

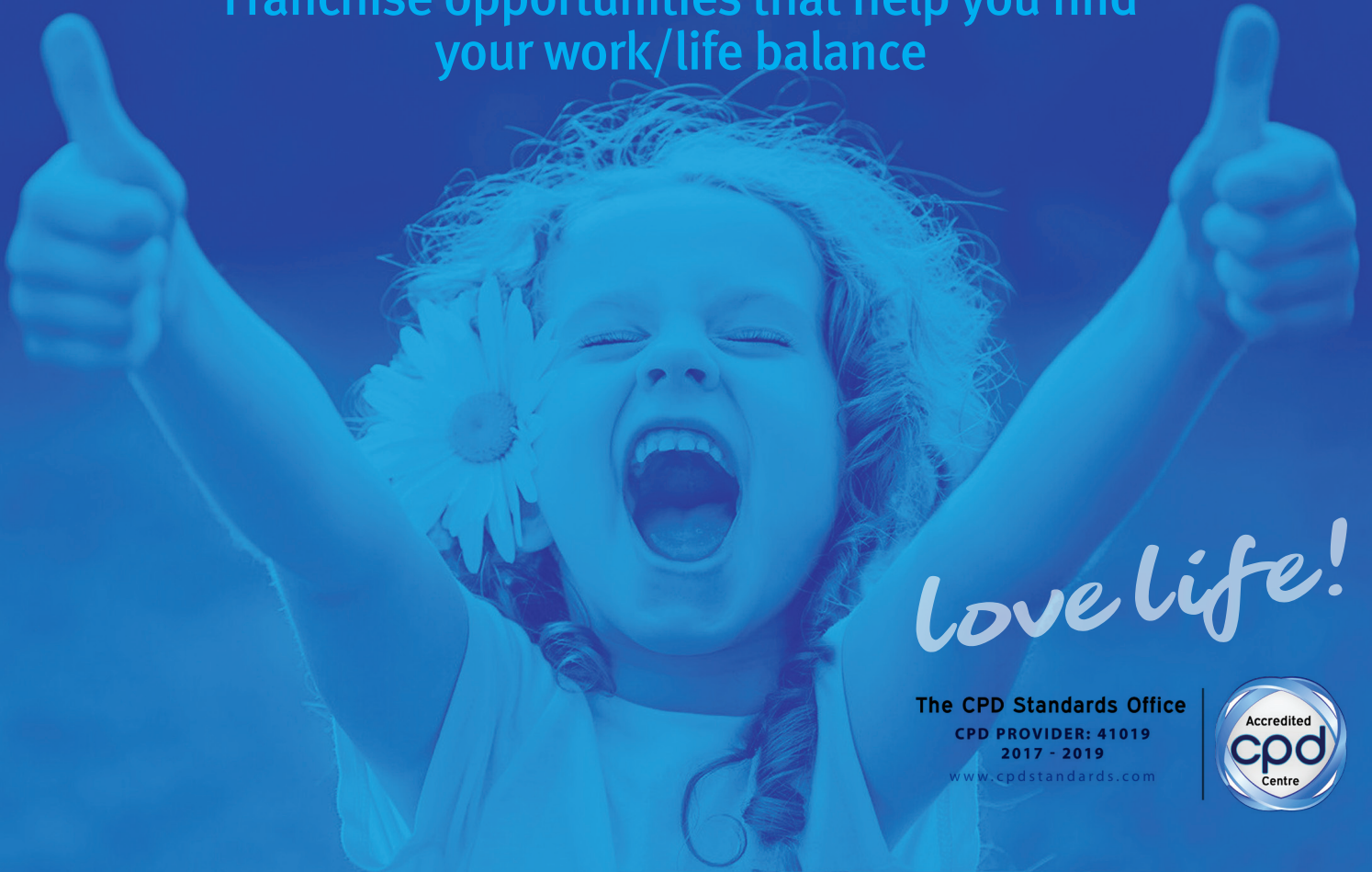


# DAISY FIRST AID

Family friendly classes for parents, carers & children

*join our  
lovely team!*

Franchise opportunities that help you find  
your work/life balance



*Love life!*

The CPD Standards Office

CPD PROVIDER: 41019  
2017 - 2019

[www.cpdstandards.com](http://www.cpdstandards.com)



# Hello, thank you for your interest in franchising with Daisy First Aid.

Jenni Dunman is a former police officer, our founder and CEO. After saving her best friend's baby from choking in 2012, Jenni has grown Daisy First Aid from a small start-up when her 3 children were babies into a national multi award winning franchise that is accredited by the British Franchise Association.

Jenni is a paediatric first aid expert and is regularly featured in newspapers, magazines and on TV. Daisy First Aid is loved by families all over the UK and has a huge celebrity following including royalty.

## Welcome... who, what and why!

Jenni says *“We train thousands of parents every year and when you get that call to say a parent saved their child's life thanks to our class, that is the most unbelievably emotional feeling. We are all so passionate about the importance of first aid and absolutely love what we do.”*

## What do we do?

We provide fun and easy to learn paediatric first aid classes to families, schools, childcare professionals and activity providers in a fear-free and relaxed way.

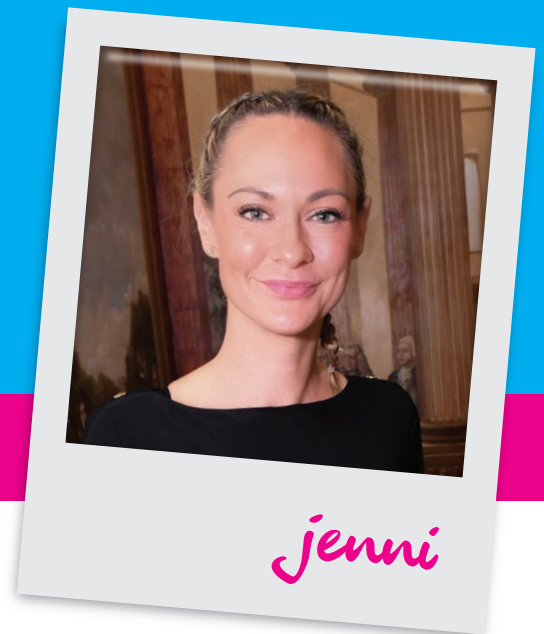
## Why we do it?

As parents ourselves we know just how precious babies and children are to those who love them.

If a baby or child becomes seriously ill, the first few minutes could be critical, but with our fabulous Daisy training, lives can and have been saved.

We think children should be allowed to run, dance, climb and have fun... but occasionally accidents happen. It is vitally important that parents know what to do in those precious few moments whilst waiting for emergency services.

- We have a different approach to other first aid companies
- We only have happy, smiling, positive people in our team
- Our classes and staff are multi award winning
- We are loved by celebrities and parent influencers
- We are a well established and reputable brand with long term franchisees
- We are flexible and affordable
- Our unique classes are specially designed not to frighten but to give knowledge and confidence when dealing with an emergency



We're featured in:



MailOnline

Closer

HELLO!

mamas  
& papas

New!



heart<sup>96-107</sup>  
turn up the feel good!

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@daisyfirstaid.com

# Becoming a Daisy trainer

To become a Daisy first aid trainer you don't need to have previous first aid or training experience as we can provide you with those skills.

What is really important is that you have a warm, happy and friendly personality and you love meeting and talking to new people and of course love babies and children.

## No previous experience required!

*“I had previously attended one of the Daisy parent classes for my own two children and thought it was brilliant. I felt so strongly that every parent needed to learn these life saving skills that I joined the team shortly after. I now work my classes around my children so I no longer need to pay for childcare, get quality family time plus I do a job that I absolutely love. The rest of the DFA team are all really supportive, I've been taught so much about running my own business.”* Helen, Daisy First Aid franchisee, Sutton.

All of our trainers are given an exclusive territory in which to run their Daisy First Aid classes. This allows them to really grow and establish their Daisy reputation with the families, schools and childcare providers in the area.

Luckily there is always a constant supply of new babies being born so we are never without potential customers.

All our trainers have complete flexibility to book in classes so that they fit around their own busy lives and those of their customers. It's a perfect business for those with family commitments.

Weekday classes are popular with parents and carers on leave and for our school lessons. Weekend and evening classes are popular with parents, partners, grandparents, family and groups of friends.

The family first aid class is suitable for grown-ups of any age.

Babies, bumps and breastfeeding are all very welcome!



Helen



# A Daisy Franchise business

Previous first aid or teaching experience is great however it is more important that we find people who will bring fun and vibrancy to our classes.

We will provide you with all the training and qualifications you need to deliver classes to parents, carers and activity providers with the option to enhance your skills and train childcare professionals and schools.

Visit: [daisyfirstaid.com/franchise](https://daisyfirstaid.com/franchise) for dates and information.

## Supported and equipped...

*“I have been running Daisy First Aid Christchurch since 2014, teaching classes throughout my pregnancy and returned to running classes when my baby was 8 weeks old. I absolutely love my job and have met some lovely people whilst running the classes, some of who I now call my friends. I feel that I am passing on a vital skill that gives parents peace of mind.”* Kerry, Daisy First Aid, Bournemouth.

### What does a Daisy Franchise business include?

- Training on how to be self-employed and how to set-up and manage a business
- Operation manual – How to run a Daisy business
- Daisy first aid paediatric training
- Detailed first aid lesson plans
- Daisy First Aid branded uniform
- Baby and child resuscitation manikins
- Daisy first aid training kit
- Online franchise toolkit of training guides
- Membership to Daisy franchisee online support group
- Designed website page and email address
- Annual Daisy meeting and social get-together
- PR and marketing support and guidance
- UK resuscitation guideline updates and up-to-date training
- Branded templates for flyers, posters, certificates, stickers and admin resources
- Branded merchandise and first aid kits, books and more
- National brand promotions and advertising



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## Franchise Training

The initial franchise training is a 3 day course of home learning, live online sessions and 2 days of face to face lessons at our London office. We ensure you achieve the required qualifications to deliver your paediatric first aid classes to parents and carers.

Due to covid-19 our class can now be delivered both online and face to face.

### Online, or face-to-face...

*“I now have the work-life balance that is so precious and I get to work with a fab team! I love being able to teach parents, in a non-scary, baby-friendly and relaxed way, to provide essential skills and give them that all important confidence should anything happen to their little ones – not many can offer that, especially to new parents!”*

Caroline, Daisy First Aid, SW London.

Our franchise manager will also show you how to launch, market and grow your business so that it fits around your own life! Training doesn't stop there, we run regular mastermind and training sessions across a huge variety of business and wellness topics. You will also benefit from the support and experience of the other franchisees.

Franchisees also have the option to enhance their Daisy First Aid business and increase revenue by providing longer platinum assessed courses to those requiring OfSTED compliant courses. These additional qualifications can be completed once the franchisee is confident in their class delivery and feedback shows they are shining!



Caroline



# Awards

We are BFA accredited.

We are very proud to be accredited by the British Franchise Association. You can be confident that we are a viable, franchisable, ethical and appropriately disclosed business that successfully supports our network of franchisees.



## Rewarding...

*“I joined the Daisy family just over 3 years ago after being turned down for flexible working following the birth of my first baby. Becoming a Daisy has given me the flexibility to be able to work around my two small children and built a business that has been so rewarding. I can honestly say running my classes has never felt like work.”* Chloe, Daisy First Aid, Southend.



**DAISY  
FIRST AID**  
• PLATINUM+ •

Level 3 paediatric first aid qualification.  
12 Hour Blended learning for Ofsted compliant childcare providers, nurseries and schools.



**DAISY  
FIRST AID**  
• PLATINUM •

Emergency paediatric first aid qualification.  
6 hour refresher training for nannies, au-pairs and childcare professionals.



**DAISY  
FIRST AID**  
• GOLD •

This 2 hour class is suitable for anyone who would like to have paediatric first aid and emergency life saving training – grandparent, parents, carer, babysitter.  
CPD Accredited.



**DAISY  
FIRST AID**  
• SILVER •

This 2 hour class is suitable for students aged 11+  
This is a certificated class that can be held in schools, clubs and homes.  
CPD Accredited.



**DAISY  
FIRST AID**  
• BRONZE •

This fun 1 hour class is suitable for students aged 7+  
This is a certificated class that can be held in schools, clubs and homes.

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# What subjects will I be teaching ?

Daisy First Aid provides fun and interactive training to parents, carers, teachers, and children across the UK.

In just a few hours, our customers gain the knowledge and confidence to deal with different accidents and emergencies in friendly, relaxed classes.

## Expert advice and help available...

*“ Luckily for me I found Daisy First Aid – I completely retrained after having children and I am fortunate enough to have found something I love that feels like it was always meant to be. I can pick my kids up from school and I can work my own hours and I have a job that doesn't feel like work because I love it so much! Plus there is the added bonus that what I'm teaching could save a child's life!”*

Feola, Daisy First Aid Guildford and Horsham.

### What does a Daisy first aid 2 hour lesson plan include?

- How to deal with an unconscious baby or child
- Recovery position for a baby
- Recovery position for a child and adult
- CPR on a baby, child and adult
- Head injuries
- Shock
- Febrile seizures
- Choking baby, child and adult
- Anaphylaxis
- Poisons
- Meningitis
- Fractures
- Burns
- Bleeds



Feola



PARENTS



CHILDCARE PROVIDERS



SCHOOLS



# The franchise package includes:

Everything you need to launch your business and more.

It's not just about giving you a business in a box, we personally want all of our franchisees to be successful, profitable and love their job. We are here with you all the way.

## Guidance and support...

*"I love teaching parents and child carers. We get invited into peoples lives at such a special time, it's such a pleasure to leave parents feeling more confident."* Farah, Daisy First Aid, Walthamstow.

- Membership within our established and well known brand
- Exclusivity within a 200,000 populated territory
- First aid at work qualification
- Paediatric first aid qualification
- Business start up course
- 1-2-1 Business mentorship
- Full first aid training equipment for up to 20 candidates
- Branded uniform
- Branded marketing templates
- Branded merchandise
- Award winning lessons plans
- Online courses for upselling
- National advertising and social media management
- National PR campaigns
- Fully managed individual webpage
- Email and Gsuite
- Access to our online business toolkit
- Access to our franchise support group
- Membership to the British Franchise Association



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## The franchise package includes:

Friendship and peer to peer support.

We're just a big happy group of friends working hard, helping each other and our customers.

## Small investment = great return...

*"I discovered my love for medical training in the aviation industry where I taught pilots and cabin crew. After starting a family I became a freelancer for Daisy First Aid. I loved the company and what it stood for and how it enabled me to work around my family. I couldn't believe my luck when the opportunity arose to become the owner of the Chelmsford territory. I absolutely love my job, Every day is different. I meet amazing people, get to share my knowledge and strike a perfect balance between work and family life. I love that I have the freedom to run my company however I like but have the support of head office whenever needed. For me this is the perfect combination."* Angela, Daisy First Aid, Chelmsford.

Monthly management fees are just £144 per month. (This is equivalent to just one small class a month) or 10% of monthly earnings, whichever is greater.

This fee includes continual personal development training, DFA support membership, website and email management and central advertising and head office support.

Although our trainers run their own Daisy businesses, we are very much a team and group of friends who support each other. Our forum is open to all questions whether it be about business, marketing, first aid or anything else.

We even have an #askdaisy group where Daisies can discuss life stuff and ask for advice in confidence.

Additional costs will be public liability and indemnity insurance which can be obtained easily online. The cost will vary depending on the insurance company and area of the country but usually around £12-18 per month combined.



Angela



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## Earning potential

As a Daisy First Aid Franchisee you will be able to choose when to work and arrange your bookings around your family life... and earn a minimum of £90 per hour!



## Grow a successful Daisy business...

*“This is the most rewarding job that I’ve been in and I love it! Come on, teaching people how to saves lives? How can that not make you smile and make you feel like you’ve done good today!”*  
Gigi, Daisy First Aid Chelsea, St Johns Wood and The City.

The recommended price for a 2 hour parent class is £30 per person with a minimum of 6 people attending a class. Home classes mean no venue fees for you although you have the option to use local venues too if you wish.

Classes are between 4 people and a maximum of 20 attending so a 2 hour class will earn you between £180 and £600. Running 4 classes per week could bring in earnings of between £720 and £2400.

Level 3 qualifications for childcare professionals have a recommended price of £100 per person. You can train a class of up to 12 candidates at a time with an earning potential of £1200. DoFE compliant one hour classes for school students have a recommended price of £100 per class. Both primary and secondary schools are required to have every child trained in basic first aid.

Our proven marketing training lessons will give you all the knowledge and tools to help you grow a successful Daisy business.

Our very popular Daisy First Aid Kits, Books and Magnets are available for your customers to purchase increasing your earning potential even further.

In order to be transparent it's important to note that all our franchisee's have different work schedules based on their own lifestyles therefore there is no guarantee that you will achieve the same results, nor is it intended that you should rely on them as a warranty or guarantee of what you will achieve. We will help you set realistic goals depending on if you are part time, full time and what courses you choose to deliver.

A 2 hour class with  
10 couples  
£ 30 x 20 = £600

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You have the  
potential!

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# Become a Daisy!

Click the button, fill out the form, and one of our fabulous franchise team will email you an application form:

[Request an application form](#)

## Join our lovely team...

*"I'm so lucky to be able to run a flexible business meeting so many amazing people and being rewarded with knowing I'm giving them the knowledge and confidence. I'm so blessed with my family business and Daisy colleagues."* Sarah, Daisy First Aid, Brighton.

*"Daisy First Aid is a fantastic franchise to be a part of. Not only are you able to run worthwhile courses for lovely customers. You have the backing of a wide network of people. The franchisors have been an amazing support over a very difficult covid period offering practical advice and development opportunities. Alongside their support there is an amazing network of other franchise owners who work together to create a brilliant business base to build your business."*

Sulina, Daisy First Aid, Corby.

*"I love the fact that here at Daisy First Aid we empower people with confidence and knowledge should they ever be faced with a first aid situation. Our classes are fun and friendly and I love getting to meet all the babies that attend! The feeling you get when parents tell you that they really enjoyed your class is so rewarding. I have never run a business before but there is so much help and support available. The amount of interaction with other Daisies is great as it's really helpful bouncing ideas off one another or just looking for an answer to a question. I am so glad I am part of this fabulous company."*

Nicola, Daisy First Aid, Cornwall.

*"I have been running my franchise for 4 years now and I absolutely love my little business. We get so much support from HQ who invest time and effort into helping us maximise the potential of our businesses and it's so rewarding teaching something that could save a life."*

Farah, Daisy First Aid, Walthamstow ad Haringey.

*"We couldn't ask for a more friendly and supportive group of franchisee's with a CEO who is always striving to help us grow our business."*

Katy, Daisy First Aid, Kensington.



Daisy First Aid recognition and awards:



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## The last word from our CEO and franchisees...

*"I am so proud to have such a happy, positive team of wonderful trainers who love running their own Daisy businesses."*

*"We welcome every new trainer with open arms and can't wait to be able to provide our life saving classes in every area of the UK"*

Jenni, Daisy First Aid, founder and CEO.

## Just some of our clients...

*"I love that my classes fit around my children, giving the perfect work life balance."*

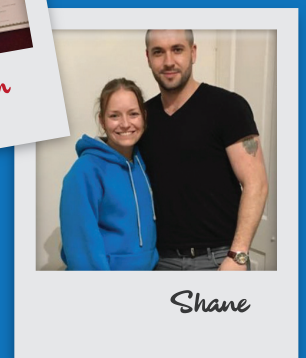
Helen, Daisy First Aid, Newbury.

*"I bought Daisy First Aid Bristol in September 2019 and what a great decision it was. We are all part of one big Daisy family. Having ran a business independently before, having the guidance and support from both head office and fellow franchisee's is amazing... I can't imagine doing anything else now."*

Pip, Daisy First Aid, Bristol and Bath.

*"I discovered my love for medical training in the aviation industry where I taught pilots and cabin crew. After starting a family I became a freelancer for Daisy First Aid. I loved the company and what it stood for and how it enabled me to work around my family. I couldn't believe my luck when the opportunity arose to become the owner of the Chelmsford territory. I absolutely love my job, Every day is different. I meet amazing people, get to share my knowledge and strike a perfect balance between work and family life. I love that I have the freedom to run my company however I like but have the support of head office whenever needed. For me this is the perfect combination."*

Angela, Daisy First Aid, Chelmsford.



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