



AIR AMBULANCES UK™
SUPPORTING AIR AMBULANCE CHARITIES

OUR IMPACT 2020

Helping ambulance charities to save even more lives
and improve patient outcomes every day across the UK

airambulancesuk.org



WELCOME

There is no doubt that 2020 has been an extraordinary and difficult year for all, and we would like to take this opportunity to extend our thoughts to those who have lost loved ones during the pandemic, as well as express our gratitude to the frontline and keyworkers who have helped to save lives and keep us all safe.

Reflecting back, it's hard to believe that we started 2020 by proudly joining forces with the Association of Air Ambulances, creating one single organisation championing, supporting and representing air ambulance charities across the UK. Little did we know that within two months the world would change dramatically with the arrival of COVID-19.

Throughout the pandemic air ambulance charities have played a vital role supporting the NHS frontline response to the pandemic, while also continuing to deliver their core lifesaving services – all in the face of increased operational expenditure and a significant drop in fundraising income.

This has meant that our role in nationally championing their needs, providing funding support and representing them as their national voice has become even more important than ever before.

We have responded by successfully lobbying central Government to secure £6M in funding support for air ambulance charities. We also represented their collective voice at national emergency services planning meetings.

Importantly, we were quick to embrace new technology to virtually connect our Members from across the UK, enabling them to easily share knowledge and learnings and offer increased peer support via virtual national meetings and forums.

During the year we also partnered with 87% to introduce the first UK-wide mental health and wellbeing initiative to support crews and head office teams during the pandemic and into the future.

Another successful partnership was forged with Child Bereavement UK to provide specialist bereavement training to help support air ambulance crews in circumstances where a child or parent is bereaved.

We continued to research and develop our national fundraising plans, adapting to new challenges in corporate fundraising through diversifying and growing some of our other income channels.

In total during 2020 we provided grants to our 21 air ambulance charities beneficiaries totalling over £6M.

We could not have achieved all of this without the support, generosity and collaboration of our individual donors, partners and Members.

Your contributions this year have meant that, despite many challenges, we have been able to provide impactful support to air ambulance charities right across the UK helping to save many lives.

Thank you for your continued support, so that we can help to ensure many more lives can be saved in future.

Best wishes

HV Benjamin

Heather Benjamin.
Chair

Simmy Akhtar

Simmy Akhtar
Chief Executive



Simmy Akhtar, CEO

"Our supporters and Members are at the heart of our vital work in enabling ambulance charities to save even more lives and improve patient outcomes every day across the UK."



AIR AMBULANCES UK
PROUDLY CHAMPIONS,
SUPPORTS AND
REPRESENTS THE
LIFESAVING WORK OF
AIR AMBULANCE CHARITIES
ACROSS THE UK

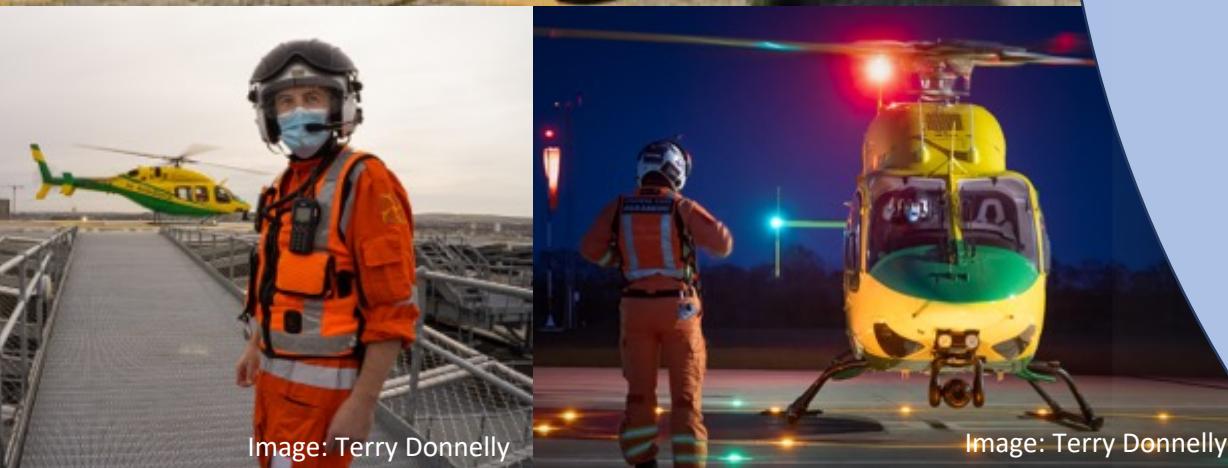


Image: Terry Donnelly

OUR COVID-19 RESPONSE

Air ambulance charities played a vital role supporting the NHS frontline response to the the pandemic, while also continuing to deliver their core lifesaving services. This was achieved against a backdrop of increased operational expenditure and a significant drop in fundraising income.

We worked tirelessly to support our Members and beneficiaries during these very challenging times in a wide range of ways including:

- Securing and distributing over **£6M** in emergency COVID-19 funding support towards helping them to provide:
 - Over **6,000** items of Personal Protection Equipment (PPE) to help keep crews, other team members and patients safe
 - More than **1,000** items of Infection Protection Control for cleaning and decontamination of equipment
 - More than **8,000** lifesaving missions and over **40** patient transfers
- We facilitated many different national meetings and forums connecting air ambulance charity leaders and teams from across the UK, enabling them to quickly and easily share learnings, advice and offer crucial peer support to help ensure mental health and wellbeing
- We worked with partners including BP Fuel to secure free fuel during the pandemic and UKHospitality to help provide accommodation for crews to safely isolate to help protect their family members



Image: Terry Donnelly

Rt Hon Matt Hancock MP

"I am delighted that we have been able to award £6 million to Air Ambulances UK, to support their vital lifesaving services during this pandemic."

"Air ambulance charities make an enormous contribution to our NHS emergency response and I am so grateful for their continued hard work and commitment."

Dorset and Somerset Air Ambulance

"We would like to thank Air Ambulances UK for the work you have done in securing this grant."

"During these troubling times, our crew are continuing to provide a critical care service for 19 hours a day, both by air and by road. This is being done through very close cooperation with our NHS colleagues across the region and so, we know that our service is being used where and when it is most needed."

"This grant at such a difficult time really will make a big difference and enable us to continue to be there for the patients who need us, so on behalf of all of them, thank you."

OUR FUNDRAISING

The national funding that we raise provides an important boost to the individual fundraising efforts of our 21 beneficiary air ambulance charities, helping to fund lifesaving missions, equipment, training, development of services and increased capability.

We secure national grants and corporate partnerships which might otherwise be unavailable to the more localised individual charities. We also provide an opportunity for individuals to give centrally to support all air ambulances charities and to leave a lasting legacy that will have impact right across the UK.

In 2020 we:

- Secured over **£6M** in valuable national grants from Her Majesty's Government and Trust and Foundations
- Raised a further **£156K** thanks to the generosity of our highly valued individual donors and corporate partners, including CSIS, V-Plough and Bunzl Healthcare
- Received **£40K** in legacies for generous gifts in Wills

This brings the total amount we have distributed to air ambulance charities since our inception in 2015 to over **£12M**.



Image: Nigel Harniman



OUR FUNDING



AIR AMBULANCE CREWS

Critical care doctors, critical care and air ambulance paramedics, nurses, pilots and ground crew



HELICOPTERS AND RRVs

Air ambulance helicopters and Rapid Response Vehicles



ADVANCED EQUIPMENT

Advanced medical equipment and drugs for life-threatening injuries and illnesses



WORLD-LEADING TRAINING

Global-leading trauma injury and medical emergency training at the frontier of medicine



SERVICE ADVANCEMENTS

Continual clinical innovation and operational expansion

OUR AWARENESS RAISING

We work hard to continually raise awareness of the lifesaving work of air ambulance charities and in 2020 we launched our first-ever UK-wide integrated awareness campaign to celebrate Air Ambulance Week 2020.

We were very grateful to **HRH The Duke of Cambridge** for marking the start of the special week with an open letter thanking staff, volunteers and supporters for their tireless work and professionalism.

We were also incredibly proud to be the focus of the **Royal Family's** Instagram Charity Tuesday and were also grateful for support from **MPs** across the country and other high profile people including **Tim Peake CMG**, **Ben Fogle**, **James Cracknell**, **Gary Lineker** and **Rav Wilding**.

- The campaign reached over **167M** people, increasing vital awareness and helping to raise funds

We would like to thank **Creative Sponge** for the generous donation of their services in the creation of our successful Air Ambulance Week campaign.

Air Ambulance Week 2020





As we mark Air Ambulance Week 2020, I wanted to send my personal thanks to each and every member of the air ambulance community for the vital role you play in saving lives across the country every day.

Having seen first-hand the incredible work of air ambulance teams both on the front line and behind the scenes, I hold a profound respect for all that you do. Whether you are part of the critical care team bringing vital medical support to patients when every second counts; an engineer who ensures that crews can be safely deployed at a moment's notice; or a volunteer working to keep the service running, the country owes you an enormous debt of gratitude.

The outbreak of COVID-19 has presented an immeasurably difficult challenge to all emergency responders. You have had to adapt to new ways of working throughout the pandemic – while continuing to provide a crucial lifeline to those who need it most. However, I know from experience that a wonderful spirit runs through the air ambulance community and I encourage everyone to continue to take time to support one another through these difficult times.

I also know that for an emergency service funded almost entirely by public donations, this will have been an unsettling period for you all as fundraising activities have been curtailed. I am enormously grateful to all those who support the work of air ambulance services across the country - even through these most challenging of times.

This Air Ambulance Week, more than ever, I am delighted to see a spotlight shone on the work of this community and all those who support you. Your tireless dedication to saving lives and helping those in times of greatest need is a source of huge pride for our country.

A handwritten signature in black ink, appearing to read "William".

HRH The Duke of Cambridge

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"Your tireless dedication to saving lives and helping those in times of greatest need is a source of huge pride for our country."

7th September 2020

OUR COLLABORATIONS

Collaboration and innovation is at the heart of everything we do, bringing people, organisations, businesses and MPs together to help air ambulance charities save even more lives and continually improve patient outcomes.



We partnered with **87%** to introduce the first UK-wide mental health and wellbeing initiative to support air ambulance charity crews and head office teams during the pandemic and beyond.

15 of our air ambulance charity Members and nearly 250 of their crew and team members are actively benefitting from the app which provides its users with a means to track, monitor and understand their own wellbeing and easily access support where required. In total nearly 1,000 are benefitting from the more general wellbeing support that it offers. The partnership is also enabling the sector to better understand the wellbeing trends and issues, helping to identify priority areas for support.



We also partnered with **Child Bereavement UK** to provide specialist bereavement training to help support air ambulance crews in circumstances where a child or parent is bereaved.

Over 50% of our air ambulance charity Members have crew signed up to the online course which helps prepare them for dealing with child bereavement either at scene, or perhaps if a family visits an airbase subsequently to meet the team who attended.

East Anglian Air Ambulance

“It’s excellent for benchmarking where you are and pointing out potential red flags, amber warnings and so on, along with ways to address emerging issues. Using it brought a couple of surprises for me, especially around the issue of not switching off from work. So, I made a change to separate my home and work phone and email, which has really given me permission to switch off.”

“There just isn’t a wellbeing tracker like this, with such a broad overview, in our sector.”

Wales Air Ambulance Charity

“I found the course very beneficial. Even for people with a lot of experience in bereavement, it is helpful to sit down and take the time to think about how we deal with these situations, remind ourselves about what is important, what we are good at and what we could be better at.”

OUR MEMBERSHIP

Our Members are at the centre of Air Ambulances UK, bringing together a wealth of expertise from across the country and across industry to help ensure the best possible outcome for every single air ambulance charity patient.

- During 2020, **18** of the UK's 21 air ambulance charities were our Members
- We had the valuable support of **seven** Vital Partner Members. Our Vital Partner members, including **Airbus, Leonardo, Specialist Aviation Services, Gama Aviation and BMW Government and Authorities Division** are crucial to air ambulance service delivery across the UK
- Although our conference couldn't go ahead as usual due to COVID-19, we held a virtual **Webinar Week** with sector and industry-lead experts providing valuable talks on issues to help air ambulance charities develop their services, with over **400** sign-ups





Saving Time. Saving Lives.



THANK YOU TO OUR AIR AMBULANCE CHARITY MEMBERS

OUR SEVEN VITAL PARTNER MEMBERS



NHS PARTNER MEMBER



SUPPORT PARTNER MEMBER



THANK YOU TO OUR VITAL PARTNERS, NHS AND SUPPORT PARTNER MEMBERS

OUR BOARD OF TRUSTEES

Heather Benjamin, Independent Chair
Appointed 01 April 2020

John Christensen, Senior Independent Trustee
Appointed 03 December 2019

Amanda McLean, Elected Trustee
Appointed 01 April 2020

Anna Perry, Elected Trustee
Appointed 31 December 2019

Daryl Brown DL, Elected Trustee
Appointed 31 December 2019

David Welch, Elected Trustee
Appointed 01 April 2020

Claire Walters, Independent Trustee
Appointed 01 October 2020

Matthew Williams, Independent Trustee
Appointed 01 October 2020

Tim Howard, Independent Trustee
Appointed 23 March 2020

The Air Ambulances UK Board comprises of nine Trustees. There are five 'independent' individuals not associated to an individual air ambulance charity. We also have four 'elected' Trustees who are CEOs of air ambulance charities. They are elected by our air ambulance charity Members.

Liz Campbell, Chair
Retired 01 April 2020

Jane Gurney, Elected Trustee
Retired 01 April 2020

Patrick Peal, Elected Trustee
Retired 01 April 2020

Adam Fawsitt, Independent Trustee
Resigned 08 June 2020

Martin Jeffery, Independent Trustee
Resigned 30 September 2020

Registered name: Association of Air Ambulances (Charity)
Ltd, operating as Air Ambulances UK

Registered office: 1 Bartholomew Close, London, EC1A 7BL

Incorporated and Registered in England and Wales:
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Registered Charity Number 1161153

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Follow us @airambulancesuk



PHOTOGRAPHY: Thank you to all the air ambulance charities and patients that have given their permission to share these images.





THANK YOU

We simply couldn't achieve this vital impact without the generosity of our donors and collaboration, professionalism and expertise of our Members and partners.

We would also like to acknowledge the support of businesses providing membership benefits to air ambulance charities, including James Hallam and BMW Government and Authorities Division.

With your continued support we can achieve even greater impact, helping air ambulance charities to save more lives and improve patient outcomes every day across the UK.

