



SKY'S THE LIMIT

SOARING HIGH!

Discover more about the amazing work of Your Local Air Ambulance. Read about our new defibrillator initiative and much more inside!

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Serving the communities of:
Warwickshire
Northamptonshire
Derbyshire
Leicestershire
Rutland



your local
air ambulance

Derbyshire · Leicestershire · Rutland
Warwickshire · Northamptonshire

WELCOME

Hello and welcome to our supporter newsletter! This is my second edition of Sky's the Limit as CEO, and I'm amazed by the team's work for people in the local community. One great initiative started by our Operations team involves voluntarily holding Automated External Defibrillators (AEDs) at home to help provide lifesaving care outside of working hours, detailed on page 5.

I'm thrilled to share that I've exceeded my fundraising goal for the Camino de Santiago Trek, raising £2,500 in memory of my late friend Nick. Experiencing the dedication and passion of our frontline teams, it was an honour to contribute. I didn't fully appreciate the distance, terrain or heat, so we had highs and lows - beauty and blisters, but overall, it was an incredible journey! If you are inspired to take on your own challenge, please visit our website (more info on the back page).

There are several ways you can support The Air Ambulance Service, but I would like to highlight Shaun's family, who have set up a tribute page in his memory. Their amazing fundraising work can be found on page 10 and is truly humbling to read about.

In this edition, we also share Matthew's incredible patient story and a new section on Fantastic Fundraisers from around the five counties. We truly could not attend to people like Matthew without your continuous support. One amazing supporter even gave us the gift of a new thoracotomy manikin, named Stan,



in memory of her late husband, to help train our team in advanced lifesaving techniques.

Finally, we want to shine a spotlight on one of the most crucial people working for our charity: Andrea, our wonderful Supporter Experience Executive. She works so hard to ensure that supporters like you can donate and receive information about the charity, clothing banks, fundraising, and many other areas. Hear more from Andrea on page 8!

Thank you for supporting The Air Ambulance Service. I hope you enjoy this newsletter.

Peta

Peta Wilkinson
CEO, Your Local Air Ambulance

OUR VALUES



CREATIVITY



COMPASSION



COURAGE

MISSION STATS 2024

Reaching a medical emergency in rapid time can be the difference between life and death. That's where Your Local Air Ambulance comes in.

£2,300
Average Mission Cost

1,945
Total Missions



350
Hours Flown



410
Road Traffic
Collision Missions



29,440
Critical Care
Car Miles



15
Counties Attended

*These figures reflect our missions from 1 Jan 2024 - 1 July 2024

ADVANCING EMERGENCY CARE

We are excited to share that our clinical teams have purchased an adult male manikin pro thoracotomy trainer to enhance their training. This cutting-edge equipment offers fully immersible and high-fidelity surgical training opportunities in various emergency settings, empowering our teams to sharpen their skills effectively.

Thanks to a generous donation from one of our supporters, made in memory of her beloved husband, Stan, we were able to invest in this state-of-the-art trainer. We are immensely grateful for this contribution, which allows us to provide our staff with the tools they need to deliver the highest standard of care to our patients.



Penetrating chest trauma training (simulated stab wound to the chest) on the new Thoracotomy Manikin.

“This Summer we held our first “in house” surgical training day, at the Derbyshire, Leicestershire and Rutland Airbase. The faculty and delegates were made up of Clinicians from The Air Ambulance Service (TAAS), West Midlands Ambulance Service (WMAS) - Medical Emergency Response Intervention Team (MERIT) and the West Midlands Central Accident Resuscitation Emergency (CARE) Team. Throughout the day the candidates got to practice advanced surgical interventions via a series of complex scenarios, utilising the ProSimbodies Resuscitative Thoracotomy manikin to great effect. Alongside these simulations a surgical “wet lab” took place, where technical skills could be practiced under expert supervision on a variety of animal specimens. The feedback from this event was overwhelmingly positive, with plans in place to continue these training days as part of TAAS Clinical Education Framework.”

Adam Nash

Critical Care Paramedic and Clinical Quality Manager
Your Local Air Ambulance.



NEW INITIATIVE SPARKS LIFESAVING POTENTIAL!

Earlier this year, our Operations team received eleven new AEDs for use outside of working hours. This initiative, led by Critical Care Paramedic Sam Cooper, involves team members voluntarily holding AEDs at home to assist local communities in Northamptonshire, Warwickshire, Leicestershire, Lincolnshire, and Oxfordshire.

Eleven dedicated team members, including Critical Care Paramedics and our Chief Operating Officer, are ready to respond to cardiac emergencies via the GoodSAM app, which connects them to local NHS ambulance services for quick assistance.

GoodSAM Co-founder Mark Wilson OBE expressed his enthusiasm for this partnership, noting its potential to significantly improve cardiac arrest survival rates: **“GoodSAM is delighted to be working with The Air Ambulance Service in improving cardiac arrest survival. GoodSAM incorporates the world’s most advanced alerting, dispatching, and tasking platform with a community of highly governed, trained and trusted responders.”**



FOR MORE DETAILS PLEASE VISIT OUR WEBSITE OR SCAN THE QR CODE TO HEAR DIRECTLY FROM SAM COOPER.



<https://airamb.co/GoodSam>



Matthew's Story

PATIENT STORY

“If the air ambulance hadn’t been there, it would have been a slow dismal trip to Nottingham. The crew’s skills were amazing. The experience made us want to donate to the charity, and my father wants to set up a direct debit.”

16-year-old student Matthew Rea was a week away from taking his GCSEs when he came off his motorbike during practice at the Moto101 motocross track in Grantham and was rushed by air ambulance to the Queen’s Medical Centre (QMC) in Nottingham with a fractured left wrist and femur.

Matthew says: “I came out of a corner, and the way my suspension reacted to the bumps caused me to twist my throttle. I was going flat out. I remember blacking out and thinking - this isn’t going to be good. I was vertical in the air with the bike. The next thing I remember was being on the floor with two people running towards me.”

The motocross track’s onsite medics arrived and gave Matthew some gas for the pain. They told him they thought he’d broken his wrist and he had probably his leg, but his injuries didn’t hurt until they put him on a backboard and into a car to take him to the hospital.

Matthew was grateful that the Derbyshire, Leicestershire and Rutland Air Ambulance crew arrived five minutes later and saved a painful trip by road. They sedated him with ketamine to allow a traction splint to be applied. As a result, he doesn’t remember much of the trip apart from asking the crew if he could nap.



He says: “I kept looking out the window, and they kept having to put my head down. It was the first time I’d ever been in a helicopter.”

Matthew was taken to QMC by air ambulance. The imaging department X-rayed his injuries and hospital staff straightened his wrist. His left leg was put in traction and his wrist in plaster. Later, a rod was fitted in his femur, and then it was discovered that he had also broken his ankle.

Matthew says: “It wasn’t causing me pain. I was putting weight on it, and it felt fine, but they noticed it was swollen. I’d broken the navicular bone in my right foot. I had two screws put in, and two K-wires were taken out later.”

Matthew spent two to three weeks in QMC, then five days at Doncaster Royal Infirmary before going home. He underwent physiotherapy for his leg and his school postponed his GCSEs until the following year, as he could only get around in a wheelchair, he had more time to revise.

Matthew hopes to return to motocross as soon as he can. “I love the thrill of it.” he says. “I’ve wanted a motorbike since I was little. Before I got one, I’d ride my mountain bike and make motorbike noises!”

IN THE SPOTLIGHT

Name: Andrea Chandler

Job Title: Supporter Experience Executive



How long have you worked for TAAS?

I have worked for The Air Ambulance Service for five years.

What does a typical day look like for you?

A typical day for me is very rewarding and impactful as being the first point of contact for supporters means I can play a crucial role in maintaining positive relationships and ensuring all needs are met. Whether it's handling donations, coordinating clothing collections, or addressing queries, I contribute to the charity mission on a daily basis.

What has been your highlight so far?

My highlight is always hearing about the positive impact our services have on patients! Their stories and expressions of gratitude are amazing!

What would you like to say to our supporters?

I'd like to say a huge thank you to our supporters for donating, volunteering and supporting us to help run our lifesaving services. Without everyone's support we couldn't continue saving lives.

Tell us a fun fact about yourself!

I'm a huge Lord of the Rings fan and have watched the movies countless times.

HOW REGULAR GIVING SUPPORTS YOUR LOCAL AIR AMBULANCE

To maintain the bespoke aircraft, train new critical care paramedics and ensure the best emergency treatments are used, 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 best it can be to save lives.

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 with your smart phone camera or call our friendly supporter experience team on **0300 3047 698**.



SHOP OF THE YEAR SHORT LIST!



We are thrilled to announce that The Air Ambulance Service was nominated for the 'Shop of the Year' award at the national Charity Retail Awards 2024. The Charity Retail Association, the primary membership association for charity shops in the UK, promotes charitable causes and an environmentally sustainable retail experience. This prestigious awards event highlights the numerous successes within the charity retail sector.

Our Melton Mowbray superstore received the nomination due to its exceptional performance. Since its opening on the 19th November 2021, the store has generated an impressive £1,735,702, funding more than 1,000 lifesaving missions. This achievement reflects the dedication and hard work of our incredible team and supporters.

Although we narrowly missed out on winning the top prize, we are immensely proud of this recognition. Being nominated is a significant achievement and a testament to the unwavering commitment of our retail teams.

Hannah Coventry, Head of Retail, shared her thoughts: "It is fantastic that the hard work of our retail teams has been recognised as part of the Charity Retail Awards this year. We are proud to have been nominated for this award and since opening the store only three years ago, the team has hit many major milestones including raising a phenomenal 1 million worth of sales in just a year!"



Hannah Coventry
Head of Retail

We extend our heartfelt congratulations to all the winners and nominees of the Charity Retail Awards. Your dedication and accomplishments continue to inspire and uplift the charity retail community.

keep their memory Flying

“Grief is the price we pay for love.”
- HRH Queen Elizabeth II

Shaun and his sons

We attended the home of Shaun Taylor who was just 26 years old when tragedy struck his family, Shaun was playing with his sons when he suffered an aortic dissection - a tear in the aorta. The emergency services were called, and we were dispatched to the scene. Our paramedics worked hard to try and revive Shaun but unfortunately, he passed away at home. His wife Vickie and sister Lucy were so blown away at the kindness and determination of our paramedics, that they turned their grief into fundraising. They created Shaun's tribute page and use this to add any amounts raised from their fundraising events, or for donations from special occasions such as birthdays and Christmas.



“We have done lots of fundraising events in his memory and having the tribute page is perfect because we can add to it with each event we do.”
- Vickie

We know that memories of loved ones are precious and that sharing them is a gift. That is why we want to help you keep those memories flying, like Vickie and Lucy are doing for Shaun. In a couple of simple steps, you can create your own online tribute page and share memories of your special loved ones.

1 Visit our website and complete the online form to set up your dedicated page; theairambulance.org.uk/memory or call 0300 3045 999.



Not only will your message be displayed as flying sycamore seeds for the world to see, but your pages and donations literally keep us flying.



2 Share your tribute page with your family and friends so they can join you in celebrating the life of your loved one.

FANTASTIC FUNDRAISERS

We extend a heartfelt thank you to all our fantastic fundraisers! Your time and effort are crucial to our mission... **THANK YOU!**



Syresham Sports & Social Club



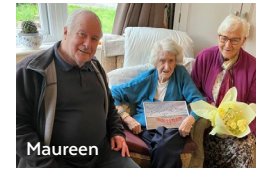
Tracey & Andy



Bernadette & Co-workers



Plumbase



Maureen



Teresa & Seth



Piroto Labelling



Shaun



Karen & Caitlin



The Audley Foundation



Collycroft, Ryton & Bedworth Methodist Church



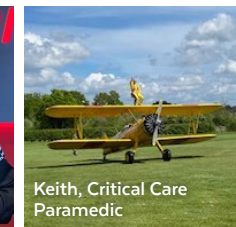
MG Owners Club



PPG Coatings Services



Whilton Mill



Keith, Critical Care Paramedic



The Toyota Manufacturing UK Charitable Trust

YOUR SUPPORT MAKES IT POSSIBLE

£2,300

COULD FLY ONE COMPLETE MISSION FOR YOUR LOCAL AIR AMBULANCE.



PLEASE SCAN ME TO DONATE



OR DONATE ONLINE AT

theairambulance.org.uk/donate



COULD PAY FOR A TRACTION SPLINT WHICH CAN BE USED TO APPLY TRACTION TO REDUCE FEMORAL FRACTURES.

£59

COULD PAY FOR ESSENTIAL PADS TO BE USED WITH A DEFIBRILLATOR WHEN A PATIENT SUFFERS CARDIAC ARREST.

£36

COULD HELP PAY FOR AN IV KIT TO ALLOW PATIENTS TO RECEIVE VITAL MEDICATIONS THEY NEED ON SCENE, INCLUDING ANTIBIOTICS OR PAIN RELIEF.

£15

FUNDRAISE YOUR WAY

Whether you're a seasoned fundraiser, planning your first event, or want to join us at one of our events to help raise awareness and vital funds for Your Local Air Ambulance, our team is here to help. For more information, please visit our website airamb.co/fundraise, scan the QR code with your smart phone camera or call our friendly Supporter Experience Team on **0300 3045 999**.



STAY IN TOUCH



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Donations gratefully received enable The Air Ambulance Service to meet the clinical needs of patients by covering the operational costs to ensure all our vital services are ready to respond.

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