

# ANNUAL REVIEW

— 2018 —



WE ARE THE NATIONAL CHARITY SUPPORTING THE LIFESAVING WORK OF THE UK'S 21 AIR AMBULANCE CHARITIES

# HELPING TO SUPPORT

The UK's 21 air ambulance charities



Air ambulance charities do not receive any regular direct Government funding

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The UK's air ambulance charities collectively make around 25,000 lifesaving missions every year

East Anglian Air Ambulance





Hampshire & Isle of Wight Air Ambulance

## OUR PURPOSE

Air Ambulances UK is the official national charity supporting the lifesaving work of the nation's 21 individual air ambulance charities.

We create innovative fundraising partnerships with organisations, major donors and trusts and foundations providing the unique opportunity to easily donate to all, or a number of, the air ambulance charities across the UK.

We offer a wide range of tailored and mutually beneficial partnerships with the opportunity for delivery at both a national and regional level, linking an organisation's network of locations to the nearest air ambulance charity.

Since being founded in 2015, our partnerships have raised nearly

**£7,000,000**

The funds raised have an impact right across the UK helping air ambulance charities to collectively make around 70 lifesaving missions every day and to remain global leaders in treatment of people with life-threatening injuries or a medical emergency.

Each air ambulance lifesaving missions costs around £2,500 and is funded entirely by donations

## OUR VISION

Enable air ambulance charities across the UK to save even more lives.

## OUR MISSION

Create national fundraising partnerships to support the lifesaving work of air ambulance charities across the UK now and in the future.

## OUR VALUES



### Life

We are united in our ultimate aim of helping air ambulance charities save more lives every day.



### Integrity

We take great pride in our integrity and are committed to being trustworthy, honest and transparent in every aspect of our work.



### Collaboration

We believe in the power of bringing organisations and people together to help save lives.



### Excellence

We are focussed on driving excellence through the heart of everything we do, reflecting the world-class lifesaving service of the UK's air ambulance charities.



### Innovation

We are committed to being at the forefront of partnerships fundraising in the UK, harnessing new technologies and approaches to maximise national income.



Does your organisation share our values? Get involved now.

01564 339958 | [info@airambulancesuk.org](mailto:info@airambulancesuk.org)

**“ An Air Ambulances UK partnership places you or your organisation, brand, CSR goals, employees and customers at the forefront of one of the nation's most iconic, respected and lifesaving services. ”**

# OUR IMPACT

## Supporting the lifesaving work of the nation's air ambulance charities.

A life-threatening injury and medical emergency can happen to anyone, anywhere at any time.

When it does, every second counts and a lifesaving mission from an air ambulance charity can sometimes be the only chance of survival.

That's why the lives of so many of the UK's 66 million population are so profoundly touched by the work of the nation's 21 air ambulance charities, whether as patient or as a family member, friend or colleague.

WORLD-CLASS  
**Training**

INCREASED  
**Missions**

**Better**  
Equipment

Extension  
of Services

EQUALS  
**MORE  
LIVES  
SAVED**

Our national partnerships are helping the UK's 21 air ambulance charities to fund many crucial areas of their lifesaving work including:



70 collective lifesaving missions a day, about 25,000 a year.



39 air ambulance helicopters providing coverage across the whole of the UK.



50+ rapid response vehicles used in support of air ambulance helicopters for missions including densely populated areas, hours of darkness or adverse weather.



The most advanced medical training for air ambulance charity Critical Care Team doctors and paramedics.



The best operational capability with latest lifesaving equipment on-board helicopters and RRVs.



Extension of operational hours, including some charities up to 24/7 365.

## WHY IS THIS SO IMPORTANT?

- 1 Trauma – a life-threatening injury or medical emergency – can happen to anyone, anywhere at any time.
- 2 In England, trauma is the most common cause of death of those under 40 years of age.
- 3 Air ambulance charities do not receive any regular direct Government funding.
- 4 Road traffic collisions account for the most frequent type of lifesaving mission.
- 5 Cardiac-related medical emergencies are the second most frequent mission type.
- 6 Suicides and violent crimes, such as stabbings and shootings, are rapidly increasing mission types.
- 7 Demand for air ambulance charity lifesaving missions is increasing across the UK.



## A MISSION TO SAVE A FAMILY



Six-year-old Lucas and his one-year-old baby sister Ava were heading out with their mum, dad and grandad to celebrate their mum's birthday when they were involved in a horrific car accident leaving them with major injuries to their vital organs, multiple breaks and brain trauma.

The family were stationary at a junction near their home in Leominster, Herefordshire, in 2014 when a car hit them side on.

Lucas, Ava and mum Kerrie, all travelling in the back of the car, were critically injured and unconscious. They had serious head, pelvic and abdominal injuries.

Their Grandad Thomas was in the front and had serious chest injuries. Dad Shane had a broken collarbone, cuts and bruises.

Due to the serious nature of the life-threatening injuries, four air ambulances were called to the scene. Two from Midlands Air Ambulance Charity, one from Wales Air Ambulance Charity and another covering Warwickshire and Northamptonshire.

Midlands Air Ambulance Charity Critical Care team doctor Jon Bingham and paramedic Steven Mitchell were one of the life saving air ambulance teams that attended the accident.

**Steven recalls:** "Lucas was in a very serious condition and deteriorating. He needed an anaesthetic to manage his breathing and allow us to manage the other injuries that he had. We then needed to rapidly get him to the nearest paediatric major trauma centre to give him the best possible chance of survival."

**Says Jon:** "When I assessed Ava, I could very quickly see that she was very poorly. She needed our early life saving interventions at the scene and we then needed to get her to definitive major trauma life-saving care as soon as possible."

Both children were airlifted by Midlands Air Ambulance Charity to Birmingham Children's Hospital.

**Steven continues:** "By land, the journey to Birmingham Children's Hospital could have taken nearly two hours. Having the ability to fly Lucas and Ava to the best hospital for their life-threatening injuries in around 20 minutes had a hugely positive impact on their chances of survival."

“The air ambulances were absolutely amazing and without them attending the accident so quickly and flying the family to the right hospitals, we may not all still be together. And, we wouldn't have baby Alfie who arrived two years after the accident in April 2016.”

— Kerrie

Mum Kerrie was airlifted to the Queen Elizabeth Hospital Major Trauma Unit in Birmingham by the Warwickshire and Northamptonshire air ambulance. Grandad Thomas was airlifted to the same hospital by Wales Air Ambulance Charity.

Major trauma centres have specialist consultants and doctors and equipment ready to deal with such serious injuries. Whilst at the scene and during the flight, air ambulance charity Critical Care Teams are able to provide information to the receiving hospitals enabling the trauma teams to prepare the specialities that are required early for best possible chance of survival on arrival.

In their different hospitals, Kerrie and the children were all placed in induced comas in intensive care. Kerrie awoke after five days and Ava after three. Lucas spent a week in a coma before waking.

As Kerrie has no memory of the accident, it was only later on that she learned of her children's serious injuries.

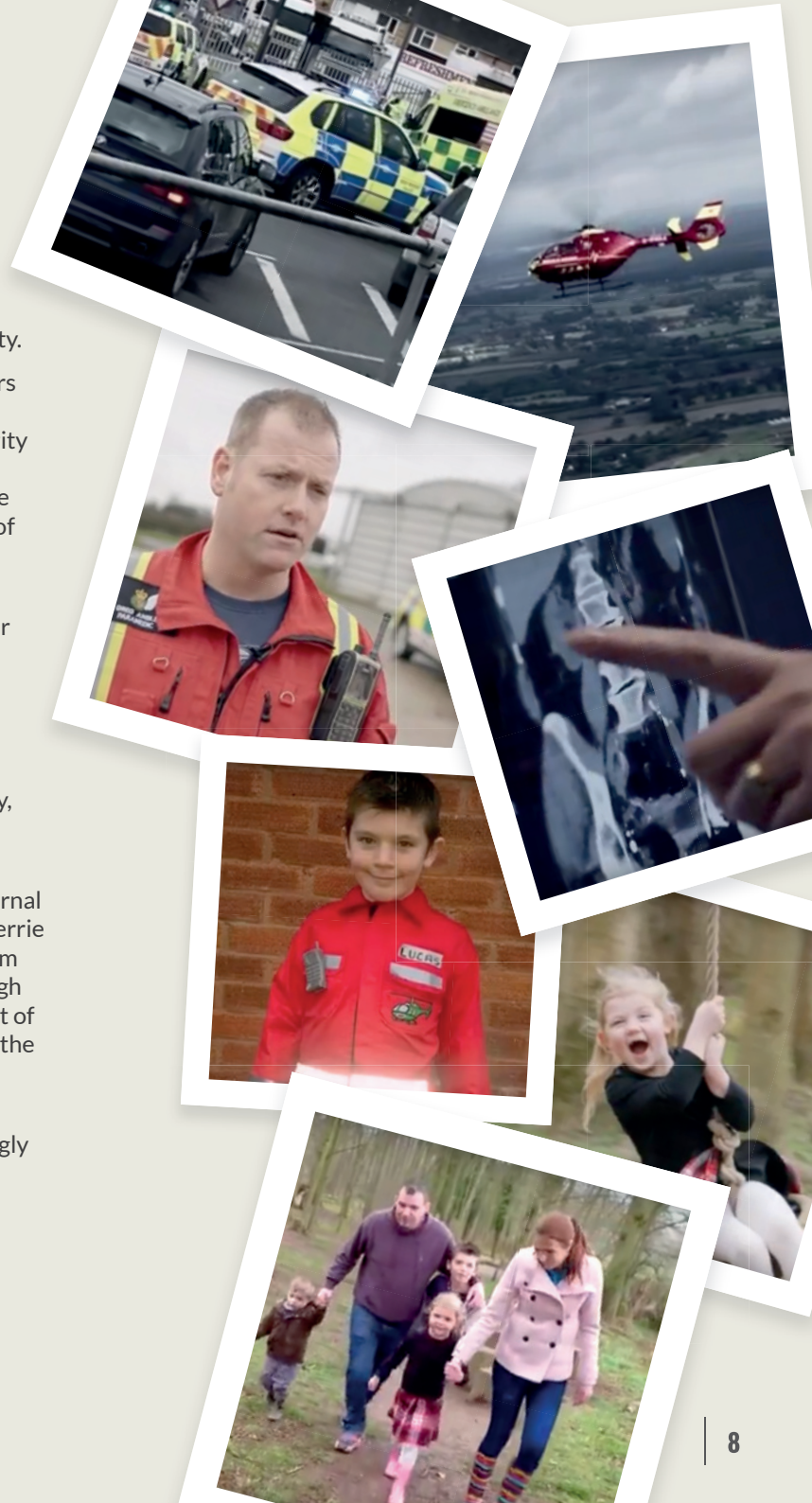
Kerrie had a broken pelvis, internal injuries and a brain injury, but says, "the worst thing was not being able to be with the children. It was two weeks before I could see them."

Ava suffered a broken pubic bone, a punctured lung and internal injuries. She was discharged after three weeks. Reunited, Kerrie and Ava stayed in the Ronald McDonald house at Birmingham Children's Hospital to be with Shane and near Lucas. Although he was discharged a week later and has recovered from most of his injuries, Lucas has a brain injury which will affect him for the rest of his life.

**Says Kerrie** "After speaking to medical professionals who were at the scene, they were expecting fatalities but amazingly everyone pulled through. Over three years later, we have been through the worst and now we know we can get through anything."

“Air Ambulance paramedics are my superheroes.”

— Lucas



# HIGHLIGHTS OF THE YEAR

**Costcutter**  
Shop the way you live

Our partnership with Costcutter was raising around £4,000 a month.

Our partnership with the Forest Machine Operators blog raised £20,000 and continues to raise vital funds year on year.

JANUARY

We expanded our team with the appointment of a corporate partnerships development manager.



MARCH



We were selected as one of three Charities being supported by communications specialists Communis 2018-2020.

MAY

## HOW WE HELPED AIR AMBULANCE CHARITIES ACROSS THE UK

Our income from our Justgiving page peaked as employees of our partners enjoyed a summer of physical challenge and social fundraising events.



JULY



We were selected charity partner for the Route One Awards, a prestigious coach and bus industry event.

SEPTEMBER

Relaunched as Air Ambulances UK  
**AIR AMBULANCES UK**  
SUPPORTING AIR AMBULANCE CHARITIES

**Allianz**

Our Partnership with Allianz beat its target of **£1,000,000**

NOVEMBER

FEBRUARY

A two year partnership concluded with Roadchef successfully raising **£750,000**



APRIL



The Government's Valuation Office Agency employees chose Air Ambulances UK as Charity of the Year 2018.

JUNE



Our year-long partnership with the Foresters Friendly Society came to an end, raising £50,000.

AUGUST



We were delighted to be the beneficiary of a £10,000 donation from ShareGift, the share donation charity.

OCTOBER

We launched our new format National Fundraising Meetings inviting all the air ambulance charities in the UK to collectively strategise, knowledge share and network.



DECEMBER



Hurlingham Polo Association donated £30,000.



## SUCCESS IN 2018

**£487,469**  
Raised

**21**   
Number of air ambulance charities supported

Two new  
partnerships

**2** 

**25,**   
Our funds helped air ambulance charities make around 25,000 missions

**32%**  
Medical  
emergency

**68%**  
Traumatic  
Injury

### Types of mission helped to fund

## PLANS FOR THE FUTURE

During 2019 we aim to:



Grow the number of national corporate partnerships we enjoy



Increase the amount of funding we provide to air ambulance charities



Continually diversify the types of partnership we create to meet the needs of our partners



Harness the trend towards cashless giving through the use of digital giving technology



Increase the number of partnerships we have with trusts, foundations and philanthropists

During a three-year relationship, partners can help to fund around 75,000 air ambulance charity lifesaving missions

## CHAIRMAN'S REPORT

**Air Ambulances UK enjoyed much success during 2018 with partnerships including Allianz and Costcutter enabling us to accomplish on our mission to support the lifesaving work of air ambulance charities**

Our principle partnership with Allianz continued to be one of the best the company has ever enjoyed with over 4,000 employees across 26 offices undertaking varied activities.

In November we celebrated the end of this three-year partnership with Allianz beating the £1,000,000 fundraising target and we hope to work together again in the future.

Our partnerships with Costcutter, Roadchef, MRH Retail and the Valuation Office Agency also continued to deliver valuable funds across the UK.

During 2018 our focus has also been very much on the future, with the development of a robust growth strategy to increase the number of partnerships we enjoy and the amount of funding we raise.

The strategy has included a successful repositioning of the Charity, changing our working name from the Association of Air Ambulances (Charity) Ltd to Air Ambulances UK and the

delivery of a highly engaging new brand identity and website.

We've also developed a compelling set of values enabling us to more easily strike powerful synergies with potential new partners.

Additionally, our strategy has included the research and development of innovative fundraising approaches that will harness maximum benefit from the rapidly growing era of cashless digital giving. This will enable us to more effectively and efficiently engage our audiences with compelling content while making it even easier for our partners and their employees or customers to raise funds at the touch of a button.

Every day the UK's 21 air ambulances charities collectively make around 70 lifesaving missions across the UK - each costing on average about £2,500. Every mission is entirely funded by donations as air ambulance charities do not receive any regular direct Government funding.

And that's why, with little prospect of an end to our challenging economic climate, now more than ever the role of Air Ambulances UK in securing national fundraising partnerships with organisations, trust and foundations and major donors is vital.

Our partnerships provide a valuable boost to public donations, helping to fund air ambulance charity lifesaving missions, enabling them to extend hours of operation up to 365 24/7 and to ensure they have the most advanced training, operational capability and clinical equipment. All of which will help air ambulance charities save even more lives every day across the UK.



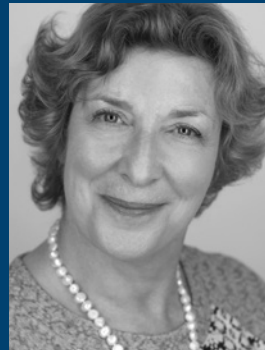
**Liz Campbell**  
Chair of Air Ambulances UK





# GOVERNANCE

The Air Ambulances UK Board of Trustees is led by highly experienced Chair Liz Campbell and comprises of Independent Trustees and Trustees associated to an individual air ambulance charity.



Liz Campbell  
Chair



Hanna Sebright  
Chief Executive  
Midland's Air Ambulance Charity



Jane Gurney  
Chief Executive  
Essex & Herts Air Ambulance Trust



Adam Fawsitt  
Independent Trustee



Martin Jeffery  
Independent Trustee

The combined experience of the Board is far-reaching and ensures the Governance excellence of Air Ambulances UK.

# FUNDRAISING

Air Ambulances UK exists to support the lifesaving work of the UK's 21 air ambulance charities through national partnerships which raise funds from corporate businesses, organisations, trusts and foundations and major donors. We also receive legacies from those kindly wishing to leave a lasting gift to all air ambulances.



In 2018 we raised  
**£487,469**

The Air Ambulances UK Annual Report and Financial Statements for the Year Ended 31 December 2018 can be obtained by emailing [info@airambulancesuk.org](mailto:info@airambulancesuk.org) or by contacting the Charity Commission

# BECOME A PARTNER

## We make it simple and easy for you to partner with the UK's air ambulance charities

All our partnerships are bespoke and mutually beneficial, ensuring that partners achieve their specific business or personal objectives while raising vital funds to help support all or some of the UK's 21 air ambulance charities.

Whether you are a large organisation with 5,000+ employees spread across multiple offices or teams, a retail business with hundreds of stores, a commercial sponsor seeking a strategic cause-related to affinity partnership or an individual wishing to donate nationally, we have the skills and experience to create a successful relationship.

The one thing that our partnerships do have in common is delivering the ultimate tangible daily impact of helping to fund around 70 lifesaving air ambulance charity missions every day across the UK.

Our highly experienced partnerships team are ready to place your brand, CSR goals, employees and customers, philanthropic or personal aims, at the forefront of one of the nation's most iconic, recognised and respected lifesaving services.

## HELP AIR AMBULANCE CHARITIES SAVE LIVES

t 01564 339958

e [info@airambulancesuk.org](mailto:info@airambulancesuk.org)

## WAYS TO GET INVOLVED



Charity of the Year



Cause-related/  
affinity campaigns



Trusts and Foundations



Payroll giving



Sponsorship opportunities



Philanthropic major  
giving



Corporate donations



Retail and licensing

## OUR TOP FIVE REASONS TO BECOME A PARTNER

1

Help fund around 25,000 lifesaving air ambulance charity missions a year across the UK

2

Increase brand awareness, enhance reputation and generate powerful PR through alignment to one of the UK's most recognised, respected and trusted lifesaving services

3

Enhance customer experience through interaction with such a vital and loved lifesaving service

4

Unite and motivate employees around a universally relevant cause leading to better performance potential

5

Increase engagement through a wider audience reach of over 1,000,000



# PARTNERSHIPS IN ACTION

National partnerships are vital to London's Air Ambulance Charity. Being able to engage with both local London businesses alongside national organisations provides even more opportunity to spread the word about our critical work. Partners help amplify our voice. The louder our voice, the more funds we can raise.

Air ambulance charities across the UK share a problem; we know people are passionate about what we do, but many simply do not know we rely on donations. Two out of three Londoners don't realise that we are a charity. Working as the Air Ambulances UK collaboration helps us share cohesive messaging, enabling the public to better understand the work of air ambulance charities nationally. Through this unity, national partnerships connect us to share best practice, learning from and supporting each other.

Funding from national partnerships also helps us to reach our targets. We aim to double income in the next five years, something we must achieve to continue providing rapid response and cutting-edge care for London. I know similar goals are shared by colleagues across the country. National partnerships play an important role in achieving these, empowering us to be the best we can.

Well-recognised businesses and brands bring credibility to our charities and cause. We are lucky enough to have worked with incredible partners in the past such as Allianz. The funding from these partnerships has helped London's Air Ambulance Charity go from strength to strength and to fund an average of five critical missions that we go out to each day. Partnerships are vital to us, and, most importantly, vital to our patients.

**Jonathan Jenkins**

CEO, London's Air Ambulance Charity



London's Air Ambulance Charity is one of the collective 21 air ambulance charities you, your business or employer can help to support through a national partnership.

– Jon Dye, CEO, Allianz UK



# PARTNERSHIP TESTIMONIAL

Our Allianz partnership beat its £1,000,000 target!

“ This is undoubtedly one of the most rewarding charity partnerships we’ve ever had. To learn about the amazing work of the air ambulances and the lives of those they’ve saved really resonated with our colleagues.

Everyone has been incredibly motivated to get involved, leading to some of the best events we’ve ever undertaken and we’ve benefited so much from the opportunity to meet clinicians and leaders in the industry. It’s been exactly the right match for us and has really helped cement our brand values in the minds of our customers. ”

— Jon Dye, CEO, Allianz UK



Principal partner 2016-2019





# BECOME A PARTNER, HELP AIR AMBULANCE CHARITIES SAVE LIVES

Air Ambulances UK partnerships help air  
ambulance charities save lives everyday  
across the nation

**01564 339958**

or **info@airambulancesuk.org**  
**www.airambulancesuk.org**



**AIR AMBULANCES UK™**  
SUPPORTING AIR AMBULANCE CHARITIES

The Association of Air Ambulances (Charity) Ltd (Operating as Air Ambulances UK)  
Registered office: 50 High Street, Henley In Arden, Warwickshire B95 5AN  
Incorporated and registered in England and Wales Company number: 9391251  
Registered charity number: 1161153



Registered with  
**FUNDRAISING  
REGULATOR**