

# Daisy First Aid



# Franchisee Testimonials



## Jill - Daisy First Aid Newcastle



Working for Daisy First Aid has literally changed my life! I'm now one of those annoying people who REALLY love their jobs!

Although I enjoyed working for the ambulance service, it was understandably stressful and I would often struggle to switch off after a 12 hour shift. I now have the pleasure of a stress free job that still makes me feel like I'm making a difference and helping people.

While on maternity leave with my second child I began to seriously reconsider returning to work and the difficulties that would bring regarding childcare arrangements for two little ones.

Finding a new job that would work around my family life was seeming impossible until I stumbled across an advert for Daisy First Aid. The more I read, the more exciting it was. This job seemed to be the answer, it seemed to tick every box! I requested more information and continued to be impressed. I messaged a few of the team members and they all agreed on the same thing, they all loved their job! They all had previous experience working for emergency services and were all mothers to young children.

They all seemed like me! I just couldn't seem to find any reason not to go for it so I worked out the finances to make it happen! Needless to say, I've never looked back! When I first met Jenni I was surprised how friendly and approachable she was. I found her passion and approach to the business inspirational.

The initial training was fantastic, well paced and memorable. The First Aid side was already familiar to me so also learning about the actual running of the business like marketing and promotion was really helpful.

The continued support is excellent. I have the freedom to run my own business in the way that works best for me but also have Jenni and the rest of the team on hand to answer any questions, big or small.

Everyone helps each other out in anyway they can, as well as sharing ideas, advice and stories. It sounds like a cliché but the team really is like a big family!

I am so grateful to Daisy First Aid for giving me the opportunity to perfectly combine my work life with being a mum. Paperwork and emails fit around nursery and naptimes, the classes are booked in whenever I have childcare available. I'm so proud to be part of the Daisy First Aid family and knowing that we are providing such a valuable service! I'm excited to see Daisy First Aid progress and so glad I made the decision to join!



## Cathy - Daisy First Aid York

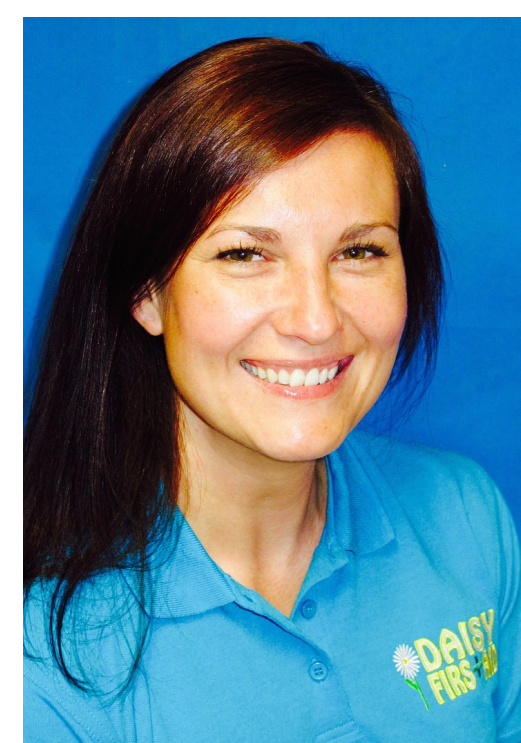


I was working as a police officer in London when I first heard about Daisy First Aid. My fiancé and I were looking to move out of London and get a better work life balance.

The shift work and pressure of the job was taking its toll, and I also liked the idea of being my own boss. I was apprehensive though about going it alone, as I had always worked in the public sector and had no background in business.

We moved to York, where I continued to work for the police, but I was posted a two hour drive away from where I lived. That's when I decided to make the change! I learned first aid as a police officer and it was always a part of the job I enjoyed. I researched the company carefully and spoke to a couple of the current franchisees before I took the plunge. They were so positive that I decided to go for it. I can honestly say I haven't looked back! The training was great, both in terms of really consolidating my knowledge of first aid, and providing lots of ideas on marketing and setting up my own business. Jenni was so professional, but also clearly loved what she was doing and was so enthusiastic. I returned to York full of good ideas to get my business going. Since then I have done things I never thought I could do - I've gone out and approached people, I've taught large groups, and now I'm training childcare professionals. Any time I needed support, I've turned to the other franchisees on the Facebook group, so I've never felt alone. Jenni has also always been at the end of the phone with expert advice! I'm now expecting our first baby in May and just feel so relieved that I can continue to work around my business with complete flexibility. The best part of the job is that it feels really worthwhile - I can say I've taught people something that may save a life one day!

## Emma - Daisy First Aid Bexley



I joined the team of Daisy First Aid as I wanted a job that worked well around my children and felt passionate about what I'd be teaching. I've not regretted it. I have met some lovely people, which had made my job so much more enjoyable.

There is as much training available as you need, along with continuous support from Jenni and the other Daisy girls whenever you need that helping hand. A great Franchise and a great team! x"



## Marie - Daisy First Aid Northampton



When I first saw the Daisy First Aid franchise opportunities advertised, I instantly thought what a fantastic idea it was, the more I found out about the business and the positive response I had from everyone I spoke to about it, I knew it was an opportunity I did not want to miss. As a mum to 2 young boys and having been a nurse for over 10 years it is perfect for me as it means I can work around my busy family life, childcare is no longer a problem and not having to work long shifts and being able to take holiday when I want has changed my life dramatically. When I first arrived at my initial training I was really nervous but after 5 minutes I felt so comfortable as Jenni was so welcoming and I became friends with all the other franchisees instantly. The 3 days of training was really informative and I was fully prepared to do my first class one week later! Jenni is extremely supportive and I know I can ask her any question I have. I love teaching my classes, the response I get is amazing, every parent I have taught has enjoyed the class and each class is so different as parents have their own stories to share. For me, running a business was completely new but I had full training and have had ongoing support and access to an online business school, all of which has helped me immensely. All the other franchisees are really helpful, we all share ideas and help each other, I'd recommend to anyone to join the Daisy First Aid family.

## Nathalie - Daisy First Aid Richmond

Daisy First Aid has been everything i had wanted it to be and lots more beyond that!

Being my own boss has allowed me the flexibility to obtain the elusive work/life balance and not many careers can offer you that. We teach invaluable life-saving skills to new and existing parents and carers, and there's no better feeling than knowing that you are helping to potentially save lives. I'd recommend what we do to anyone!





## Stacey Daisy First Aid Redhill & Reigate



I was working in a corporate city job and had reached a point where I just couldn't cope with the commute and the pressure as well as being mum to my 2 year old daughter. I knew about Daisy First Aid from taking a class when my little girl was born and so when I decided to change my life for the better,

I looked at Daisy First Aid as a franchise. I was also looking at another franchise that was child orientated but for me, Daisy First Aid won for a few key reasons:

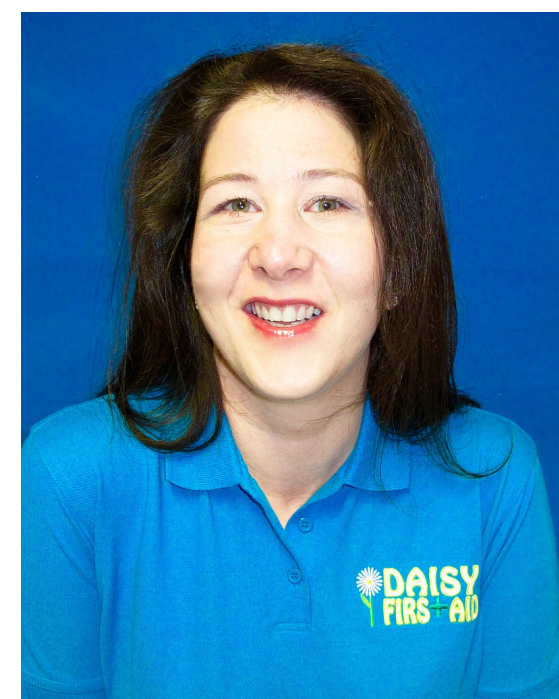
Jenni as the franchisor was just amazingly charismatic and supportive, there was support from the wider team as well as business and marketing training help that other franchisors had not offered. It was an opportunity to have what is truly my own business without the huge amount of restrictions that other franchisors had in place and the investment amount seemed justified and like I could earn back quite quickly. As a business, the pricing model makes sense too so the per-hour earning potential and time it takes to do a class give me a really flexible business to work around family. From an advertising perspective, because the per-hour earnings are quite high compared to other businesses, I feel confident to spend money advertising the business and so far I've made a return on my advertising investment right from the start (another thing that other franchises didn't seem to offer).

I was a little nervous having had no previous first aid experience, I had a corporate marketing background only, but the franchisee training and ongoing support have given me everything I needed to get going, build my confidence and get 5\* customer reviews straight away. My customers are amazed at how short a time I've been doing this (4 months teaching) compared to my knowledge and ability to answer questions and train people.

Because the team have such different backgrounds, we are all able to help each other and are all in regular (near daily) contact via our Facebook group and emails. We share knowledge and ideas, successes and motivate each other. Daisy First Aid has had such a huge impact on my life and finally given me a work life balance.

Before this I was stressed all the time, often emotionally struggling with being away from my daughter for such long hours and wondering if it was ever possible to be happy with work and family. Now, I chose when I want to work, book classes in to suit my family time and feel like what I am doing when I am away from family is really worthwhile as I'm sharing knowledge with other parents to help them learn vital life saving skills. My only regret is not doing this sooner.

# Ashley - Daisy First Aid Elmbridge Surrey



Daisy First Aid is not only a great idea, it's a great company. It takes someone special to see what is missing in life and work to fill the gap and that's just what owner and franchisor Jenni Dunman did.

After recognizing how many people didn't know how to handle emergency situations & seeing that the image of first aid training was stuffy & scary, former Met officer Jenni set about changing that.

The result is a franchise that is growing at an amazing rate, with committed, warm, family orientated trainers that aim to empower people with information and techniques that can absolutely make a difference. Whether people come to learn the life skills to feel more confident with their own children, or they need to have a first aid qualification to work with children, Daisy First Aid is fast gaining a well deserved reputation for clear, effective & professional training provided by friendly, approachable and knowledgeable trainers.

The training that the franchisees receive when they take on a new franchise is professional yet personal. Jenni absolutely makes each member of the team feel valued & acknowledged - she wants each one to bring their own personalities to the Daisy brand, whilst still offering a professionally run business. Ongoing support, motivation & training is available to franchisees through many sources & as each franchisee comes from a different starting point, they are all made to feel they contribute something special to the franchise as a whole to help everyone improve & grow. For me personally, I found Daisy First Aid at a difficult time in my life, coming to terms with multiple bereavements in a very short space of time, I was looking for something to help me focus on the positive in life again. Having had 20 years of Early Years teaching & care behind me & having regularly done first aid as part of my responsibilities with that, Daisy First Aid has given me something to feel bright about. I have learned a heap of new skills to run my own business & grown in self esteem. Most importantly, every class I do starts with some people looking uncomfortable & nervous as they don't know what to expect - by the end, they are visibly more relaxed & confident about knowing what they can do in theory as well as physically being able to handle the life saving techniques. I'm honoured to make that difference.



## Julie - Daisy First Aid Hertford



I joined Daisy First Aid last year after a long work break to look after my three children. I had owned a franchise before and was quite cautious going into another one but Daisy First Aid was right up my street having worked with children for twenty years I felt more than equipped to teach first aid and felt passionate it was a skill that everyone should possess. Jenni has been so approachable and put all my worries at ease being at the other end of the telephone or email whenever I need her. The idea of this franchise is to fit in around family life which means I am still free for special assemblies, school trips and helping at school – I'm also going to teach the whole of key stage 2 first aid, so they'll be equipped to help their friends. The training was over three days and was a great opportunity to meet other new franchisees and some of the more experienced franchisees also popped in to say hello. We have an on line group where we can ask questions and chat about things that happen and how to deal with it. We are all a team and it's great for extra support. The pool of knowledge means our skills are always up to date and current. I'm looking forward to establishing my business this year and providing people with vital skills.

## Mita - Daisy First Aid Stanmore

Working for Daisy First Aid has been a worth while life changing experience.

I have made great friends and to be able to help others is something I have always wanted to do. I love what I do. We receive some amazing support from Jenni and HQ.



## Tracey - Daisy First Aid Bromley



Daisy First Aid is a provider of paediatric first aid to parents, carers and professionals. I have been running the franchise in Bromley and the surrounding areas since May 2015 and am starting to build up a great reputation in the area.

Jenni the franchisor is a lovely, approachable lady who is very knowledgeable, business minded and extremely motivated. The franchise training I received in person was excellent and I know that if I have any problems I can email Jenni (and HQ) and receive prompt answers. Support is ongoing and I can also ask for advice from the other franchisees.

I chose DFA as I wanted a more family friendly job and it is a subject that I already have knowledge of; I am a single parent to a little girl and currently work 12hr shifts in the NHS, a job that I very much enjoy however the long hours are not always ideal with young children as I am not always there for her in the evenings, which I would like to be. Building up the work with DFA and working in school hours will allow me to reduce my hours therefore spending more time with my daughter as she grows.

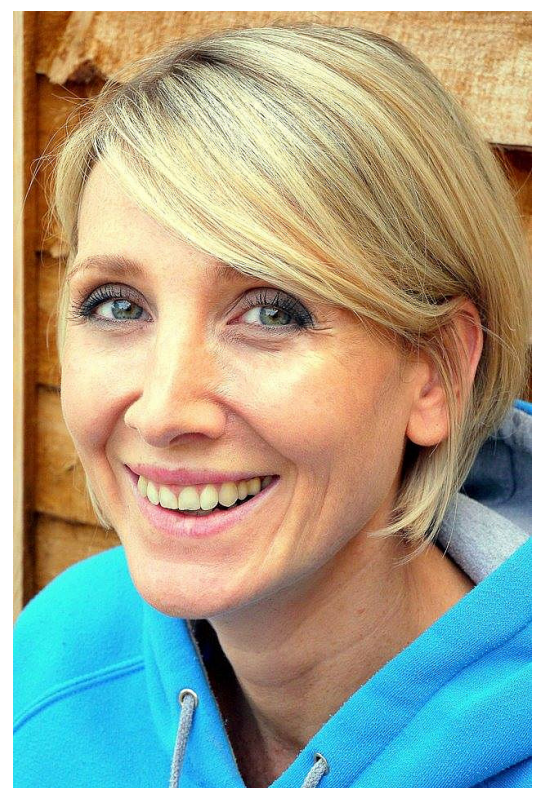


## **Lauren - Daisy First Aid Bishops Stortford**



I am an ex-police officer and a mum to my gorgeous little boy Harry. After returning to work after maternity leave, I just didn't feel the same about my job and struggled to leave Harry at home. After following Jenni on her journey with DFA, she began to look for franchisees to offer classes to parents across the country. It sounded perfect and I jumped straight in with both feet! Now I have the work/life balance that is so precious and 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! I love being a part of DFA and watching it continue to grow knowing that there are hundreds, if not thousands of parents, who now know how to save their child's life using CPR, or how to spot the signs of meningitis, or how to handle bumps and scrapes, thanks to DFA!

## **Kerry - Daisy First Aid Christchurch**



I am an ex metropolitan police officer and mum of a baby boy. When I left the police I wanted to use the skills that I had learnt and whilst training to be a primary school teacher I realised that the subject I really wanted to teach was first aid. I am passionate that first aid is a skill that everyone should be taught especially parents and teachers. I heard that Jenni had started her own business and was considering developing franchises. The support that comes with a franchise really appealed to me. I have always thought that parent first aid is incredibly important but more so now that I am a parent myself. You can only do so much to prevent accidents happening but sometimes accidents do happen and it is those times that every parent should know what to do to help their child.

I have been running Daisy First Aid Christchurch for over a year, 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.



## Lucy - Daisy First Aid Clapham

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 and it's exciting to see the company growing so quickly.



## Helen - Daisy First Aid Sutton

Daisy First Aid has been an amazing opportunity for me to run a business that fits in with my hectic life looking after my 3 energetic children. Not only do I love what I do, I get a great sense of pride enabling other parents and carers to potentially save their children's life's. I feel like I am making a difference and that Daisy First Aid is the friendly, approachable, affordable first aid provider that has been missing from the market.

The training and support Jenni gives is second to none. It is seamless and 100% thorough. There is no problem too big or small for Jenni and it is clear to see that Daisy First Aid means the world to her and that it will only grow and achieve great things with her at the helm.





## Clare - Daisy First Aid North Herts



I love working for Daisy First Aid.

It completely fits in around my lifestyle enabling me to work and be a mother/partner without the guilty feeling of going to work all day long. I can work when its convenient to me and my family, and teach classes when my daughter's at nursery or asleep in the evening. The training I received from Jenni was great and fun to learn, plus there's the online business school package that we're provided with. The other Daisy girls all feel like close friends already, and it's really comforting to know that we all support and help each other out via our private Facebook page. I feel privileged to work for such a great company, teaching life saving skills! Life at home has definitely improved since I joined Daisy First Aid, I'm now spending quality time with my toddler at this special age.

## Claire - Daisy First Aid Epsom



Daisy First Aid teaches paediatric first aid to parents, grandparents, carers and professionals in a fun and friendly class. The courses cover all the information needed when looking after a baby/child but aim not to scare but to give the those the confidence to deal with a baby/child that is ill or in an emergency situation. Jenni is lovely, hard working and passionately believes that parents should have these vital skills. She has done so well in making Daisy First Aid such a successful and growing company as well as juggling family life. When training with Jenni she spent time making sure that I have all the information and techniques needing in teaching, she also gives us ongoing support when ever needed, any new or relevant information and not forgetting the other franchisees with on going help, support and advice. Daisy first aid has made such an impact on my life, it's given me confidence that I never thought I had and being able to do things that I never thought I could do. I love teaching the courses, giving information and showing parents those vital skills that could potentially save a child's life and then being praised and thanked at the end of a course. That feeling is amazing and it's something that I want to feel after each and every course that I teach



## Caroline - Daisy First Aid Wimbledon



I had my son over 2 years ago following many years of IVF treatment and he is obviously very precious to us. After attending a paediatric first aid class with Jenni @ Daisy First Aid when he was 9 months old, it made me realise how important it is to have these vital first aid skills and the difference we as parents can make in an emergency situation. I returned to work after maternity leave over a year ago, working part time in the city as Head of HR for a Telecoms company and although my son was in nursery and my parents were around to help to pick him up, I felt that I needed and wanted to find something I could do that would allow me to be more flexible and be around for my son, in particular when he starts school.

I received an email from Jenni about the franchise opportunities available with Daisy First Aid and got in touch straight away. I met with Jenni and we talked it all through including the potential territories which were available. Jenni was so easy to talk to and so passionate about what she was doing which filled me with the confidence that this was something that I could succeed in. So it was an easy decision to make - To change my work life balance for the better so not only to spend more time with my son but to be in such a rewarding position to give parents and carers the skills and knowledge to help deal with emergencies that may arise and in a fun and light hearted environment. I have met such lovely people along the way and receive such great reviews and feedback which makes the job so enjoyable and fulfilling. There is a constant flow of information and support from Jenni at HQ and the franchisees are in daily contact giving each other advice & updates so you never feel alone.

Being part of the DFA team has been a great experience so far and I am looking forward to the future and growing my territory even further.