



SKY'S THE LIMIT

FLYING FORWARDS!

Take a closer look at the incredible work of the Children's Air Ambulance. Inside we're going 'Behind the Rotors', celebrating milestones, unveiling exciting updates on our brand and more!



WELCOME

Hello and thank you for reading our latest update. In 2024, despite challenges from the economic climate and rising costs, we remained dedicated to creating a lifechanging impact for children and families. Your invaluable support empowers us to achieve our goals! As highlighted in our last newsletter, we celebrated the incredible milestone of surpassing 1,000 transfers—an achievement that inspires us all (pg. 5)!

More changes are coming as we are excited to announce our brand update for the first time in 10 years! This offers us a wonderful opportunity to enhance our mission of reaching as many children as possible with specialised care (pg. 4).

In this edition, we begin our “Behind the Rotors” series, showcasing the amazing clinical partner teams we work with nationwide to deliver our service (pg. 6).

We also have Camilla Raca, our Communications Manager, featured in our Staff Spotlight who works hard to share inspiring patient stories (pg. 10). Jess Storr, our new Warehouse Stock Coordinator, has also compiled a report from our Reuse warehouse (pg. 13). I absolutely love a Spring clear-out and now is a perfect time for you to donate your unwanted clothes and bric-a-brac!



I'm always inspired by the dedication of our community team and the fabulous volunteers who fundraise for us (pg. 14). And you might know Jen, the famous Charity Shop Girl, who completed a grueling Sahara trek to raise funds (pg. 15).

Thank you for your incredible support as we embrace exciting changes at the Children's Air Ambulance. In our next newsletter, we'll unveil our updated brand and share inspiring stories of the transfers made possible by your donations. Together, we are making a difference in the lives of critically ill children and their families!

Peta

Peta Wilkinson
CEO, Children's Air Ambulance

OUR VALUES



CREATIVITY



COMPASSION



COURAGE

MISSION STATS

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

£3,600

Avg Mission Cost

1075*

Total Missions



£

2 Aircraft



11 NHS Clinical
Team Partners



2 Airbases
Covering the UK



4 x Faster
Than Road

*These figures reflect our missions from inception in 2013 to November 30th 2024.

A BRAND-NEW CHAPTER FOR US

Starting in February 2025, we're rolling out a brand-new look and feel. This isn't just about logos and colours. It's about evolving into a cohesive, powerful brand that clearly tells our story—across everything we do. The changes you'll see will help us stay relevant, and ensure our branding and messaging are more inspiring, accessible, and engaging for everyone.

WHY ARE WE DOING THIS?

Right now, our branding lacks unity and can be confusing. Without a clear structure, we miss the chance to build stronger recognition and connection with you, our supporters. This strategic shift will unify our services under one umbrella while allowing our sub-brands (Children's Air Ambulance and Your Local Air Ambulance) to maintain their unique strengths. More importantly, it will help us stay relevant, inclusive, and connected with everyone we serve—so we can continue growing and saving more lives, thanks to you. This evolution is essential for staying in tune with your needs and ensuring we're there for everyone, no matter who they are.

WHEN WILL IT HAPPEN?

You'll start to see changes from now, with updates gradually rolling out over the next 12-18 months. Communications, retail shops, and even our public image will evolve step by step. This is just the beginning—more updates are on the way!

HOW ARE WE DOING THIS?

We've spent time listening to you. With over 1,500 voices from surveys, interviews, and focus groups, we've gathered feedback on what matters most and how we can improve. This is about you as much as it is about us. You've shared your thoughts on what's important to you, and we've used that insight to guide these changes. Our new look will reflect who we are: experts in our field, with hearts that care, and a commitment to inclusivity in everything we do.

We'll be sharing more soon, but for now, we're flying forward—together.

TOGETHER WE CAN BE THERE FOR MORE FAMILIES



CELEBRATING 1,000 VITAL TRANSFERS



We're proud to share a monumental milestone: our 1,000th vital transfer! Since taking off in 2013, we've been dedicated to supporting critically ill babies and children across the UK with rapid air transfers, ensuring they reach the specialist care they need when every second counts.

Our service is made possible through strong partnerships with 11 fantastic NHS Clinical Partner Teams (CPT). These partnerships allow us to provide seamless, expert care during transfers, giving even the tiniest patients the best chance at recovery. In July 2024, our G-NICU helicopter marked our 1,000th transfer by transferring a neonatal patient with Embrace from Liverpool to Chesterfield in just 33 minutes, a journey that would have taken over two hours by road. This milestone highlights the life-changing impact our air transfers have on young lives and their families.

Alfie Daly, Head of Operations, reflected: "Reaching 1,000 transfers shows the dedication of everyone involved, from our aircrew to the teams behind the scenes. Our bespoke incubators have been a game-changer, allowing us to help more neonatal patients. We're incredibly proud of our ongoing partnerships with the CPTs we work with. Together we are able to support so many families when they need us most, and we look forward to continuing to work with them and helping more critically ill babies and children."

With advanced in-flight care like ECMO (extracorporeal membrane oxygenation) and nitric oxide, we remain at the forefront of aeromedical transfers. Chris Bailey, Associate Director of Operations, added: "Our mission is to evolve alongside NHS teams, providing cutting-edge care for critically ill babies and children. None of this would be possible without the generosity of our supporters."

Each transfer costs around £3,600, and as a donation-funded charity, we rely on your support. Your contributions enable us to reach more young patients, keeping families together, and providing world-class care. Thank you for believing in us—here's to saving the next 1,000 young lives!

BEHIND THE Rotors



WATCH Wales and West Acute Transport for Children

The Children's Air Ambulance works with 11 amazing NHS Clinical Partner Teams (CPTs), each playing a vital role in saving young lives. Over the coming editions, we'll be taking you 'Behind The Rotors' and introduce you to these teams and the incredible work they do.

First up is WATCH – the Wales & West Acute Transport for Children service. WATCH provides round-the-clock clinical advice and inter-hospital transport for seriously ill children across South Wales and Southwest England. A partnership between the paediatric intensive care units (PICUs) in Cardiff and Bristol, the team ensures critically unwell children receive expert care as quickly as possible.

When hospitals contact WATCH for advice, the team develops a management plan tailored to each case. This may involve supporting care locally or arranging urgent transfers to a PICU. WATCH prioritises finding a local bed in Cardiff or Bristol, but

if these are unavailable, they secure the nearest suitable option. For children with specific needs, such as cardiac care, Bristol serves as the regional specialist centre.

WATCH's skilled team includes consultants, nurses, and advanced practitioners with expertise in paediatric intensive care, anaesthesia, and emergency medicine. Every child's transfer is carefully planned in collaboration with the referring and receiving hospitals. The Children's Air Ambulance works closely with WATCH to transfer children to specialist hospitals or back to local hospitals after treatment, ensuring families are reunited sooner. Together, we're committed to providing the highest standard of care. Beyond their lifesaving work, WATCH also provides education and support to regional hospitals through outreach roadshows, sharing knowledge to improve care for all.

Stay tuned as we spotlight more of our incredible CPTs in future newsletters!

YORKSHIRE'S FAVOURITE CHARITY SHOP



THE CHARITY RETAIL ASSOCIATION

WINNER



We're thrilled to share that our Doncaster superstore was named Yorkshire's Favourite Charity Shop during The Charity Retail Association's 25th-anniversary celebrations last year!

The Charity Retail Association is the leading organisation for UK charity shops, promoting a sustainable, trusted, and valued retail sector. This honour reflects the incredible support of the Doncaster community and the store's key role in helping to fund the vital work of the Children's Air Ambulance. Since opening four years ago, the store has raised over £2.8 million through shop and café sales – enabling more than 800 critical missions to help transfer young lives across the UK. This award recognises the dedication of the store's team, volunteers, and supporters who have made this achievement possible.

Emma Hanson, the store manager, shared her heartfelt gratitude to everyone who has supported the superstore, whether by shopping, donating, or volunteering. She also encouraged continued involvement, emphasising how sustainable shopping can make a real difference to children's medical services nationwide.

Charity Retail Association®
The voice of charity retail



Thank you for making this success story possible! Let's keep the momentum going throughout 2025.

Elsie's Story

PATIENT STORY

When baby Elsie was born, her parents, Becky and Damian, had no idea anything was wrong. But within days, their world was turned upside down when she was diagnosed with a life-threatening congenital heart condition. Thanks to a crucial helicopter transfer by the Children's Air Ambulance, Elsie's life was saved, giving her a chance at the future she deserves.

"She would've died, no two ways about it," says Damian. "Our family would've been lost; I don't know how you'd come back from something like that."

Elsie's condition, Transposition of the Great Arteries, meant her heart's main arteries were reversed. This caused oxygenated blood to circle back to her lungs while deoxygenated blood flowed around her body, depriving her organs of oxygen. A chance observation of her swollen hands and feet during a routine check uncovered the issue.

Doctors at North Devon District Hospital knew she needed urgent surgery at Bristol Children's Hospital. But the two-hour drive could have been fatal. Partnering with the Wales and West Acute Transport for Children (WATCH) team, we transferred Elsie in just 24 minutes, giving her the chance she desperately needed.

Before the flight, Elsie's condition worsened, leaving her gasping for air. It took four hours to stabilise her enough for the journey. "It was getting close to dark, but the pilot was keen to take off and she probably wouldn't have made it if we hadn't." Damian recalls.



At Bristol, Elsie underwent emergency surgery to stabilise her heart. Two days later, she had a five-and-a-half-hour operation to correct her heart's structure and restore normal blood flow.

For Damian, the experience was overwhelming. "We'd tried for four years to have a baby, and now my daughter could die in front of me while my wife was 150 miles away in another hospital. I'd never cried so much in my life," he says. Thankfully, the surgery was a success.

"The surgeon found us after five and a half hours. My heart sank when I saw him, but he told us everything had gone really well."

Damian remembers. "When we saw her, her chest was closed, and she was off the bypass machine. All I wanted then was to see her open her eyes again." The next morning, Damian got his wish. "I said 'morning' to her like I always do, and she started to open her eyes. I called Becky straight away, and she came to see Elsie moving around for the first time."

Now seven years old, Elsie is thriving. She loves singing, dancing, and bringing joy to those around her. "She's such a funny little girl," says Damian. Damian remains eternally grateful to the Children's Air Ambulance. "The speed and time saved by the helicopter made a massive impact. Without you, Elsie wouldn't be here." he says.

Together, we save more lives

IN THE SPOTLIGHT

Name: Camilla Raca

Job Title: Communications Manager



HOW LONG HAVE YOU WORKED FOR TAAS?

I have worked for The Air Ambulance Service for six and a half years.

WHAT DOES A TYPICAL DAY LOOK LIKE FOR YOU?

My days are wonderfully varied and starts (and often ends) with coffee! I interview patients to share their inspiring stories, write press releases, and draft responses to public or media queries. I create impactful quotes, edit materials for clarity, liaise with journalists, and monitor news outlets. Developing PR campaigns to raise awareness of our lifesaving service is a key focus, as is supporting teams across TAAS with communications needs. Whether managing media relations, crafting content, or handling urgent comms, my role centres on showcasing the vital work of our service to as many people as possible.

WHAT HAS BEEN YOUR HIGHLIGHT SO FAR?

It has to be telling the stories of our former patients. It's always such a privilege to share their journeys and highlight the lifesaving difference our service has made to them. Every story is so inspiring and being able to help amplify their voices is something I truly cherish.

WHAT WOULD YOU LIKE TO SAY TO OUR SUPPORTERS?

A heartfelt thank you to all our amazing supporters! Your generosity, whether through fundraising, volunteering, donations, or events, makes our work possible. We're so grateful for everything you do to help us continue our vital service.

HOW CAN PREVIOUS PATIENTS SHARE THEIR STORY WITH US?

If you're a former patient and feel ready to share your story, we'd love to hear from you. Simply visit our website; airamb.co/yourstory, complete the online form, and I will get in touch. Thank you!



JOIN OUR LIFESAVING LOTTERY

Did you know that you can support and win with us by playing our weekly Lottery? Your £1 per week will help keep us flying, and you just might win the £1,000 jackpot. Everyone's a winner!



"I support The Air Ambulance Service because it's a good cause. Where would we be without such good causes. I never expected to win, it was more about giving to a charity." - Mr Watkins, Winner



SCAN TO FIND OUT MORE OR VISIT
airamb.co/LotteryTCAA



GambleAware
Advice | Tools | Support

The Air Ambulance Service Lottery is promoted and operated by The Air Ambulance Service (TAAS). TAAS is licensed by the Gambling Commission, account number: 41823, with responsible person Donna Young. The sole charitable beneficiary of this lottery is TAAS which will receive all of the proceeds after the deduction of the expenses of running the lottery, including the cost of the prizes. Players must be 18+ and be a resident of England, Scotland or Wales. Further terms and conditions can be found on the website above.



THANK YOU

A heartfelt thank you to everyone who joined in the fun of our 2024 Christmas Raffle! Thanks to your generosity, through donations and ticket sales, you helped us raise an incredible £418,427! Your amazing support makes our lifesaving transfers possible, and we couldn't do it without you.

EXCITING NEWS!

Our Spring Raffle is just around the corner! Keep an eye on our website for all the details. Who knows - you could be our next £5,000 jackpot winner! Visit us at: airamb.co/TAASRaffle

"WE FULLY SUPPORT THE CHARITY THROUGH DONATIONS & GIFT AID."
- MRS SHUCKSMITH (£250 WINNER)

"I'M SO PLEASED, I'VE NEVER WON ANYTHING BEFORE AND I'M 90 YRS OLD." - MRS MARSDEN

"I'M DELIGHTED TO HAVE WON £100. THANK YOU VERY MUCH." - MRS M BEADLE



FROM CLOTHING BANKS TO LIFESAVING TRANSFERS



At our Daventry warehouse, our dedicated sorting team works tirelessly, unpacking bag after bag of incredible donations generously contributed through our network of clothing banks. Every item plays a part in supporting our lifesaving missions, and we're grateful for your ongoing support!

We're delighted to introduce Jess Storr, our new Warehouse Stock Coordinator! Jess has been with The Air Ambulance Service for three years and is thrilled to step into this exciting role. She'll ensure all suitable donations are promptly sent to our shops, ready to find new homes.

"I'm thrilled to join the Reuse team and am absolutely blown away by the fantastic donations I've already come across in the clothing banks," Jess shares. "From everyday wear to occasion pieces and designer finds, these items are making a real difference in supporting our lifesaving missions!"

Each donation is carefully sorted into categories like ladies', men's and children's clothing. Tagged and bagged, they are sent to our high-street stores—and don't worry, our discount shops receive plenty of fashionable and quality items at budget-friendly prices too. Every item undergoes a thorough quality check to ensure its suitable to stay in the circular economy. With so many textiles ending up in landfills each year, donating to a clothing bank is a fantastic way to stay sustainable and support a good cause. Your donations help reduce waste and keep our helicopters flying!

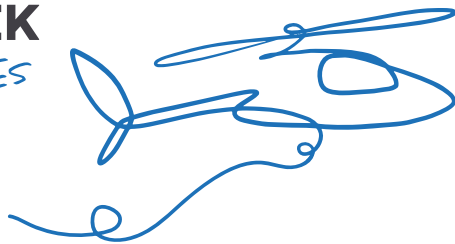
FIND YOUR NEAREST CLOTHING BANK
airamb.co/ClothingBank



THANK YOU!
EVERY DONATION
TRULY MAKES
A DIFFERENCE!

GIFTS IN WILLS WEEK

YOUR SIGNATURE CAN SAVE LIVES



This year, Gifts in Wills Week is taking place from the **17th - 23rd March** and I wanted to take the time to introduce myself. I'm Lynda Copson and I am the Legacy Fundraising Executive at the charity. I am proud to say I have worked here for over two years. In that time, I have seen the huge impact that leaving a legacy can have on our Charity and this is why we have a special dedicated Gifts in Wills week emphasising the importance of these special gifts.

As a charity, we receive no Government funding, and we rely on the kind donations of our supporters. 1 in 7 of our missions are funded by Wills and we are very grateful for all the gifts that we receive. Any gift, however big or small, can make a real difference and support our lifesaving service. Gifts in Wills have a profound impact on our charity and these generous gifts go towards saving lives of those in their greatest hour of need.



Please call our team on **0300 3045 999** for more information or email us at legacies@theairambulance.org.uk

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 with your smart phone camera or call our friendly supporter experience team on **0300 3047 697**.



FANTASTIC FUNDRAISERS

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



Impulse Decision



Doncaster Rotary Club



Waterlooville Bowling Club



Charity Shop Girl



Phoenix Women's Club



Poppy Lofting



Mersea Island Lions Club



Cannon Hall Farm Stall

More details on how to 'fundraise your way' can be found on the back page.



YOUR SUPPORT MAKES IT POSSIBLE

£3,600

COULD FLY ONE COMPLETE MISSION FOR CHILDREN'S AIR AMBULANCE.



PLEASE SCAN ME TO DONATE



OR DONATE ONLINE AT

airamb.co/childrens



COULD BUY A SET OF PAEDIATRIC DEFIBRILLATOR PADS

£42

COULD PAY FOR ONE CYLINDER A MONTH FROM MEDAIR

£21

COULD HELP PAY FOR 2,400L OF OXYGEN TO BE CARRIED ON BOARD OUR HELICOPTER.

£10



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 the Children's 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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 0300 3045 999



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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