



# SKY'S THE LIMIT

## Welcome

A message from Donna Young our Director of Fundraising.

## 2023 Mission Statistics

Find out how many missions we have completed to date.

## Patient Story

Featuring Maddie-Rose's story - our 500th transfer.

## Anniversary Timeline

Celebrating 10 years of our lifesaving service, see how far we have come.

## Staff Spotlight

Interview with Helen Tracey our AirDesk Team Leader.

## Charity Shops

The news on the street!

## YOUR NEW SUPPORTER NEWSLETTER HAS JUST LANDED



Every day our charity is changing lives. Read about how you are making a difference for patients and their families.

CELEBRATING 10 YEARS OF KEEPING HOPE ALIVE



# WELCOME

Hello,

Welcome to the first edition of your supporter update! First of all, thank you for supporting the work of our Children's Air Ambulance team and everyone who works tirelessly to transport critically ill children.

I hope you enjoy our jam-packed newsletter, lovingly called the Sky's the Limit – although with our 10th Anniversary this year, we are confident we can continue to reach greater heights!

I never tire of hearing the stories from the children and families who experienced a transfer by the Children's Air Ambulance. It really puts things into perspective for my team and I just how vital this work is.

I hope you enjoy reading the story from Maddie-Rose's mum. Good news stories like these are only possible thanks to the generous support from people like you.

All the best, Donna  
Director of Fundraising

P.S. Please let us know how you found our newsletter. This update is for you, so please give us your feedback by filling in our survey.

## OUR VISION, MISSION & VALUES

### Vision:

To ensure children grow into adults, for adults to live longer and for families to stay together, as bereavement through trauma becomes rare.

### Mission:

Our rapid response services work tirelessly to save lives and alleviate pain and suffering, wherever and whenever needed.

**Values:** The core values that drive our organisation are:



# MISSION STATS TO DATE 2023\*

Our clinically designed aircraft provide a flying intensive care unit for transferring babies and children that need to receive urgent care.

**£3,500**  
Avg Mission Cost

**735**  
Total Missions



**2 Aircraft**



**11 NHS Clinical  
Team  
Partners**



**4 x Faster  
Than Road**



**2 Airbases Covering  
the UK**

\*These figures reflect our missions from 2013 to May 31 2023, (the time this article went to press). Visit our website for updates.

# Our 500th Children's Air Ambulance Transfer

We were excited to reach this incredible milestone of 500 children safely transferred to receive the best specialist care. Every child transported by the Children's Air Ambulance is so unique, and Maddie-Rose is no exception; her mother was kind enough to share her story:

When our baby Maddie-Rose was only three months old, she needed an urgent transfer due to her heart defect and breathing problems since she was born prematurely. She needed specialist treatment which could only be provided at University Hospitals Bristol, 170 miles from our home in Helston, Cornwall.

With Maddie-Rose being so poorly, driving her there just wasn't an option. Thankfully, the Children's Air Ambulance had the expert medical equipment to take her there quickly and safely.

Sadly, me and my husband, Tyler, couldn't come with her, and it was heartbreaking to see her go with the helicopter team, but we knew this gave her the best chance. Before they collected her, they picked up a specialist pediatric retrieval team, Wales & West Acute Transport for Children (WATCH), who cared for her the whole journey. I couldn't believe how specialised it was, the helicopter was actually a flying intensive care unit, and I knew she was in excellent hands. We followed on by car and spent five days with Maddie-Rose at the hospital so she could receive all the investigations she needed.



**Maddie-Rose**

We are so glad that our little Maddie-Rose is home now and being looked after by community nurses, and she is gaining strength every day.

We want to say thank you so much to the Children's Air Ambulance for the help they gave Maddie-Rose, and sharing our story is a way of doing that by raising awareness of the charity.

Thank you so much,

*Sadie-Rose*



# 10 YEARS OF KEEPING HOPE ALIVE



2013

The first patient transfer took place.

NHS clinical partner teams increased to nine. The first neonatal transfer was completed.

2016

2017

Now operating seven days a week.

2014

100 patient transfers achieved.



2018

Two new bespoke helicopters took to the skies.



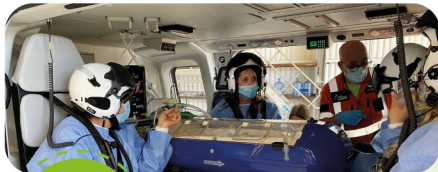
2019

Launched children's club #TheCrew



2020

ECMO and Nitric oxide equipment launched.



2021

11th clinical partner joined. 500th patient transfer.

2023

England's first helicopter incubators launched. We celebrate our 10th anniversary.



# IN THE SPOTLIGHT

**Name:** Helen Tracey

**Job Title:** AirDesk Team Leader



## How long have you worked for the Children's Air Ambulance?

5 years in May 2023.

## What does a typical day look like for you?

Overseeing that the Children's Air Ambulance Airdesk is manned and Operations Coordinators are ready to undertake missions while also ensuring the day to day running of the office. I also visit our bases at Gamston and Oxford weekly to see our crews providing a link between us all in Operations ensuring that we can provide the best service to our clinical partner teams (CPTs), patients and their families.

## What's been your highlight/proudest moment so far?

I have been involved in patient transfers for palliative care and while this is absolutely heart breaking, I do feel so proud to be a part of the team which has reunited loved ones so they can

be all together in their darkest moments which is just as vital a service as getting children the treatment to also save their lives. I get so much satisfaction knowing that I've made a difference to someone.

## What would you like to say to our supporters?

There are not enough words to say how vital they are to our service – without them we can't fly the missions we do so thank you, thank you and thank you to each and every one. You truly are heroes for us.

## Tell us a fun fact about yourself:

I once came 3rd in the Schools County High Jump Championship. The fact that there were only 3 of us in it is totally beside the point!

## HOW REGULAR GIVING SUPPORTS THE CHILDREN'S AIR AMBULANCE

To maintain the bespoke aircraft and ensure the best care is available to the children, we need to be able to plan. Knowing that our supporters have committed to giving every month, even just £1, allows us to keep our service the most effective as possible.

For those who already give regularly, *THANK YOU SO MUCH!*

If you would like to become a regular supporter, or would just like to find out more please scan the qr code or call our friendly supporter experience team on **0300 3047 697**



# CHARITY SHOP FUNDS 500 MISSIONS



Charity shops have always been an integral part of our community. These stores not only offer a wide range of affordable goods, but they also contribute immensely to keeping the Children's Air Ambulance flying.

We receive no government or National Lottery funding and rely entirely on donations from amazing people like you to raise the funds needed for each transfer mission.

A great example of the significant impact our charity shops have is our charity store in West Bridgford, Nottingham. This store is celebrating over a decade of helping to fund lifesaving transfer missions for critically ill babies and children across the UK by selling high-quality new and pre-loved items.

This store opened its doors on the 23rd of March 2012 and is located near Bridgford Park. Over the past eleven years, the hardworking store team have generated over £1.6 million worth of sales for the charity, funding nearly 500 vital missions, and enabling us to continue saving young lives!

We would love to see you at one of our local shops where you can bring in your pre-loved items and buy something special at a great price.

SCAN ME TO  
FIND YOUR  
NEAREST STORE



## Gift Aid Explained.

Next time you donate in one of our stores please ask a member of staff for a gift aid declaration form, and become a GIFT AID CREW MEMBER. We will receive an extra 25p for every £1 made on your pre-loved items. Only UK tax payers can apply.



# YOUR SUPPORT MAKES IT POSSIBLE

**£10**

A month could pay to fly one of our aircraft one mile each and every month.

**£24**

Could help buy a pair of ear defenders to protect little ears.

**£40**

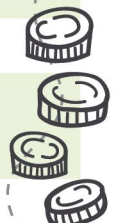
Could help pay for 2,400L of oxygen to be carried on board our helicopter.

**£3,500**

Could fly one complete mission for Children's Air Ambulance



SCAN ME  
TO DONATE



## What's Going On?



There's always lots of exciting stuff going on. Scan here to see all our events.



## STAY IN TOUCH



[www.childrensairambulance.org.uk](http://www.childrensairambulance.org.uk)



[contact@childrensairambulance.org.uk](mailto:contact@childrensairambulance.org.uk)



@TheChildrensAirAmbulance



@childrensairamb



@ChildrensAirAmb



0300 3047 697

Did you enjoy reading our new Sky's the Limit update? If you have any feedback fill in the form and return it in the Freepost envelope included.

All survey entries received by 21st August 2023 will be entered into a prize draw!

THANK YOU!



children's  
air ambulance

keeping hope alive



PART OF  
**The Air Ambulance Service**  
SAVING LIVES



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