



NORTH WEST  
**Air Ambulance**  
CHARITY

**January 2021**

# Skylines

## Newsletter



# Contents

- 04. Meet the team**
- 06. Sprint into 2021!**
- 09. Shining a light on Trust fundraising**
- 10. Karl's Story**
- 12. Take to the Skies**
- 13. Begin the New Year with a win**
- 14. Shop and help save lives**
- 16. Volunteer and help our heroes**
- 17. Make a life changing difference**
- 18. Thank you!**

# Contact Us

If you would like to receive Skylines in an alternative format, such as large print or braille, please email: [marketing@nwaa.net](mailto:marketing@nwaa.net)

## General Enquiries

0800 587 4570  
[enquiries@nwaa.net](mailto:enquiries@nwaa.net)

## Contact your Fundraising Team

[fundraising@nwaa.net](mailto:fundraising@nwaa.net)

# Hello

## Happy New Year from your North West Air Ambulance Charity!

We hope you are keeping safe and well, and enjoy this jam-packed edition of Skylines - there's something for everyone.

Throughout the Covid-19 pandemic, our crews continue flying to save lives and are proud to have supported the NHS on the frontline. As we are charity-funded, our funding has been seriously impacted and we still need to raise over £9.5 million a year to continue to operate our service. To find out more about the difference your support makes, read Karl's story on pages 10-11.

Turn to pages 6-7 to find out how you can 'Sprint into 2021!', with top tips from our very own base runners.

If this inspires you to get moving in the New Year, you could take part in a Runclusive challenge to raise much needed funds for us. There are so many ways you can show your support - we hope Skylines gives you plenty of inspiration!

As ever, thank you for your generosity, which keeps us flying to save lives.

We wouldn't be here without you.



**Heather Arrowsmith, CEO**



# Catch up with the crew



**Adam has been with the North West Air Ambulance Charity for two years. We caught up with him to discuss his role as a HEMS (Helicopter Emergency Medical Service) Paramedic, his acting career, and more.**



## Have you always wanted to be a HEMS Paramedic?

When I qualified as a paramedic, I never thought I would go on to become a HEMS Paramedic, so this has been a massive achievement for me. I have always had an interest in critical care, but never thought the air ambulance would be the path I would take. I can honestly say this was the best career move so far.

## Why did you want to work for the North West Air Ambulance Charity?

Who wouldn't? After finishing my degree in critical care, the air ambulance seemed the next logical step. Not only this, but being given the opportunity to provide care to the whole of the North West is amazing. Let's be honest - it's a cool job. In fact, I've never been called 'cool' until starting this job!

## What was it like the first time you went up in the helicopter?

It may come as a surprise, but I've always feared flying! I'd never been in a helicopter prior to this role, so I was feeling apprehensive. It was a lot noisier and much bumpier than I expected, but it was brilliant!

## What are the best views from the helicopter in the North West?

It's got to be the Cumbrian mountains.

## What is the team like at the North West Air Ambulance Charity?

It's an absolute honor to work with such a diverse, talented bunch of HEMS paramedics and doctors. Everyone is committed to providing the best patient care, and the level of knowledge the team



has, is above and beyond. The entire charity team is friendly, helpful and the passion shown by everyone shines through.

## What is the most rewarding part of your role?

Providing care to some of the most critically ill patients across the North West (and sometimes beyond!), ensuring they receive the best possible care each and every time. Knowing I can potentially make a lifesaving difference to the patient and their family is an amazing feeling.

## What's one thing we might not already know about you?

I have done a lot of film work as an extra, playing the role of a paramedic. I have been in Vera, DCI Banks, Happy Valley, Good Cop, and more!

## What's something you could teach us?

The human body has approximately 60,000 miles of circulation.



## What's one thing you'd like to say to our supporters?

Thank you so much to everyone for doing your bit to support our service - in my eyes you are the real lifesavers! Without you, we wouldn't get to fly to critically ill and injured patients and make a difference.



**If you'd like to support our lifesaving crew with a donation, visit [nwaa.net/donate-now](http://nwaa.net/donate-now).**



# Sprint into 2021!



**January brings New Year's resolutions and plans for the year ahead. Have you set yourself a challenge to get fit and healthy, but find yourself struggling to find your inner Mo Farah?**

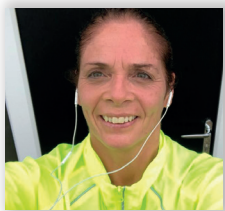
We want to help you achieve your goal! Running is a great way to stay healthy, both physically and mentally, so whether you're a novice or a keen enthusiast, it's never too late to get going.

Our colleagues, the Go21! Base Runners, did just that back in October 2020. All five had a range of running experience but pushed themselves to complete their Go21! challenge. Running 210 miles in 21 days, they raised almost £700!



**Rob's top tip:** 'My main tip is to not worry about your speed. Setting off at a high speed can stop you getting a good distance. Progressively increase your pace a little with every mile or km you complete.'

**Favourite app: Strava**



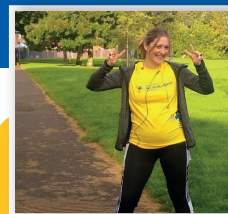
**Trish's top tip:** 'Don't beat yourself up if you have a bad day, each day is different. You can do the same run on two different days and one will be easier than the other. It's all about sleep, food and stress. The main thing is to keep going, it's worth it!'

**Favourite app: Map My Run**



**Emma's top tip:** 'I think getting sponsored is a great way to stay motivated. Not wanting to run but knowing that a friend or family member has donated to your challenge gives you a boost of energy to keep going!'

**Favourite app: RunKeeper**



**Meg's top tip:** 'No matter how slowly you run, the main thing is that you get out when you say you will. Even when you don't feel in the mood, just going out for 40 minutes really makes a difference to your mental health and overall mood. Plus, listening to music makes it easier! Create a party playlist and you'll be feeling motivated and ready to go in no time!'

**Favourite app: Spotify**



**Chris's top tip:** 'There's nothing wrong with walking for a bit! It doesn't make you feel any less of a runner, run as much as you can, but walk whenever you need to!'

**Favourite app: Strava**

## Feeling inspired to take on your own challenge?



Visit [nwaa.net/event-calendar](https://nwaa.net/event-calendar) to view our events for 2021. Our local and virtual runs are designed to push you whatever your level, and our Runclusive partnership even lets you take part in international events. Not only that, but the more you run, the more points you win, so you can enter even more races – and maybe even up your distance!

If you're feeling motivated but don't want to take on a physical challenge, get in touch! Our regional fundraisers are on hand with plenty of ideas and inspiration.

To register your fundraising challenge, visit [nwaa.net/our-story](https://nwaa.net/our-story) and 'Request a fundraising pack' or email [fundraising@nwaa.net](mailto:fundraising@nwaa.net) for more information.



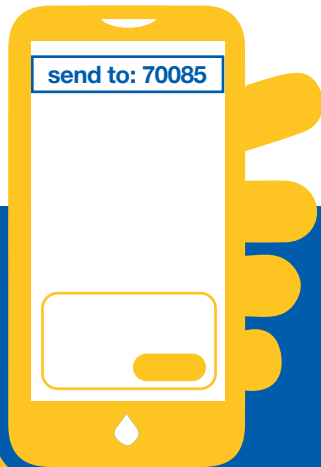
# Did you know? £6 could save a life



At the small expense of £6, a bougie is a crucial piece of equipment carried by our team of HEMS Paramedics and Doctors, as part of their medical kit.

The bougie is used to guide a breathing tube into a patient's airway, giving them the best chance of survival.

It's all thanks to your donations that we're able to purchase essential pieces of medical equipment. Without your support, we wouldn't be able to continue flying to save lives and be there for patients who need us the most.



## Make a lifesaving difference!

## Text BOUGIE to 70085 to donate £6

Texts cost £6 plus one standard rate message and you'll be opting in to hear more about our work and fundraising via telephone and SMS. If you'd like to give £6 but do not wish to receive marketing communications, text BOUGIENINFO to 70085.

# Shining a light on Trust fundraising

**Trust fundraising provides vital funds to the North West Air Ambulance Charity. With donations for specialist equipment, and to support our everyday operations, the support we receive keeps us flying to save lives.**



Mark Dunn, trustee of The Houghton and Dunn Charitable Trust, has been a fantastic supporter over the past few years, having donated over £50,000. Every donation from the Trust has truly made a lifesaving difference to patients across the North West, and we're incredibly grateful for their generosity.

With their help we have been able to purchase blood warmers. We have been carrying blood on board since 2019, enabling us to administer blood transfusions to critically ill or injured patients at the scene. Before blood can be administered, it must be warmed to body temperature to prevent hypothermia, making blood warmers a critical part of the crew's medical kit.

The Trust has also purchased a defibrillator for one of our rapid response vehicles, a device that could make a lifesaving difference to those in cardiac arrest. Most recently, the Trust donated £15,000 to equip our crew with PPE

(personal protective equipment), enabling our doctors, HEMS paramedics, and pilots to continue working on the frontline during the Covid-19 pandemic.

We caught up with Mark to learn more about why the Trust chose to support the North West Air Ambulance Charity, he explained, "We are always looking to support charities in the North West. Our support was triggered by items we saw on the local TV news, which highlighted the great work done by the charity. We particularly admire the crew's ability to deliver specialist pre-hospital care to patients, and appreciate the speed in which people are transported to hospital, which can be crucial in saving lives."

Not only has the Trust kindly supported us, Mark's son Rory, and Rory's girlfriend, Kristen, recently took to the skies as part of our skydiving event. Find out more about how you can get involved with our next skydiving challenge event on page 12.

**If you would like more information about how your foundation can support the North West Air Ambulance Charity, please get in touch with [jon.ward@nwaanet](mailto:jon.ward@nwaanet)**



# Karl's story

**Our patients are at the heart of everything we do, with the crew working tirelessly to provide advanced pre-hospital care to the most critically ill and injured across the region. It's all thanks to your incredible support that we can be there for patients when they need us most.**

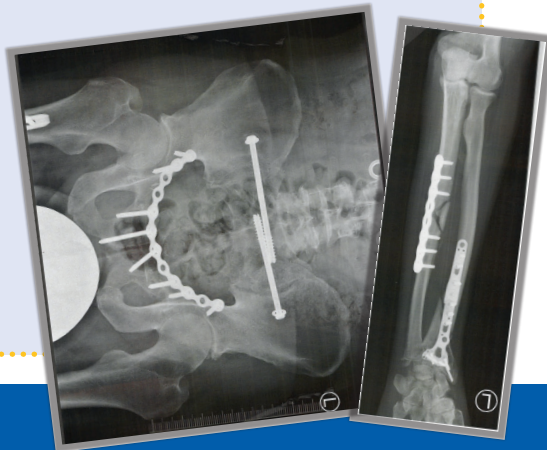


**We caught up with Karl Halton who has shared his story of how the North West Air Ambulance Charity saved his life.**

"In April 2019, I was heading along the A57 towards Woolston on my motorcycle, and as I turned a corner, a car pulled out in front of me. I can't remember much, but I do remember sliding down the road. Luckily, there were a couple of paramedics nearby who had just finished

a shift and helped me, alerting the emergency services, and then the North West Air Ambulance Charity. I could see the helicopter circling around and heard the engine shut down when it landed. The crew quickly arrived. They treated me, administered drugs, and I heard them say they were taking me to Aintree, which was the best thing could have happened in that situation, as it's a major trauma centre.

"My arm and leg were shattered, my other thigh was broken, I had ruptured an artery, and my pelvis was shattered and detached from my spine. I was in a



serious condition, although during the flight to hospital I apparently told my wife to put my tea in the oven when she called, as I thought I'd only been in a slight accident!

"I'm still recovering, but I'm so grateful I have that opportunity and it's thanks to the brilliant work of the crew. They were there for me at one of the worst moments of my life, and I'll never forget their care. They saved me, and if it wasn't for the people who donate to this charity, I wouldn't be around for my friends and family today. This charity deserves all the support it can get. It does a truly amazing job and I urge anyone to get involved to help."



Kath, Karl's wife, commented, "I'd like to say a huge thank you to anyone who has supported the North West Air Ambulance Charity. Karl's accident has been really tough on all of us, but he simply wouldn't be here with us today if it wasn't for this fantastic service. If you can support them in any way, you will be helping them save more lives, which is just incredible."



**If you'd like to donate and make a lifesaving difference, visit [nwaa.net/donate-now](http://nwaa.net/donate-now).**

## Take to the Skies... ...and raise vital funds

**Our Take to the Skies skydiving event is back on the 18th of April. Jump into the New Year by taking on this bucket list challenge!**

You'll be jumping from 11,000ft, with spectacular views of the Lancashire countryside. Enjoy a thrilling 30 second free fall, travelling at 120mph before your parachute is opened and you glide back down to land.

Nine of our thrill-seeking supporters took on the challenge in September. Our friends at the Black Knights Parachute Centre worked extremely hard to make sure they were able to enjoy this incredible experience, having implemented new social distancing rules to keep them safe before and after the jump!

Regional Fundraiser, Jeni Nugent, commented: "I was so touched at the enthusiasm of the team, as they never gave up their determination to support us, even after the very trying year we've just had. It was brilliant to spend the day with them, and the money they've raised will make an important difference to our charity. I'm really grateful to the Black Knights too, for making this event possible. I'm already looking forward to our next skydiving day in April!"

Our nine skydivers raised an incredible £6,000. Jacek Zawieracz, one of four colleagues taking part from Optimal Solicitors said, "It was an absolutely amazing day, and a great feeling when you can participate for such a worthy cause!"

Book your place now with a £50 deposit, and pledge to raise a minimum of £350! There are so many ways you can raise the required amount:

- Set up an online fundraising page and share with family and friends
- Take on the skydive in fancy dress and get sponsored
- Jumping as part of your birthday celebrations? Ask for donations instead of gifts

**Head over to [nwaa.net/event-calendar](http://nwaa.net/event-calendar) to book your place today or contact [jeni.nugent@nwaa.net](mailto:jeni.nugent@nwaa.net) for more information.**



## Begin the New Year with a win!

**Join our Lift off Lotto today  
for just £1 per week and you  
could be in with the chance  
of winning £1000!**

**Each year, our Lift off Lotto  
players raise over 50% of  
the income we need to  
remain operational and  
equipped to save lives.**

**To sign up, head over to [nwaa.net/lottery](http://nwaa.net/lottery) or email [lottery@nwaa.net](mailto:lottery@nwaa.net)  
to request an application form. Full T&Cs can be found on the website.  
For any enquiries, call our team on 0800 587 4570. You must be aged  
16 or over to take part.**

## We need you now more than ever....

Please play responsibly - Lotteries should be a fun way to help support the North West Air Ambulance Charity. If you feel you have a problem with any form of gambling please visit [www.begambleaware.org](http://www.begambleaware.org). FONWAA promotes responsible gambling, and as a member of The Lotteries Council makes an annual donation to Be Gamble Aware. The promoter, FONWAA, is licensed with the Gambling Commission, operating licence numbers 005227-N-304575-014 and 005227-R-332622-001. Responsible person: Heather Arrowsmith, North West Air Ambulance Charity, North Mersey Business Centre, Woodward Road, Knowsley L33 7UY. Registered Charity No 1075641.





# Shop and help save lives



Our eBay store is packed full of pre-loved treasures, ready for a new home. Whether you're in the market for a quirky collectable, or a vintage piece - there's something for everyone. With prices starting from just 99p... let the bidding wars begin!

We've had some fantastic items available including...



Mo Salah signed shirt

Brenda Price, Royal Heritage collection

Vintage 1938 tea set

Guillermo Forchino collectable

We list new items on eBay every day, so be sure to keep an eye out for a bargain! To shop, visit [ebay.co.uk](https://www.ebay.co.uk) and search [northwest\\_air\\_ambulance](#).

## You shop, Amazon gives amazon smile

You can raise money for us whilst shopping on Amazon, at no extra cost to you! It's simple, head over to [smile.amazon.com](https://www.smile.amazon.com) and select the North West Air Ambulance Charity as your chosen charity to raise funds for, and Amazon will donate a percentage to us when you shop eligible items.

## Donate while you sell...

If you're an eBay seller – did you know you can donate a percentage of your sales to the North West Air Ambulance Charity? It's never been easier to raise vital funds for our service. Head over to [charity.ebay.co.uk](https://charity.ebay.co.uk) to find out more and start selling!

## A new look for the new year

Start the New Year as you mean to go on, declutter your wardrobe and give your style a refresh.

Here's our top style resolutions for 2021:

- 1 Detox your wardrobe** If you can't remember the last time you wore it, get rid! Why not recycle the material and create something new?
- 2 Shop sustainably** Do your bit for the planet and shop on eBay, depop, or Facebook marketplace. You're bound to find a pre-loved gem at a fraction of the cost of buying something new!
- 3 Be bold** Take more risks, try a new colour or experiment with pattern! Brighten up your January with a rainbow-inspired wardrobe.
- 4 Investment pieces** Rather than always following the latest trends, go back to basics. Try investing in some classic items that you will wear time and time again.

Our depop store sells pre-loved fashion from all your high-street favourites including Zara, Topshop, and Warehouse, to big brands including Ralph Lauren, Tommy Hilfiger, and more. Every sale will help us continue flying to save lives, so grab yourself a bargain, and support our lifesaving service.

**depop** To shop, download the depop app and search [northwest\\_air\\_ambulance](#).





# Volunteer and help our **H**eroes

Get involved



## Now more than ever, we need more people to volunteer!

**Aside from supporting a lifesaving service, and making a real difference, you'll benefit from:**

- The support of a brilliant team
- In-house training
- The opportunity to learn new skills and meet new people

**In a recent survey we asked our volunteers how they would rate their experience as a volunteer with NWAA?**



hospital. Without NWAA, I may not have survived. Since the accident, I have spent time volunteering for NWAA as a way of saying thank you. I deliver presentations to share my story and show just how important this charity is. Volunteering allows me to give back to the people who saved my life."

**Danny Stenhouse**

**We have the following opportunities:**

- Retail volunteer
- Bucket collection volunteer
- Fundraising event volunteer
- Volunteer speaker
- Admin support or project volunteer

"In May 2000, I was involved in a serious car crash on my way to work. The fire service was needed to release me from the car, where I was trapped for 45 minutes. Suffering severe leg injuries, I needed to get to an appropriate hospital as soon as possible. The crew quickly arrived on scene, airlifting me to



**Leaving a gift in your will is your opportunity not only to support our service, but to also leave a lasting legacy that will help save the lives of future generations.**

A gift in your will, no matter how big or small, will help us continue flying to save lives and ensure that we can be there for critically ill and injured patients across the region. Your gift could also help fund lifesaving technology, medical equipment, and more - it's an amazing, unique way to give and will truly make life changing difference to people across the North West.

Over the past year, gifts in wills accounted for 30% of our total income, and we'd like to thank all of our wonderful supporters who have remembered the North West Air Ambulance Charity this way. It's thanks to you that we can be there for patients who need us the most.

Writing a will can seem like a daunting process, and it's tempting to put it off for another day, but having your will in place gives you peace of mind that your wishes will be carried out as you want them to be. Rest assured, our team are on hand to help. If you're considering making your will for the first time, or updating the one you already have, please get in touch with [legacies@nwaa.net](mailto:legacies@nwaa.net) - we're with you every step of the way!

## A lasting legacy

Here's how you can support us in your will.



### A specific gift

We're grateful for any gift left to us. Some examples are antiques, jewellery, artwork, stocks and shares.



### A share of your estate

After you've provided for your family and friends, you can leave a share, or the remainder, of your estate to us. This is known as a residual gift.



### A cash gift

You can leave a fixed amount of money to us. This is known as a pecuniary gift.



### A gift in trust

You can leave a gift for someone to use for a specific period of time and when that time is up, the gift can then be passed on to us.

**Interested in joining our team? To find out more and register your interest go to [nwaa.net/fundraising/volunteer](http://nwaa.net/fundraising/volunteer)**

### Covid-19: concerned about volunteering post lockdown?

The safety of our volunteers is our priority. Both new and existing volunteers can rest assured that we have put in place processes to keep them safe. For example, in all our retail outlets we have introduced appropriate hygiene measures and PPE to keep our teams and customers safe. For more information please visit: [nwaa.net/about-us/covid-19](http://nwaa.net/about-us/covid-19)

**Visit [nwaa.net/legacy](http://nwaa.net/legacy) to learn more and download our free guide.**

# Thank You!

Your incredible support has blown us away over the past few months. From businesses to fundraisers, so many of our supporters have gone above and beyond and have raised vital funds, despite the unusual and difficult circumstances we have found ourselves in throughout 2020. Here's some of the inspiring stories from our wonderful community of supporters...

**Ken Taylor** took on the gruelling Joss Naylor Challenge back in September, running 48 miles over rough mountain terrain, raising over £1,200.

**Windermere Golf Club** Ladies' Captain Celia, and **The Mere Golf Club** Ladies' Captain, Jayne, both chose us as their charity of the year. Although fundraising has been a tough task in recent times, they have raised over £1,200 and £2,000 respectively, thank you!

Thank you to **Charity & Co** who sponsored and decorated a Christmas tree in honour of NWAA and donated £1,000. Their support over the years has raised an incredible £11,000!

During last year's summer months farmer, **Olly Harrison**, grew his very own sunflower maze raising an incredible £40,000 for his chosen charities. He donated a fantastic £10,094.90 to us, thank you so much!



Thank you to **Fiona, Gillian** and all the **Ladies That Lunch** for their continued support. Although they couldn't get together last year for their annual lunch in memory of Steven Garret, they have still raised over £1,600, thank you!

**Jonathan Hindley** has kept his community entertained over the past couple of months, holding online quiz nights and disco bike rides. He has donated a terrific £5,000.

Thank you to **Haydn Astley** who, in memory of his grandad, Philip, has raised an incredible £765. We can't thank you enough!

**Wilmslow Waitrose** donated £334 from their Community Matters Charity Fund, thank you for your support.

Although, the **Saddleback Fred Whitton Challenge** could not take place last year they still donated an amazing £10,000, we are so thankful to them for their continued support!



Thank you to **Wilde Analysis** for raising £62.84 through their bring a 'dish to work' day!

Through sales of hoodies the **Social Bikers Club** raised £55.40, thank you!

A big thank you to **Hayley Caddick** who has raised £3,247, in memory of her husband Darren. Taking on a series of runs, she finished by completing the virtual London Marathon. We are so grateful for your support.

**Damian McLaughlin** completed a Manchester to Edinburgh banger race, raising a fantastic £345 - thank you so much!

Thank you to the **Clitheroe Civic Society** who after receiving a virtual presentation from our team, made a generous donation of £100.

To **Shirley Walton** and the **South East Lancashire Oddfellows** who raised an amazing £6,500, thank you so much for your support!



Over the past few months, it has been difficult for us to empty the collection tins from the many businesses that support us. From our team to yours - thank you for your patience and understanding. We hope to be able to thank you in person soon and collect the funds generously raised by you and your customers.

**Kendal Calling** was unfortunately cancelled last year but their team set up a radio station to celebrate the week instead! Through this and merchandise sales they have donated £2,400.

Thank you to the staff at the **Novelis's** Warrington site for voting for NWAA to receive a donation of £13,338.22!

The **Phoenix Group** made a donation of £4,000 after a staff vote at ReAssure, thank you for your support.

Nominated by the employees at **William Grant & Son**, we received a £1,000 donation, thank you.

**Leyland Trucks Helping Hand** has been supporting us for many years. After a recent donation of £1,000, their grand total of funds raised for us now stands at an incredible £14,850!

Thank you to **In Focus Magazine**, for their continued support, and for donating £2,000 from their advertising revenue.

To the supporters who have donated in memory of a loved one, we cannot thank you enough. We are so sorry for your loss. Your donations will help us be there in the future for patients across the North West.

To the family and friends of those who left a gift in their will which we have now received - thank you for fulfilling their wishes. Their legacy will help keep our crew flying to save lives.



# Mission Tracker

**2020:**  
**2570 Missions**



**671 Road Traffic Collisions**



**43 Sport / Leisure**



**535 Medical**



**682 Accidental**



**51 Hospital Transfers**



**588 Other**



**NORTH WEST**  
**Air Ambulance**  
CHARITY

**[www.nwaa.net](http://www.nwaa.net) | 0800 587 4570**

**Cumbria**  
**(117)**

**Lancashire**  
**(759)**

**Greater Manchester**  
**(1007)**

**Merseyside**  
**(315)**

**Cheshire**  
**(353)**

**Other**  
**(19)**

Data from 01.01.20 - 31.12.20

## A note on data transparency:

It is really important to us that you have full control of how your information is shared, and we take the protection of your details seriously.

We have rigorous systems and processes in place to carefully look after any data that is collected on your behalf. The data we gather and hold is managed in accordance with the Data Protection Act 2018 and the General Data Protection Regulation legislation of May 2018. We do not provide, sell or exchange your information with other organisations for marketing purposes.

If at any time you wish to change the way we communicate with you, or opt out of receiving marketing from the North West Air Ambulance Charity, please do not hesitate to get in touch and we can amend our records accordingly. You can contact us via our postal address: North West Air Ambulance Charity, North Mersey Business Centre, Woodward Road, Knowsley, L33 7UY; call our Supporter Engagement team on 0800 587 4570, or email [supporterservices@nwaa.net](mailto:supporterservices@nwaa.net).