

SKY'S THE LIMIT

newsletter



**YOUR LOCAL
AIR AMBULANCE**

ISSUE 7

Welcome from Oli
Big Bases Appeal
Patient Story

WELCOME FROM OLI

When I joined The Air Ambulance Service as the Director of Fundraising earlier this year, people kept asking me the same question: “What made you want to work for an air ambulance charity?” The honest answer is simple. This service matters to me personally.

I grew up in Warwickshire. Like many of you reading this, the sight and sound of the helicopter overhead has always meant something. It is reassuring. It means that somewhere nearby, in what may be the worst moment of someone’s life, extraordinary people are on their way. Over the years, three people close to me have needed the help of the Warwickshire & Northamptonshire Air Ambulance.

Thankfully, in those moments of crisis, this charity was there for them. As a parent myself, I find it deeply comforting knowing that if the unthinkable ever happened, my daughter could benefit from the National Children’s Air Ambulance.



That is why this role feels so important to me. It is not just another fundraising job. It is personal.

What has struck me most since joining is the sheer commitment of the people behind this charity. Our clinicians, crew, volunteers, shop teams, fundraisers, lottery players, donors, corporate partners and supporters all pull in the same direction. There is a real sense of family here, and I already feel incredibly proud to be part of it.

Warm regards

Oli Hiscoe

Director of Fundraising

THE IMPACT YOU MAKE

Reaching a medical emergency in rapid time can be the difference between life and death



3,460
Total Missions*



£2,500
Mission Cost



602
Hours Flown



10 Average Missions per Day



1,379 Medical Emergency Missions



64,408
Critical Care Car Miles*

* These figures reflect our missions from Jan 2025 - Jan 2026. Visit our website for updates.



SECURING THE FUTURE OF THE AIR AMBULANCE SERVICE

Earlier this year, we launched our most ambitious campaign yet: the Big Bases Appeal. We are working to create two purpose-built air ambulance bases to support both Your Local Air Ambulance and the National Children's Air Ambulance.

We must act now to deliver the first phase of the Big Bases Appeal, the new South Base, due to significant operational challenges affecting our current locations.

Your Local Air Ambulance operations are currently based at Coventry Airport, a site which has now closed. At the same time, the National Children's Air Ambulance operates from London Oxford Airport, where ongoing operational restrictions and long-term uncertainty limit future planning. This is about far more than relocating.



These modern facilities will give our specialist crews the space, equipment and operational resilience they need to prepare, train and mobilise faster, helping them reach patients sooner and deliver critical care when it matters most. Emergencies don't keep office hours, and neither do we.

To bring this vision to life, we are seeking £9 million in public and philanthropic donations to fund the project. As a charity, we receive no government or NHS funding – every mission we fly is powered by people like you.

To find out more please visit bigbases.uk/home

THE HEART OF THE HIGH STREET



We are thrilled to share some fantastic news with our supporters: six brand-new charity shops have recently opened their doors in Ripley, Ashbourne, Kenilworth, Ilkeston, Sutton in Ashfield and Stoney Stratford – and they are already making a powerful difference.

Every time you step into one of our shops, you're helping to keep our lifesaving helicopters in the air and our critical care teams ready to respond. Retail plays a vital role in funding our service, and these new locations mean even more opportunities for local communities to support the work we do together. Each shop is filled with great-value pre-loved

fashion, homeware, books and hidden gems, all thoughtfully displayed by our passionate retail teams and volunteers. But these shops are more than just places to bag a bargain, they are community hubs, spaces where conversations start, connections are made, and awareness of our mission grows.

With rising demand for our service and increasing costs, every purchase, donation and volunteer hour truly matters. The funds raised through our retail operations help provide the fuel, medical equipment and specialist training that allow our crews to deliver advanced care at the scene of emergencies, often when seconds count.

EVERY MINUTE MATTERS

At The Air Ambulance Service, our crews deliver the highest level of advanced cardiac care. But even the most specialist treatment relies on something incredibly simple, the actions taken in those first vital minutes before we arrive.



WHAT YOU DO CAN SAVE A LIFE

1. Call 999 immediately
2. Start CPR
3. Use a defibrillator, if available

DEFIBRILLATORS: SIMPLE, SAFE AND LIFESAVING

Across the country, there are many public access defibrillators available in communities. These devices provide clear voice instructions, show you exactly where to place the pads and only deliver a shock if it's needed, so you can't accidentally harm someone. Sometimes, the defibrillator may tell you to continue CPR without delivering a shock. This is completely normal, cardiac arrest can involve different heart rhythms, and not all require defibrillation. The device is simply doing its job.

Knowing where your nearest defibrillator is and having one available in your community could save a life. We encourage all communities to:

- Install public access defibrillators
- Ensure they are placed in easy-to-reach, well-known locations
- Register them with the local ambulance service

If your area doesn't currently have access to a defibrillator, support is available to help you set one up. Together, we can strengthen our communities and give more people a second chance at life.

Thank you for supporting us to improve survival from cardiac arrest.

Matt Stringfellow

HEMS Critical Care Paramedic

RAFFLE UPDATES

THANK YOU FOR MAKING OUR 2026 SPRING RAFFLE A HUGE SUCCESS!

We're thrilled to share what you helped raise in our Spring Raffle. Every ticket and every donation has made a real difference - thank you so much for your kindness and generosity.



TOTAL RAISED £415,000!

"I was more than happy to take part in the raffle to do my little bit to help. You never know when you might need their services."

James, Spring Raffle 2026 winner



SUMMER RAFFLE NOW LIVE!

Follow our updates on social media or buy tickets online at ylaa.uk/summerraffle



scan me



JASON'S STORY

Just two weeks before his cardiac arrest, Jason Falls had been enjoying a family holiday in Florida. Back home in Ilkeston, life had quickly returned to normal – work, family life, and helping his eldest son find a new car.

None of them could have imagined how quickly everything would change. The family had spent the morning visiting car dealerships, excited to tick off an important milestone. After visiting one showroom, they travelled on to Castle Donington to continue their search.

That's the last thing Jason remembers before waking up in hospital several days later. It had been raining heavily as the couple and two of their children made their way between the rows of cars. As Jason's fiancée, Emma, walked slightly ahead, she suddenly heard a scraping sound behind her. Seconds later, their daughter shouted: "Daddy's fallen over!"



Emma turned to find Jason collapsed on the ground, his umbrella fallen beside him. Staff at the dealership immediately rushed to help. By chance, a defibrillator had been installed there recently following a similar incident months earlier. Two employees began CPR straight away and used the defibrillator while emergency services were called.

Your Local Air Ambulance and a land ambulance were both dispatched. Jason was without a pulse for around 25 minutes while crews worked to restart his heart.

After a prolonged resuscitation, he was stabilised enough to be taken by land ambulance to Royal Derby Hospital.

"I wouldn't be here without the help I received that day, my family could have lost a partner and a dad. I wouldn't get to see my children grow up or marry my best friend"

Jason spent almost three weeks in hospital. After regaining consciousness, tests revealed he had cardiomyopathy, a disease of the heart muscle, along with scarring on his heart that he had previously been unaware of.

Before being discharged he was fitted with an Implantable Cardioverter Defibrillator (ICD), an internal device designed to detect and correct dangerous heart rhythms.

The recovery process wasn't just physical. In the months that followed, the 43-year-old found his confidence had taken a knock as he came to terms with how suddenly his life had nearly been cut short.

"For the first few months I didn't really like being on my own," he said. "I stayed very close to Emma while I adjusted – we were practically attached at the hip."

Gradually, normality began to return. Jason has since gone back to work and is once again

enjoying the things that matter most – spending time with his family and friends, and following his favourite sport, rugby.

Now, he says the experience has given him a completely different perspective on what matters most.

Today, Jason hopes that by sharing his experience it will highlight just how important rapid emergency response and public defibrillators are to saving lives.





JOIN our LIFESAVING LOTTERY

£1,000 weekly draw

3

£1
a ticket

18+

GambleAware
Advice | Tools | Support

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Registered with
FUNDRAISING
REGULATOR

Responsible person: Oli Hiscoe, Director of Fundraising. Promoter: The Air Ambulance Service Limited. Licensed by the Gambling Commission [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk). Fundraising responsibly [gambleaware.org](https://www.gambleaware.org). To view our T&Cs, learn how the lottery supports our work, raise a concern or view the odds of winning, visit: airamb.co/LotteryYLA



AIR AMBULANCES UK
SUPPORTING AIR AMBULANCE CHARITIES

EVERY MISSION STARTS WITH YOU

Air Ambulance
Week 2026
7-13 SEPTEMBER

GO TOGETHER EVENTS

Our incredible fundraisers went above and beyond to brighten their workplaces with vibrant Go Yellow days to raise vital funds and awareness.



By bringing teams together across their business in our signature colours, hosting themed activities, and inspiring others to donate, some of our corporate partners showed just how powerful simple, creative ideas can be. Their collective effort is a fantastic example of how small actions, when united, can make a truly life-saving difference for The Air Ambulance Service.

Lucy-Primark/GXO Lutterworth -
We recently hosted a Go Together Day to raise funds for Your Local Air Ambulance. The event focused

on supporting the vital life-saving service while also bringing our team together.

"We had an unforgettable experience of "Gunging" the managers-a highlight that had everyone laughing throughout the day."

Ausra-GXO/Primark, Thrapston -
Each year, we vote for a Charity of the Year, and for 2026 we proudly chose The Air Ambulance Service. We're always looking for creative ways to raise awareness and funds, and the Go Yellow theme worked perfectly alongside our bake sale. The day felt even more meaningful as we shared a personal story from one of our managers, whose brother's life was saved by the service, something previously featured in this newsletter.



Join the fun
This October!
ytaa.uk/wearityellow





SUPPORTER VOICE

We love hearing from our supporters, and that's why I'm excited to introduce Supporter Voice – a new way for you to have a more active say in how we grow and develop.

By joining, you'll be invited to take part in short, regular surveys on topics like our communications, campaigns, and fundraising initiatives. From time to time, there may also be opportunities to join one-to-one or small group discussions for deeper feedback.

Your input will be shared across the organisation and will help guide our decisions. There's no need for special experience or long-term commitment – just your honest perspective. Whether you've supported us for years or are new to our work, your voice matters. If you'd like to play a more active role and feel even more connected to our mission, I'd love for you to join Supporter Voice. Thank you, as always, for your support.

Billy Sharps

Supporter Journey Manager

To register visit: airamb.uk/voice

SCAN TO DONATE



We receive no government funding, so we rely on your generosity to keep this vital service ready to respond. Scan to donate, visit us ylaa.uk/donate or return the enclosed donation form.

STAY IN TOUCH

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 0300 3045 999



**YOUR LOCAL
AIR AMBULANCE**



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