanks and shout-outs to donors

This keeps people engaged and encourages more donations.

## **7. What If You Don’t Raise It All?**

Every pound raised still helps. Speak to your air ambulance provider — they may allow part-payments, charity referrals, or split billing with friends and family. Partial funding can still make repatriation possible.

## **Final Tip**

You’re not alone. Thousands of families have used crowdfunding to bring loved ones home. Be honest, be human, and reach out — people care more than you might think.

If you need more help or a quote to include in your fundraiser, contact the SkyCare repatriation team at [www.skycare.uk/contact](http://www.skycare.uk/contact).