

# Skylines

## Newsletter



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# 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

## Welcome to this jam-packed edition of Skylines!

I would like to give my sincerest thanks to all our supporters and volunteers for their continued support and well wishes, during what has been a challenging time for each and every one of us. It really has been overwhelming to see how loved our wonderful charity is, and we are all truly grateful.

In this edition, on pages 10-11, you can read the incredible and inspiring stories of Nick, David and Emma, who would not have survived without our lifesaving service, which relies on your support.

Turn to pages 4-5 to see just how the crew celebrated our charity's 21st birthday. They certainly know how to have fun, and the birthday cake went down a treat!

We'd love you to join in our birthday celebrations, by taking part in Go21! It's easy - set yourself a challenge, have some fun and raise funds to celebrate 21 years of our lifesaving service. You can choose any activity you'd like, whatever your age or ability. Turn to pages 6-7 to find out more. We look forward to seeing your pictures on social media soon very soon.

Aside from all this, you can even find out how to dress for less, and the bargains available in our retail stores. Check out pages 16-17 for some style tips and how to take part in the #21poundchallenge!

There are so many ways you can support us - we hope Skylines gives you plenty of inspiration!

As ever, thank you so much for your continued support. Your generosity keeps us flying to save lives and we wouldn't be here without you.



**Heather Arrowsmith, CEO**



# We are celebrating 21 years of saving lives!

Our amazing crew kicked off our birthday celebrations in style...



"The charity has gone from strength to strength over the years, and it's a real pleasure to work with such a fantastic team who are all committed to providing the best possible outcomes for our patients. It's thanks to our wonderful supporters that I have the best job - I can't thank them enough for everything they do for us. Here's to the next 21 years!"

**Rob, Senior HEMS Paramedic**

"I'm so in awe of the dedication shown by our supporters, fundraisers and volunteers. They all do their bit to make sure we can stay in the skies, and on the ground, providing pre-hospital care to those who need it the most. On behalf of all of the crew, thank you to everybody who has helped our charity over the past 21 years - we wouldn't be here without you!"

**Piers, HEMS Paramedic**

"Happy Birthday NWAA! I'd like to thank anyone who supports us, or has supported us, over the years. You are very much part of our team and we're so grateful for all the hard work and time you put in to support our service. It's thanks to you that we can be there for critically ill and injured patients, and give them the best possible chance of survival - for that, we thank you."

**Scott, HEMS Doctor**



## DONATE A 21ST BIRTHDAY GIFT

To donate a gift for our 21st birthday, text BDAY 5 to 70490 to donate £5. Alternatively, you can choose to give any whole amount up to £20 by adding the amount after BDAY. For example, BDAY 10 to donate £10.

Texts cost the donation amount plus one standard rate message and you'll be opting in to hear more about our work via SMS and telephone. If you do not wish to receive marketing communications, text BDAYNOINFO and the donation amount to 70490.

# Catch up with the crew

**We caught up with Deborah to find out more about her experience as a North West Air Ambulance Charity HEMS Paramedic.**



**When did you join the North West Air Ambulance Charity?**

I joined 5 years ago. I can't believe how fast the time has flown (pardon the pun!).

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

I have always wanted to work in a medical profession. I have a passion for helping people in any way possible. I never thought I would be good enough to be a part of an amazing air ambulance team, and I count my blessings every day to be where I am and working in this fantastic team.

**What's the most rewarding thing about your role?**

Simply being able to make a positive difference. The relief on people's faces when we arrive is very humbling; whether it's the patients or our colleagues from the ambulance service. Mountain rescue teams are also happy to see us! Helping someone in their time of need is what keeps me going.

**What are the best views in the North West when you're up in the helicopter?**

I am from Cumbria originally, and so I'm biased to the views of the Lake District. There's a great variety in the North West. We can be flying over a city centre one minute, and then be flying through the mountains an

hour later. One day we flew along the coast of Cumbria and I saw my childhood house, my old school, and the hospital where I was born, all with the spectacular views of the Lake District behind. If you ever see us flying, give us a big wave - I promise to wave back if I see you!

**What are some of the ways people can get involved and help you and the crew to save lives?**

The Lift off Lotto is a great way to help - it's a win-win. The retail stores are also brilliant, I shop there myself - I love a bargain! To anyone who is thinking of supporting us, please do. The medical interventions we bring to our patients make a lifesaving difference. Without your wonderful support, we wouldn't be there for our patients when they need us the most.

**North West Air Ambulance Charity is 21! How did you celebrate your 21st birthday?**

I was treated to a surprise party for my 21st birthday. My birthday cake was a huge Mars Bar rice crispy cake and I greedily didn't share very much of it!



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



# Get ready, get set, Go21!



Go21! is your chance to set yourself a challenge, have some fun and raise funds to celebrate **21 years** of our lifesaving service. You can choose any activity you'd like, whatever your age or ability - get involved!

- STEP 1** Choose an activity, don't forget to incorporate the number 21
- STEP 2** Register at [nwaa.net/go21challenge](http://nwaa.net/go21challenge)
- STEP 3** Get sponsored
- STEP 4** Share your challenge on social media using #Go21Challenge
- STEP 5** You're ready to go!

## Need some inspiration? Here's a few of our favourites...



### Get moving

Run 21 laps of your garden or local park. Why not cycle 21km or walk 21 miles?



### Green fingers

Commit to 21 minutes of gardening every day for a month. You could sell your seedlings, or preen your peonies, and create home-made bouquets in return for a donation.



### Push yourself

Complete 21 minutes of exercise for 21 days.



### Shhh!

One for the kids? Complete a 21-hour silence.



### Keepie-uppie challenge

Test your skills and complete a keepie-uppie challenge with your friends - who will be the first to 21? Get creative and use a football, rugby ball, or even a golf ball!



### Time to unwind

Knit, sew, or cross-stitch 21 items for your family and friends, in return for a donation.

## Lisa's 21km challenge

In 2013, Lisa was involved in a road traffic collision whilst on her morning paper round. Our crew arrived on scene and airlifted her to hospital, where she was placed into a coma. The amazing news is Lisa made a full recovery and has since been an active supporter of the North West Air Ambulance Charity. Lisa completed a 21km walk raising nearly £200 for our service! Why not challenge yourself to do the same? All that's left to do is get sponsored and get going!



# Get active



## Introducing Runclusive John's cycling challenge



We're excited to announce our brand new partnership with Runclusive, an exclusive series of virtual running events. Runclusive offers an international programme of events - and includes some trusted favourites, as well as some exciting new ones, for you to get involved in. You can run whenever and wherever you'd like, and there are rewards available for choosing to run and raise funds for a charity.

Join us on our newest virtual running adventure! To find out more, visit [www.runclusive.com/charity](http://www.runclusive.com/charity).

In May 2018, John Olerenshaw, from the Isle of Man, set off to cycle around the coastline of Great Britain. With only 110 miles to go he had a major accident, crashing into a road sign. Our crew airlifted John to hospital and he spent several weeks undergoing multiple surgeries and a long recovery process. Exactly two years on from his crash, John and a group of friends had planned to cycle the remaining miles of the challenge, but this was postponed due to the Covid-19 crisis. This didn't dampen their spirits though, and John and his friends decided to cycle 100 miles each to replicate the challenge in their hometown instead, raising money to support our service.

Meg Nolan, Project Lead, commented, "We're incredibly grateful to John, Mike, Maurice, Peter, Nigel and George for their brilliant support. The Covid-19 crisis made fundraising a real challenge. When we hear stories like this it really does highlight the determination and strength of our supporters. Thank you so much!"



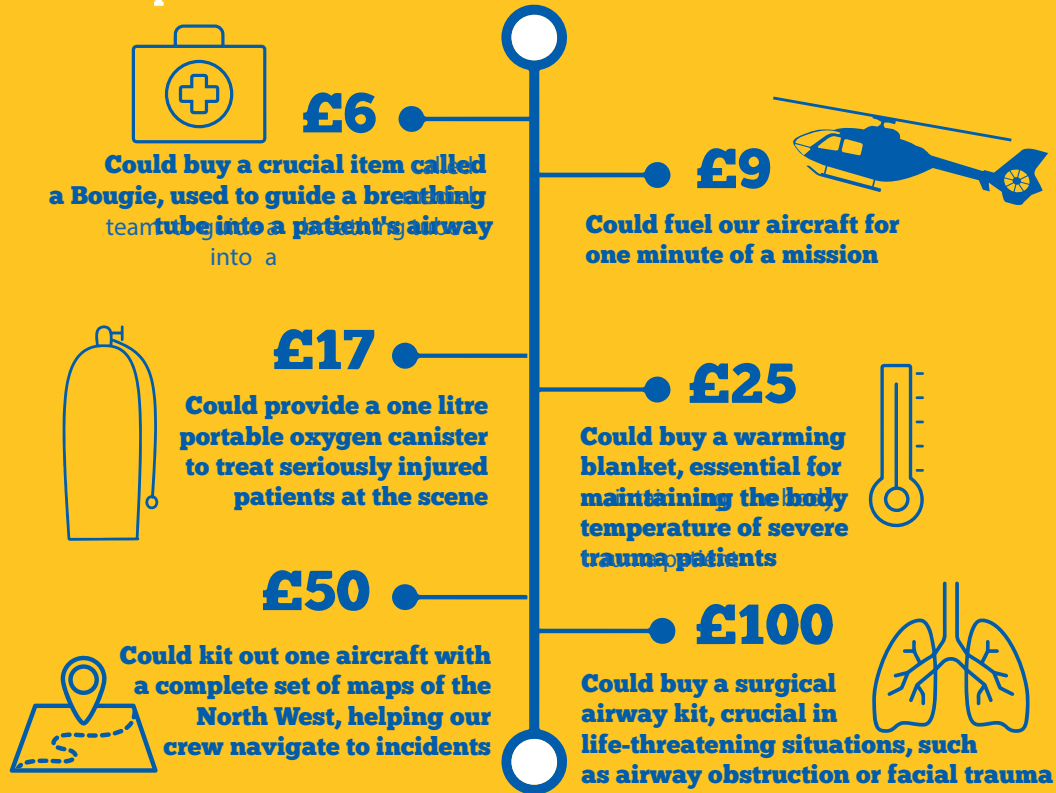
## Whatever your idea or plans, we're with you all the way

Visit [nwaa.net/go21challenge](http://nwaa.net/go21challenge) to find out more, or email [fundraising@nwaa.net](mailto:fundraising@nwaa.net) and our team will help your Go21! challenge shine.

**If you would like any information about how you can fundraise or get involved with virtual events, please email [fundraising@nwaa.net](mailto:fundraising@nwaa.net).**

# Become a Regular Donor!

We need to raise over £9.5 million each year - every £1 you donate makes a big difference. Here's how your donation can help...



By donating what you can afford and becoming a regular donor, your monthly gift will ensure that we can be there for patients who need us the most across the North West.

Simply visit [nwaa.net/donate-now](https://nwaa.net/donate-now), click 'Become a Regular Donor' and complete our online form. You can Gift Aid your monthly donation if you are a UK tax payer, increasing the amount the charity receives at no extra cost!

## Joining forces to save lives



In partnership with the North West Ambulance Service (NWS), the North West Air Ambulance Charity launched an inter-hospital transfer service, in response to the Covid-19 crisis. The two organisations joined forces to save lives during the region's time of need, providing vital ground support to those responding to the pandemic on the frontline.

Using a dedicated land

ambulance, our HEMS (Helicopter Emergency Medical Services) Paramedics transfer critically ill patients, along with a specifically trained doctor from the originating hospital and a number of support staff, provided by NWS. The partnership helps prevent any one hospital becoming overwhelmed, ensuring patients can be quickly and safely transferred to hospitals with greater available ICU resource at that time.

The ambulance, fitted with specialist equipment, is also accompanied by our crew in a rapid response vehicle with further equipment and PPE to hand, to reduce infection

risk and repatriate the doctor back to their originating hospital - reducing their time away from their hospital and other patients.

In addition to this service, our team of doctors and paramedics continue to provide enhanced pre-hospital care to non-Covid-19 related critically ill and injured patients in our helicopters and rapid response vehicles.

We're so grateful for the amazing support we continue to receive and want to thank everybody who has made a donation and assisted us in making our inter-hospital transfer service a success.

After hearing the news about our inter-hospital transfer service, the Westminster Foundation kindly donated a fantastic £4,500!

We caught up with Kate Brown, Director of the Westminster Foundation.

"The Westminster Foundation is really pleased to support the North West Air Ambulance

Charity's inter-hospital transfer service, which is providing a lifeline to many during these challenging times. We would like to thank the charity for adapting so quickly to provide this additional frontline support to people in the North West, in partnership with the ambulance service, while still managing to provide the usual enhanced pre-hospital care to other patients in need."



Hugh Grosvenor, Duke of Westminster

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

# Meet our patients...

**We're extremely grateful to our patients who are willing to share their inspiring stories, so you can see the difference you make by supporting our charity. We rely on your support and generosity, so we can be there for our patients, and their families, when and where they need us most.**



**David Higgs**, 59, from Blackpool, is one patient who credits NWAA with saving his life. In September 2019, he was involved in a horrific motorbike collision, leaving him with 14 shattered bones. Our HEMS Paramedics

attended the scene, providing vital pre-hospital care which gave David the best possible chance of survival before receiving further treatment at Royal Preston Hospital.

"I wouldn't be here without the air ambulance, it's as simple as that. I had a broken pelvis, jaw, hip, skull, arm, a dislocated shoulder - I was in a really bad way. If the paramedics at the air ambulance hadn't treated me when they did, I'm not sure how I would have ended up.

"Before my accident, I took it for granted that NWAA was government funded and so I was absolutely astounded to learn it's a charity. I have tried to raise awareness and funds for NWAA ever since. I recently organised an online raffle for a set of my company's bespoke stainless steel two stroke motorcycle exhausts, raising £500 for the charity in under four hours. I hope to do many more in the future."

**Emma Lynch**, 27, an air hostess from Wilmslow, was visiting her grandparents in Birkdale, Southport, when she was involved in a terrifying dog attack.

"The day of the attack is a bit of a blur, but I remember the terror and pain clearly. I've never been so scared in my life. The air ambulance crew arrived so quickly, with the paramedics providing pain relief and calming me down.

"I was so lucky to receive their care that day, and it's thanks to the crew's quick treatment that my reconstructive surgery has been so successful. If it wasn't for the heroic and quick actions of the North West Air Ambulance Charity, I most certainly would not be here today."

Her Grandad, Michael, recalls the day's events: "While talking to the emergency operators, a rapid response paramedic arrived to give Emma some treatment, and then all of a sudden a helicopter appeared overhead, but I had no idea it was anything to do with us. It came down to the field behind our house, and then we realised it was the air ambulance. The medics arrived, took over and gave Emma the excellent care she needed, ready to go to the hospital for further treatment. I was so surprised, but never thought I'd be so glad to have them arrive, and it helped to calm us down. The NWAA even treated me to a certificate, which was even more of a lovely surprise than the helicopter coming! I'd like to say a very special thanks to them, from us all."



In 2017, **Nick Little** had a major bicycle crash, suffering three fractures to his spine, a bleed on his brain, and multiple cuts and bruises. The NWAA crew quickly arrived at the scene and airlifted Nick to Royal Preston Hospital. Nick is now on the road to recovery and successfully completed the Fred Whitton Challenge last year, raising almost £1000 for us. The actions of our crew meant that Nick was able to celebrate his daughter's 21st birthday this year.



"I'd watched riders taking on Fred Whitton over the years, but always from the side-lines, I'm not a fan of steep climbs! After my accident, I wanted a challenge that would get me on the bike and give something back to the people who were there for me when I needed them most. It was incredible to get to the finishing line, I really felt like I'd come such a long way from the day of my accident.

"Immediately after the crash, when I realised how serious things could be, all I could think about were my wife and daughters. I just wanted them to be okay no matter what happened to me. I'm so thankful I'm still here with them."



# 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?**



with them for over a year now, I would not want to be anywhere else. Volunteering for NWAA is so rewarding, and has made a huge difference to my life. I'm proud of the part I'm playing in keeping the crew in the skies."

Michael Waine

**We have the following opportunities:**

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

"Since joining NWAA as a volunteer, I've come a really long way. For many years, I've suffered with anxiety and depression, which prevented me from working. When looking for something to keep my mind focused, I decided to start volunteering. The charity is really friendly and after being



## Reaching new heights with our Lift off Lotto

**Lift off Lotto is a vital source of income for the North West Air Ambulance Charity. In fact, our players fund over 450,000 flight minutes a year. By signing up and taking part for as little as £4.34 a month, you can help us to save lives.**

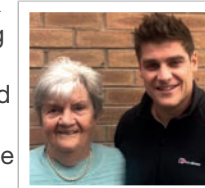
To all our lottery members who raised over an incredible £4.5 million last year, contributing to over 50% of the total amount we need to raise each year, a HUGE thank you!

Your plays not only fuel our helicopters and rapid response vehicles, but allow our crew to bring new and innovative emergency pre-hospital care to our patients across the North West. By being a member, you not only help save lives, but you could be in with a chance of winning up to £1000 each week!

We recently spoke to Lift off Lotto member Mrs Brenda Carroll, who told us she signed up to play after her grandson, Nic, was

treated by NWAA in 2014. Nic suffered a serious neck injury whilst playing football and was airlifted to hospital.

Brenda explained, "I will never forget the help and support the crew provided to Nic on that day. North West Air Ambulance Charity is charity funded and relies on the generosity of its supporters. I play the lottery so I can play my part in helping to fund this critical service, and enable them to continue their fantastic work to help people in need. They do such an amazing job and I cannot thank them enough for being there for Nic, and all those they have helped in the past and will continue to do so in the future."



**Head over to [nwaa.net/lottery](http://nwaa.net/lottery) to see our full terms and conditions and how to get on board. You must be 16 or over to take part in the Lift Off Lotto.**



Payment can be made by direct debit or cheque

**How to sign up:**

- ➡ To join online visit [nwaa.net/lottery](http://nwaa.net/lottery)
- @ Email: [lottery@nwaa.net](mailto:lottery@nwaa.net) with any enquiries or to request an application form
- ☎ Or, call our team on 0800 587 4570

**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 whilst we return to the '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](http://nwaa.net/about-us/covid-19)

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.

# Calling all employers...

## Here's how you can help

Do you want to start fundraising but need some inspiration? Here are our top fundraising ideas for businesses, adapted to fit the 'new normal' we're living in....

- Why not get your team together for a **virtual coffee morning** and all donate the price of a cup of tea?
- For those who like a **physical challenge**, work together to reach a goal of covering 21 miles in a day, a week, or a month! You could walk, run or cycle to celebrate our 21st birthday.
- Those not taking part in the challenge can **create a playlist** for those who are, donating for each song submitted.
- Add a **suggested donation** to your customers' receipts and ask them to support us too!
- Guess the baby photo**. Have your colleagues had a clear out? We're sure some will have come across some embarrassing photos!
- Hold a virtual lucky dip**. One person's rubbish is another's treasure!
- Sell a limited item** and donate the proceeds to us.
- Hold a Zoom talent contest!** Pay to enter with half the proceeds going to the winner.
- Virtual meeting bingo**. Pay every time a pet walks across the keyboard, or someone talks without unmuting!
- Get colleagues together and pay to enter a fun **virtual quiz**.
- Hold a **social event** over Zoom for colleagues, like a cocktail masterclass, and ask people to donate to attend.

The past few months have been challenging but there are still ways you can help us raise much needed funds.



Our friends at Bowland Brewery have continued to fundraise throughout the past few months. Over five weeks they ran charity takeaway nights, staffed by volunteers. Fifty percent of all monies raised were donated to the North West Air Ambulance Charity, with the remaining going to other charities.

Heidi Kettle, Group Marketing Manager, commented: "The North West Air Ambulance Charity is a charity close to our hearts - we see the helicopters all too regularly in the Ribble Valley and whilst it always fills us with anxiety to see them, we are mighty glad they are there."

"Our takeaways total took us to just over £9,000. However, we really wanted to get to £5,000 for the North West Air Ambulance Charity, so we went on to collect at an outdoor market event at Holmes Mill in June, and we'll keep on going until we reach our target."

If you would like any information about how your organisation can raise much needed funds for the North West Air Ambulance Charity, please email [chris.andrews@nwaa.net](mailto:chris.andrews@nwaa.net).

# Planning for the future

During these uncertain times, many people will have considered what would happen if they died without leaving a will. By making a will you can take some comfort from knowing that your wishes will be carried out as you want them to be. This October we are celebrating Make a Will month, a perfect time to start planning for the future.

Our Legacy Officer and Patient Support Co-ordinator, Gaynor, is here to help you through the process. Gaynor explains: "Making a will for the first time is something I personally put off! I didn't want to think about my own mortality and deciding what and who I should include in my will was, at times, quite a challenge.

"However, once I had my will in place it was a comfort to know it was there, and quite something to be able to cross off my 'to do' list. I review my will quite regularly and now feel empowered by its presence, knowing I have control over what will happen to my 'estate' when I am no longer here to protect it."

In the past, many of our supporters have kindly remembered the North West Air Ambulance Charity in their wills, which is something we are truly grateful for.

Without their foresight and generosity, we may not be here today. When you plan for your future, by leaving a legacy to NWAA, you can help us plan for our future too.

Every gift we receive, whether small or large, can make a lifesaving difference. For example, we now carry blood on board our helicopters and rapid response vehicles. The cost of this is £332 per patient, a small sum to help save a life. If you want to aim high, then £270,000 could fuel our entire fleet of helicopters for a whole year!

If you are considering making your will for the first time, or updating the one you already have, and would like to take part in our Free Will Scheme offered in partnership with the Free Wills Network, please contact Gaynor, or for more information you can head over to our website - [nwaa.net/legacy](http://nwaa.net/legacy).



**Gaynor Lanceley is Legacy Officer and Patient Support Co-ordinator at the North West Air Ambulance Charity.**

As a legacy specialist, Gaynor works with supporters who wish to leave a lasting gift to the charity, dealing with initial legacy enquiries and assisting solicitors

and family members in administering estates in which NWAA is named as a beneficiary. She is a specialist STEP qualified solicitor, member of Solicitors for the Elderly, and worked in private practice for 18 years. In her spare time, Gaynor is a keen biker and has ridden the Isle of Man TT course!



# Dress for less

**Did you know?**  
Southport was our very first charity store – we opened in 2005!

**With 14 retail stores across the North West, it's never been easier to refresh your style and give your wardrobe a new lease of life.**

Not only is charity shopping an ethical and sustainable alternative to fast fashion - it's fun, affordable and helps us raise vital funds, so we can save more lives across the North West. What's not to love?

**#21poundchallenge** To help us celebrate 21 years of our lifesaving service, we're inviting you to take part in our #21poundchallenge.

To get involved, visit your local North West Air Ambulance Charity store and treat yourself to a brand new outfit - simple. **Your challenge, should you choose to accept it, is to spend £21!**

**Inspired by the challenge Marketing Coordinator, Charlotte, and Retail Assistant, Dawn, recently visited our Southport store, here's what they found!**



## Transitional dressing

- £4 Shirt
- £3 Culottes
- £6 Bag
- £8 Shoes

A polka-dot shirt teamed with light, floaty culottes and a stylish sandal will take you into autumn for those 'in-between' weather days.

**#21pound challenge**

**#21pound challenge**



Share photos of your bargain buys on social media, tag us in your post and use #21poundchallenge - we'd love to see your new look.



## Clean-cut classic

- £4 Shirt
- £6 Blazer
- £6 Bag
- £5 Jeans

A blazer is a wardrobe staple. Paired with a white shirt and jeans - it works for every occasion. Whether it's a weekend shopping trip or a catch-up coffee date with friends - it'll be your go-to outfit.

**#21pound challenge**



## Day to night

- £4 Blouse
- £3 Trousers
- £8 Bag
- £6 Shoes

Dressed down with a pair of loafers, a blouse and trousers is a great option for the office. To elevate your look, grab some wedges and a clutch bag - add a glass of fizz and you're ready for a night out!

**#21pound challenge**

# Thank You!

The past few months have been challenging for us all. However, we have been amazed by the continued support we have received from our fundraisers, donors, and volunteers. We are, as ever, incredibly grateful for all your hard work and commitment. Here are just a few inspiring stories from our fantastic supporters....

Thank you to [Speke Aerodrome Heritage Group](#) for fundraising and to everyone who donated to them. Congratulations on raising £155.31!

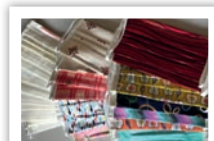


[Morris Minor Owners Club](#) chose us as their Charity of the Year, and successfully raised

over £1,000. They have continued their fundraising by taking part in Go21! - raising over £300. Thank you so much for your support.

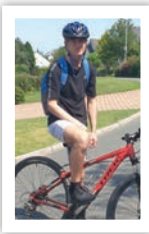
Thank you to [Alderley Edge Waitrose](#) who donated £333 through the Green Token scheme.

A massive thank you to [Kay Warburton](#) who has been making face masks over the past few months. Kay has raised £820 while helping to keep everyone safe!



[Sue Jepson](#), who would normally be fundraising with her line dancing group, has also been busy making face masks, raising a fantastic £555!

16-year-old [Samuel Poulett](#) decided to take on a 200-mile cycling challenge, raising over £170. Congratulations!



Thank you to everyone at [Electricity North West](#) for your continued support. Fundraising in memory of their colleague John, they recently donated £600 and have now raised a whopping £14,000 since 2012.

To all the members of the [Leyland and Cuerden Valley Lions](#) thank you for your support and donation of £200.

We would like to thank the [Macclesfield and District Catenians](#) for their very generous donation of £1000!

[Tim King](#), known as 'TimmyTracksuit', was due to take part in his 10th Fred Whitton cycling challenge this year. Unfortunately, the event was cancelled but Tim took on his own challenge, cycling 125 metres uphill 26 times in a row, raising over £700!

A huge thank you to [Lions Club International Foundation](#) for their support and donation of £10,000, through their Covid-19 relief grant, which has enabled us to purchase fluid warmers.

We'd also like to say a huge thank you to all the brilliant businesses across the region who have raised money and shown their support for the charity...

Thank you to the [Chorley Building Society](#) for their continued support and for choosing us as their Charity of the Year and, despite the challenging times, at their recent AGM they raised £187.70!

[Pilkington Technology](#) also chose us as their Charity of the Year, supporting us from 2019 into 2020, raising a fantastic £905.50.

Thanks to the [Manchester Building Society](#), who have raised £1,695.27, and the [Marsden Building Society](#), who have raised over £17,300, through their affinity account schemes.

Five members of staff at [Kingfisher Beer](#) are currently halfway through a year-long challenge, cycling the equivalent distance of London to Bangalore, a staggering 5,000 miles. Thank you for supporting us!

Thank you to [Griffiths & Armour](#) who have continued their support and donated £500!

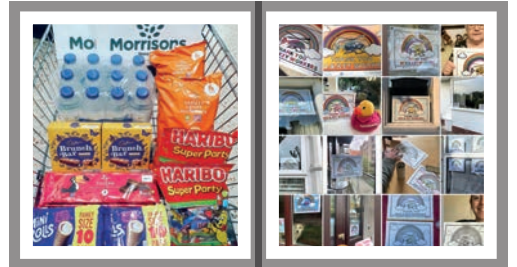
To all the businesses who support us by having a charity collection tin on their premises and to those that donate to them, thank you! You raised an incredible £73,000 last year.

Also, a massive 'thank you' to our crew! You have supported our friends, the North West Ambulance Service, on the frontline in delivering the inter-hospital patient transfer service, whilst continuing to save lives. We can't thank you enough!

Thanks to donations by [Great Bear](#) and [La-Z-Boy](#) our crew can enjoy a brew and relax before heading out on a mission, thank you!

We would like to say a massive thank you to all our supporters who celebrated our 21st birthday by taking part in Go21!

Whether you've raised money, donated food or drinks, sent PPE, or kind messages, your support has been so important to all our staff, especially our crew, throughout the past few months. With your support we have continued to provide vital care to all our patients while celebrating our 21 years!



To our generous supporters who have arranged to leave a legacy to the North West Air Ambulance Charity in their will, we are so grateful, you are **creating a future for the charity**. To their friends and families for carrying out their wishes, **thank you so much**.

To the supporters who have donated in memory of a loved one we are **so sorry for your loss**. Thank you so much for thinking of us at such a difficult time, the money you have raised is very special to us.

# Mission Tracker

**2020:**  
**1713 Missions**



**428 Road Traffic Collisions**



**26 Sport / Leisure**



**389 Medical**



**460 Accidental**



**43 Hospital Transfers**



**367 Other**

Cumbria  
(57)

Lancashire  
(532)

Greater  
Manchester  
(648)

Merseyside  
(205)

Cheshire  
(238)

Other  
(15)



**NORTH WEST  
Air Ambulance  
CHARITY**

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

Data from 01.01.20 - 24.08.20

## 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).