

May 2021

Skylines

Newsletter



NORTH WEST
Air Ambulance
CHARITY

flying to save lives.



Registered with
**FUNDRAISING
REGULATOR**

Registered Charity no: 1075641

www.nwaa.net | 0800 587 4570



Contents

- 04. Meet our trustees**
- 06. Catch up with the crew**
- 08. Jake's story**
- 09. High Sheriffs' fundraiser**
- 10. Meet our patients**
- 12. Our stores are open!**
- 13. Lift off Lotto**
- 14. Fundraise for us**
- 16. Volunteers' Week 2021**
- 17. Make a will and do it 'your way'**
- 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

General Enquiries

0800 587 4570
enquiries@nwaa.net

Contact your Fundraising Team

fundraising@nwaa.net

North West Air Ambulance Charity
 [nwairambulance](https://www.instagram.com/nwairambulance)
 [NWAirAmbulance](https://twitter.com/NWAirAmbulance)
 www.facebook.com/nwaac

Hello

Welcome to the latest edition of Skylines!

We've all faced some difficult times during the pandemic, and I sincerely hope that you and your family are keeping safe and well. We are so grateful to our supporters who have stood by us - sending heartfelt messages of support to our crew, and donating much needed funds so we can continue our lifesaving work.

To see your generosity in action, turn to pages 10 and 11 to read the stories of Tommy, Alex, and Maddy. This shows the real difference we make in bringing the hospital to the patient.

In June we celebrate Volunteers' Week. You can read about our wonderful volunteers, and the difference they make, on page 16. Did you also know that our trustees are also volunteers? You can meet them on pages 4 and 5, and find out about how important they are to the successful running of the charity.

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

We wouldn't be here without you.

Heather Arrowsmith, CEO



Meet our trustees

Our trustees ensure that the North West Air Ambulance Charity fulfils its purpose of bringing the hospital to the patient. They make sure your donations are spent responsibly, help to decide the charity's priorities and future plans, and ensure we abide by all regulations and laws.



Allan Jude

Chair of Board of Trustees

As the former Director of Finance for Lancashire Ambulance NHS Trust, Allan was responsible for coordinating the creation of the North West Air Ambulance Charity, providing financial and administrative support.

Allan became a trustee in 2010 and Chairman in 2016. He's a Chartered Public Finance Accountant and Fellow of the Certified and Chartered Accountants. Allan also obtained an Executive MBA from Lancaster University. Most of Allan's career has been in the public sector, with over 20 years' experience at board level, directorships in finance, information, standards and performance, as well as NHS commissioning. Allan retired in 2016 and now keeps active walking his two cocker spaniel dogs, cycling and attending the gym.



Daniel Head

Trustee

Daniel is a Tax Partner at KPMG in Manchester. He brings a wealth of experience from a long, successful career at KPMG, spanning over 21 years. He has held a number of senior positions across the firm and has been a Partner for the last five years. He is currently their UK Head of Transfer Pricing and is a Fellow of the Association of Taxation Technicians and a Member of the Chartered Institute of Taxation.

Daniel is a retired amateur footballer and enjoys running, visiting the gym, and playing golf (in Daniel's words, 'to a below average standard!'). He joined the North West Air Ambulance Charity in 2018 and is the Chair of the Finance Committee. Daniel continues to be inspired and humbled by the immense dedication and commitment shown by all involved in the charity.



Jane Smith

Trustee

Jane has held senior management positions across mental health, commissioning, community, acute medicine, as well as primary and emergency care. Her role has always involved putting patients and employees at the centre of everything she does. Jane is most proud of her previous role as an operational paramedic and believes that the true heroes are the people working on the frontline.

She has been a trustee since 2015 and is the Chair of both the Governance Committee and the Clinical Governance Committee. She's played an integral role in making sure services are safe and that the charity never stops looking for ways to improve for the benefit of our patients and employees.



Rachel Hall

Trustee

Rachel is a GP in Manchester. She read medicine at the University of Oxford, graduating in 2011. Following two years of training in Oxford, Rachel returned to the North West to be closer to family and friends. She completed her postgraduate medical training after completing roles in A&E, anaesthetics, intensive care and acute medicine, before choosing a career in general practice. Prior to reading medicine, Rachel studied Biochemistry at the University of Cambridge and Business Management at Manchester Business School and has also worked as a Management Consultant.

Rachel is a keen triathlete and cyclist and enjoys exploring the hills and remote villages of the North West on her bicycle. She joined the charity board in 2016 and has witnessed the work of the charity during her cycling adventures and various competitions, as well as in her work in A&E, and has seen first-hand the lifesaving impact our crew has on critically ill and injured patients.



Stewart Meehan

Trustee

After finishing school, Stewart trained as a pilot and then went on to study medicine and surgery in Scotland. During his medical training, he developed an avid interest in pre-hospital care as well as disaster and emergency management and training.

He later moved back to West Lancashire where he worked for 30 years as a consultant general surgeon, dealing with all aspects of surgery, including accidents and emergencies, and has been active in teaching junior surgeons, both in the UK and overseas.

Stewart has been a trustee for the North West Air Ambulance Charity since 2010, having previously been a trustee for other medical and hospice charities - so brings a wealth of knowledge and experience to the charity board.



Kim Spencer

Trustee

Kim qualified as a solicitor in 2002, working in Manchester for the first ten years of her career, and has been a director in a local law firm since 2008.

Kim's legal background and in-depth knowledge in areas such as employment law and practice, and business development, enables her to make a key contribution to the board and the charity.

Kim has been a trustee for the North West Air Ambulance Charity since 2008 and also sits on the Finance Committee, which is responsible for overseeing the charity's financial statements and controls.

When she's not working, Kim enjoys running, going to the gym, skiing and hiking.



Catch up with the crew

We caught up with HEMS (Helicopter Emergency Medical Service) Paramedic, Deborah, to

find out more about the challenges our crew have faced during the pandemic and how your support makes a lifesaving difference to patients across the North West.



What challenges have the North West Air Ambulance Charity crew faced during the Covid-19 pandemic?

Covid-19 has been a challenging time for us as a service. We work very closely with the North West Ambulance Service who have been hit really hard, with hospitals and intensive care departments reaching capacity - it has a huge knock-on effect for the rest of the hospital.

The PPE we wear can make our job really difficult because communication is key for us. Covid-19 has made us appreciate how much we talk to each other on scene, and how we really rely on

lip-reading and non-verbal cues, so when we have all our PPE on, this makes things difficult.



How are you overcoming these challenges?

Whenever we are on base, if we're not responding to an incident, we're in our training room. We'll run moulages, which is the process of running through mock injuries and simulations that mimic an incident we may be called out to. The way we train really helps our teamwork at scene. As we work so closely, it sometimes feels like we can read each other's minds because we can understand each other even if we



How has the North West Air Ambulance Charity supported other emergency services during the pandemic?

During the first wave we operated an inter-hospital transfer service to help out the hospitals that were overflowing with intensive care patients. We acquired an ambulance and fitted it with our specialist gear so we could then transfer Covid-19 patients from one hospital to another. It was a really rewarding to be involved and it definitely took us out of our comfort zone.



What would you like to say to those who have supported us during these difficult times?

A huge thank you to all of you. I can see first-hand the difference your

"Some of the patients we see simply wouldn't survive without our interventions at scene."



support makes to our patients. Some of the patients we see simply wouldn't survive without our interventions at scene. It's your support which ensures they have a greater chance of survival, and are able to go home to their loved ones.



Please keep up the good work - all of the fundraising, the volunteering, the donations - you do an amazing job!



Jake's story

No parent ever wants to consider losing their child. For Melanie and Chris Cowen, that possibility almost became reality when in January last year, their son, Jake, fell from a ladder, causing him to go into cardiac arrest.



As well as being father and son, Jake and Chris are also co-workers, and in January last year the pair were working, cleaning windows at a property in Warrington.

Suddenly, Jake fell from his ladder and the force of the impact caused him to go into cardiac arrest.

Hayley Weeks, who lives at the property where Jake was working that day, witnessed the accident and immediately called 999. The emergency services were quickly dispatched, but Jake's lucid state rapidly changed. He had suffered a seizure, and the emergency services had yet to arrive.

Hayley's CPR training sprang into action and her quick action in performing chest compressions ultimately proved critical to his survival.

Thankfully, after a few minutes of CPR, a team of North West Ambulance Service (NWAS) paramedics arrived. However, the moment of relief was short-lived. Jake's condition was severe, and the North West Air Ambulance

Charity (NWAA) were alerted and arrived shortly thereafter, providing advanced medical care, which helped save Jake's life.

Jake's mum, Melanie, credits NWAA for saving her son's life: "Jake is our only child and as a family we owe NWAA, the doctors, and the NHS so much. Their combined efforts saved both myself and his dad from losing the most important person in both our lives."

The NWAA crew, alongside the NWAS team, continued to treat Jake during his journey to Warrington General Hospital in the land ambulance. He was later transferred to Aintree Hospital where he spent four weeks recovering in the critical care unit. With the exception of a small amount of short-term memory loss, he is now well and back working alongside his dad.

Melanie says that, "As a family we now support NWAA. Previously we did not realise, ashamedly so, that they operate as a charity. In the future, I'd like to do some fundraising events and sponsored runs to raise some money - we are forever in their debt."

By giving a monthly gift you can help us be there for patients like Jake.

To sign-up to become a regular giver and support our lifesaving service please visit: nwaa.net/donate-now and click 'Become one of our Regular Donors' to complete the online form.



High Sheriffs' fundraiser covers 117km

Their boots were made for walking!

For 21 years, the North West Air Ambulance Charity's helicopters have been flying to save lives across the North West, an area covering 5,500 square miles of bustling cities, and beautiful countryside. 117km of that area has been traversed by the High Sheriffs of the North West in a blistering fundraising effort that has raised over £14,577 for our lifesaving service!

High Sheriffs play an active and supportive role within their communities and their role has them engaging in supporting the voluntary sector and those most in need. After seeing our crew deliver enhanced pre-hospital care to people across the region for 21 years, the High Sheriffs of the North West got together to raise money and awareness for the North West Air Ambulance Charity.

The idea was that of High Sheriff of Lancashire, Catherine Penny. Catherine decided to take part in our Go21! Challenge, to celebrate our 21st birthday. Through a little bit of persuasion, she managed to convince the High Sheriffs of Merseyside and Cumbria to get their walking boots on and get fundraising!

Despite the inclement weather, the High Sheriffs walked across the North West over the course of a few days, clocking up an incredible 117km, and smashing their original fundraising target of £6000 in the process, with Eamonn O'Neal, High Sheriff of Greater Manchester, and Nick 'Hoppy' Hopkinson, High Sheriff of Cheshire, also making financial contributions.

Catherine walked 63kms of the Ribble Way, John Roberts, High Sheriff of Merseyside,

walked the Wirral Way twice(!), and Julie Barton, High Sheriff of Cumbria, walked 21 miles in the footsteps of the air ambulance, following its path from Coniston to Furness General Hospital.

"The walks have been tough in this weather, but certainly worth it to raise funds and awareness for a service that has had such an impact on so many people in Lancashire and across the North West. - Catherine"



"On behalf of the entire NWAA team and crew, I want to say a big thank you to Catherine, John and Julie. To have their support is incredible, and their fundraising efforts have been fantastic. It means we can ensure our crew can continue flying to save lives and that people across the North West have access to advanced medical care no matter where they are in the region. - Jon Ward, Head of High Value Giving"



Meet our patients

It's all thanks to your support that we can be there for those who need us most. Our former patients have shared their stories so you can see the lifesaving difference your incredible generosity can have on the lives of people across the North West.



Tommy

Tommy, 8, from Accrington suffered a horrifying burns accident after he was caught by the flames in a garden chiminea. After receiving first aid from his dad, Martin, the NWAA crew were called to scene to provide critical treatment and airlift Tommy to Alder Hey Children's Hospital, where he spent six weeks in intensive care and underwent a gruelling thirteen rounds of surgery.

Now fully recovered, Tommy's time in hospital ended up reuniting his parents, who had previously been separated. Martin and Tommy's mum, Kyra, reconnected during his

recovery at Alder Hey and when he was finally able to return home, Martin began to spend more time in their family home to help care for Tommy and his younger brother Leo, bringing the family back together again.

Kyra said: "On the day, things happened so fast that we never really got the chance to say thank you, but we are so grateful for what the air ambulance did for Tommy and our family. They were so kind and understanding on what was such a traumatic day. If the crew hadn't got there so quickly, things could have been so much worse."

"In the weeks following the incident, Tommy had severe anxiety, but Martin and I are so proud to have our little boy back and to all be together again. In a way, his accident brought our family back together during one of the worst moments of mine and Martin's lives."



Alex

Alex, 24, from Preston, was attended to by NWAA whilst out on his motorbike. Alex was travelling at a careful speed. However, coming up to a blind bend, his bike skidded on stones in the road - throwing the bike to one side and catapulting Alex into an iron fence in a nearby field and knocking him unconscious.

The accident left him with three broken back bones, six broken ribs, a fractured sternum, bruised lungs and a painful gash along his arm. Two HEMS paramedics were able to

stabilise Alex at the scene, to ensure no further damage was done - his broken back bones had missed his spinal cord by just 1mm. The team administered pain relief before carefully airlifting Alex to the Royal Preston Hospital in ten minutes, for scans and further treatment. Alex was miraculously discharged four days later, despite his initial extensive injuries.

"Waking up and seeing the helicopter land was when I realised how serious a state I was in. Being in such a remote spot, which was difficult to reach by car, I'm sure I wouldn't have recovered as quickly as I did without their care, they were amazing. They knew exactly how to handle me and get me the treatment I needed as quickly as possible. I don't know whether I would be fighting fit today without the charity."



Photo credit: Joanna Prestwich

Maddy

Maddy, 36, was out riding at Somerford Park in Congleton, with her horse, Holly, and some friends. Holly misjudged a jump and fell, throwing Maddy to the ground, and knocking her unconscious.

The NWAA crew were alerted, and quickly arrived on scene where they assessed her injuries and provided her with vital pre-hospital care. Maddy was then airlifted to Stoke Royal Hospital to receive further treatment.

She recalls, "When I started to come round, the first thing I remember hearing was the helicopter, and despite having been knocked out, I knew it was for me. I apparently proceeded to advise that I was absolutely fine and could probably walk to the hospital! The crew took fantastic care of me and speedily took me to hospital."

Thanks to the quick actions of NWAA, Maddy is now back in the saddle after a few months of convalescing.

"Having broken both wrists they were both plated and I was unable to do most things in my daily life that I normally take for granted, but I still consider myself so lucky to have escaped a worse injury, and also to have received such good care so quickly."

I still get some pain, but I'm back living a 'normal' life and able to enjoy my horse again, and I have the crew to thank for their part in enabling that. I will be forever grateful for the care they gave me."



Our stores are open!

After months of lockdown, we're thrilled our retail stores are now back open for business.

Why not pop down to your local store and show your support?

Packed with clothing, books, homeware, furniture, and more pre-loved and brand-new goods, we can't wait to welcome you back.

Had a lockdown clear out? Our stores can take your donations of good quality pre-loved items! We do ask that you call ahead to let the team know before bringing them.

Find out more information about your local store at nwaa.net/retail

Find your local North West Air Ambulance Charity store:

- 1 Kendal
- 2 Kirkby Lonsdale
- 3 Garstang
- 4 Barrowford
- 5 Longridge
- 6 Lytham
- 7 Blackburn
- 8 Blackburn Hospital
- 9 Southport
- 10 Old Swan
- 11 Heswall
- 12 Hale
- 13 Wilmslow
- 14 Congleton



Shop with us online!

From clothing to collectables, there's something for everyone.

Visit ebay.co.uk and search northwest_air_ambulance or scan the QR code to browse our bargains!



Lift off Lotto

A winning way to support us!

£1000
jackpot
every week

£1
per play

4x runner-
up cash
prizes



Our Lift Off Lotto funds around 50% of all our missions. Join today and help us make a lifesaving difference!

Sign up at nwaa.net/lottery or email lottery@nwaa.net to request an application form. For any enquiries, call our team on 0800 587 4570. You must be aged 16 or over to play, full T&Cs available on our website.

Please play responsibly – for more information please visit www.begambleaware.org. This lottery is promoted by Friends of the NW Air Ambulance Lottery Community Interest Company is licensed and regulated in Great Britain by the Gambling Commission under account number 5227. Responsible person: Heather Arrowsmith, North West Air Ambulance Charity, North Mersey Business Centre, Woodward Road, Knowsley, L33 7UY. Registered Charity No 1075641.

Fundraise for us

Are you part of a group, school or business? Why not sign up to a FREE virtual presentation and learn more about what we do?

The past year has posed different challenges for all of us, including the North West Air Ambulance Charity. With gatherings unable to take place physically, our face-to-face presentations had to be cancelled. Not only did this mean we lost precious income, but we were also unable to share the amazing work we do with the many community groups, businesses, clubs and schools across the North West, which are so vital to our charity.

Undeterred, we came up with a solution - virtual presentations! Hosted by our dedicated Speaker Volunteers, or Regional Fundraisers, we can now join your meeting virtually over Zoom. Many organisations have already taken advantage of this amazing opportunity. Find out more about our lifesaving work, meet our patients, and learn how your group, school or business can get involved!

Head over to our website, nwaa.net/host-a-presentation, and book your virtual presentation today!



If you're a runner, walker, cyclist, or skydiver, we've got an event for you!

After a year of cancelled events, we're delighted to share our exciting events calendar with you. Get involved and help us make a lifesaving difference. Here are just a few of the events you could take part in:



Through our partnership with **Runclusive** you can take on running challenges across the UK, and the world. They offer virtual places for marathons, 10ks and much more! Whether you're starting your running journey, training for an event, or looking to push yourself further with a marathon, Runclusive has something for you.



Walk the Big One is back on 18th June! Join us for a guided walk up the 420 steps of the UK's tallest rollercoaster, the Big One at Blackpool Pleasure Beach, where you'll be able to enjoy magnificent views along the world-famous prom and the beautiful Fylde coast from the highest point of 235ft!

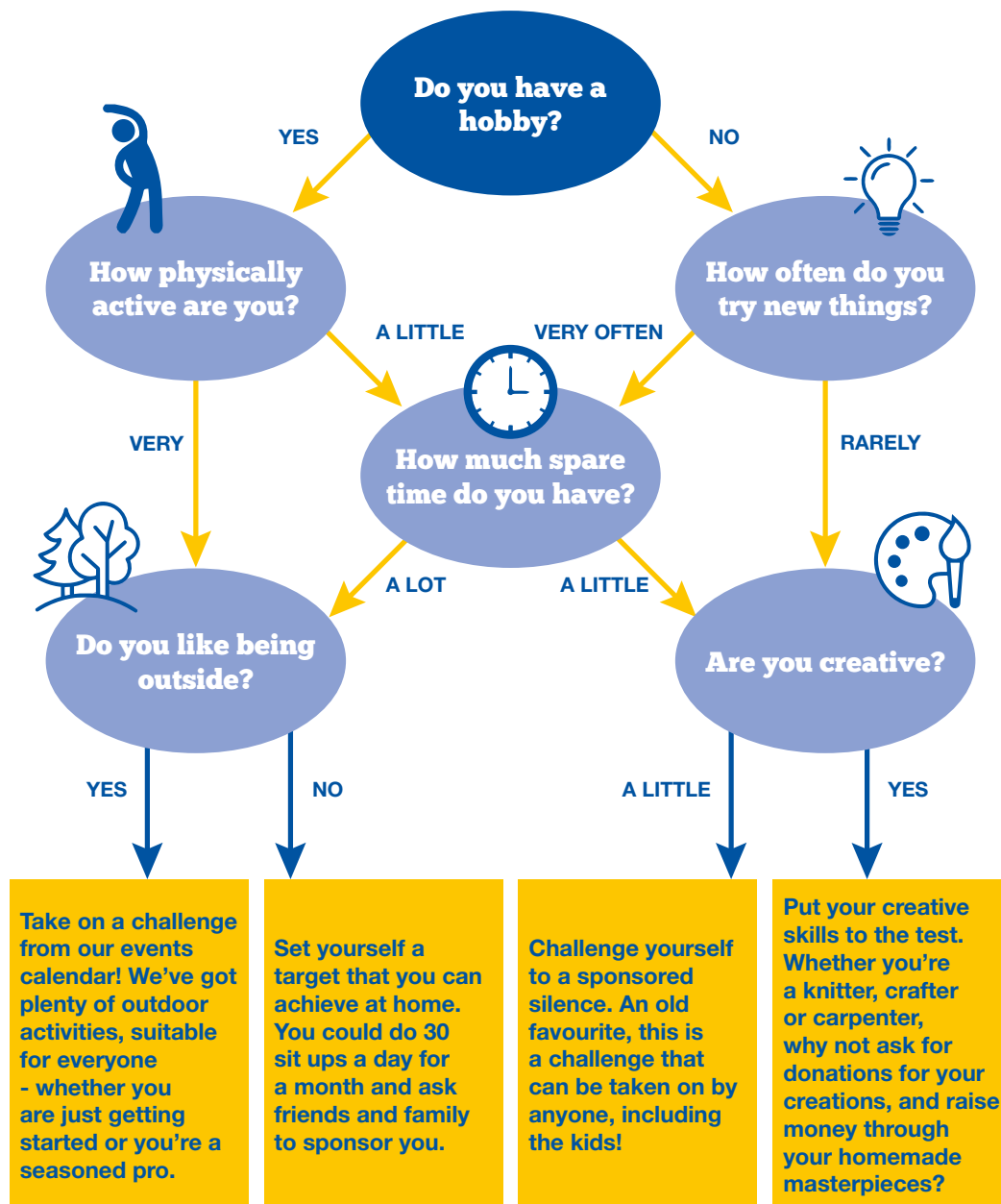


Are you a keen cyclist who's looking for a cross-country adventure? Take on the **UK Coast to Coast Cycle Challenge** from Whitehaven to Tynemouth. Organised by Global Adventure Challenges, this is a three day event, from **6th - 8th August**, covering 134 miles.



Snowdon at Night is certainly one to tick off the bucket list! Taking place on **7th August** and covering 9.5 miles, this fully guided walking adventure is a fantastic challenge to take on. After the 3-4 hour climb, you'll get the incredible reward of watching the sunrise from Snowdon's summit before beginning your descent.

Wondering what fundraising event might be right for you? Whether you're starting your fundraising journey or looking for new inspiration, here's a quiz to give you an idea of how you can get involved!





Joining Volunteers' Week 2021!

Next month, join us in celebrating Volunteers' Week - an annual celebration of the contribution millions of people across the UK make by volunteering. Our community of volunteers bring so many different skills and experiences to their roles. Their dedication and passion for our charity makes us feel incredibly grateful to have them on board, supporting our lifesaving service.

Heather Arrowsmith, CEO, at the North West Air Ambulance Charity commented, "Throughout the pandemic, our volunteers' commitment to NWAA never wavered. Many of them were unable to volunteer with us during this difficult time, and we can't wait to have them all back in the field doing what they do best!"



We have the following opportunities:

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

Interested in joining our team? Register your interest at nwaa.net/fundraising/volunteer

Covid-19: concerned about volunteering whilst we return to a 'new normal'?

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

Make a will and do it 'your way'



Debra Burton TEP, solicitor and Legal Director with Shakespeare Martineau, explains the importance of making a will:

During lockdown, people have had time to re-evaluate their circumstances, and consider whether they should make a will. 58% of UK adults still don't have one!

If someone dies without a will then their estate is automatically dealt with under the intestacy rules. These rules determine who controls the estate administration and who inherits and can produce unfair results.

As a lawyer who deals with estate disputes, I see the devastating impact that dying without a will can have. Sometimes these rules match what a person would want - often they do not. A spouse could end up taking most of the estate even if you have children. This still happens if you are in the process of divorce, but it's not yet finalised. Without a will, your estranged spouse still inherits.

Even if you're happy for your estate to go to your spouse, who will pass everything onto your children, they may change their mind or remarry; upon their death, your estate may end up going to their new spouse rather than your family!

If it is your children who would inherit, all children inherit equally. The rules don't

allow you to direct that a child gets a particular item and, if you're estranged or they're independently wealthy, they will inherit equally with the child who may have provided you with care or who is financially dependent upon you.

This can create conflict. People very often have different ideas about what should happen to your estate and funeral arrangements and everyone in the same class is entitled to apply to deal with these (i.e. all your children or all your siblings).

The intestacy rules don't allow gifts to be made or the estate to be distributed to reduce inheritance tax.

The main drawback is that they don't provide for your partner. There is no such thing as a 'common law husband or wife'. If you are not married, your partner won't inherit. Even if you own the property that you live in with your partner jointly, your partner has no automatic right to stay in the home as your share will form part of your estate. It may be sold to pay your relatives their inheritance. Your partner's only option is to bring legal proceedings against the estate which can be expensive, lengthy and distressing.

Making a will is the only way to make sure that your wishes are followed. As Frank Sinatra may have said, make a will and 'do it your way'.

**SHAKESPEARE
MARTINEAU**

Debra Burton TEP specialises in contentious trust and probate matters.

Email debra.burton@shma.co.uk or call: 0116 257 6212



Thank you



Fundraising superstars

You, our amazing supporters, have continued fundraising through difficult circumstances and we want to say a massive THANK YOU! It's thanks to you we can continue flying to save lives.

Manchester and Stockport

We're delighted the Mancunium Chapter Harley-Davidson group has continued to fundraise since their Director, Steve, was rescued by us. Having now raised a fantastic **£12,000**, they're hoping to raise an additional **£6,000** this year! They really are fundraising superstars.

West Lancashire and Merseyside

SSUK Car Club Ltd's Charity Drive raised an incredible **£6,210**, with over 100 high-end sports cars taking part, driving in convoy! Nominated by one of their key partners, **Pro Vinyl**, we are one of the three charities to benefit from their fundraising.



The **UkeLeylanders** created a brilliant musical medley video which they shared online, raising **£350**. Group Organiser, Ian, also decided to

celebrate his birthday with us by holding a virtual fundraiser, raising **£100!**

South Lakes and North Lancashire

Our amazing supporters in the South Lakes and North Lancashire got stuck in with our Online Market. Started by Regional Fundraiser, Fergie, it's already raised **£1,197!** After such success Fergie hosted a Christmas Raffle, with the help of many businesses who donated prizes, raising **£700**.

East Lancashire

After his grandson was airlifted by us, **Stephen Lee**, decided to take on a fantastic challenge to raise vital funds. Walking 70 miles along the Leeds and Liverpool Canal over three days, Stephen surpassed his target and raised an incredible **£1,080!**



Cumbria

Ambleside AFC Under 9s decided to walk, run and cycle 250km to raise money. Despite the snow, icy temperatures and heavy rain, the whole team smashed their target, completing a distance of 400km, raising over **£400!**

Taking five days to assemble and dismantle, supporters **Jane and Thomas Graham** created their annual Christmas lights display. Thanks to them and their local community they've raised over **£900**. This brings their total fundraising amount to over **£3,700!**



Wirral and Cheshire

Before restrictions were in place, **Margaret Hulse**, began fundraising through pub quizzes held at the Wirral Hundred. Thanks to Margaret, the quiz master, and teams they've raised over **£800** and are looking forward to continuing their fundraising once able to do so.

Corporate Heroes

Last year our amazing corporate supporters raised over **£180,000!** From payroll giving to company fundraising, businesses across the North West have shown their support. Thank you to **Road Maintenance Services, MPL Household, Mountain Warehouse, Persimmon Homes, Anord Mardix, Air Products, Wigan Warriors, Booths, KBE Drinks, David Ogden Holidays, Dine Contract Catering and Manchester Building Society** for your support!

Furness Building Society has supported us since 2004 through their community accounts. With their partnership having now come to an end we want to say a special thank you! For over 17 years, they have continued to vital funds and have raised an astonishing **£1,567,054!**

Sarah Naismith, Director of Income and Engagement at NWAA, commented: "From the whole of the charity, we would like to express our sincere gratitude for the wonderful support from Furness Building Society over the past 17 years. With over £1.5m raised, they have been an outstanding support."

To all of the staff and customers at Furness Building Society, we can't thank you enough for your incredible support over the years.

Thanks to you, along with our other corporate partners, we can continue flying to save lives across the North West.

Last year, with the help of **Booths**, we began to trial contactless donations. With a device in seven of their stores we've raised over £1,000! Thank you to Booths and their customers for their support.



Emptying our collection tins has proven difficult during the pandemic and we'd like to say a big thank you to the businesses who have patiently held on to their full collection tins until we are able to empty them. We are doing everything we can to get to you soon, so please bear with us. **To you and all your customers, thank you for your continued support.**

To the number of trustees who have kindly made a contribution to the North West Air Ambulance Charity from the trust funds they hold, thank you. The funds you have contributed will make a lifesaving difference.

Thank you to all of our supporters who have donated in memory of a loved one. We cannot thank you enough for your support at such a difficult time. Your donations are very special to us.

To those have left a gift in their will and the families and friends who have fulfilled their wishes, thank you. With your support we can continue to be there for future patients across the North West.





Cumbria
33

Greater Manchester
266

Cheshire
118

Lancashire
236

Merseyside
122

Other
5

Data from 01.01.21 - 22.04.21

flying to save lives.



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.