

Skylines

Newsletter



NORTH WEST
Air Ambulance
CHARITY

Celebrating



Years

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Hello

Welcome to our special birthday issue of Skylines!

Before we delve into this issue, I want to say thank you. The world has felt at a standstill recently. At what has been an incredibly difficult time for many people, we have been overwhelmed by your continued support for our crews and our charity. Whilst some of our activities and events are on pause and our stores have been temporarily closed, we've been exploring new and exciting ways to keep in touch with supporters, and on page 12 you can find some thoughtful tips on how to stay safe, connected and well at this time.

On 19th May, 1999, your North West Air Ambulance Charity flew its maiden mission from our Blackpool base. We have since opened a second base, welcomed two more helicopters, launched a fleet of rapid response vehicles, pioneered innovative medical interventions and, most importantly, saved thousands of lives across the North West.

This has only been possible due to our wonderful donors, volunteers, fundraisers and partners, as we do not receive Government funding - we are so grateful for your support.

For the next 21 years and beyond, we are committed to bringing lifesaving pre-hospital care to those in urgent need. With your support, we can ensure our crew are there for patients across the North West - you can read Mike Bray's story on page 4 to see this impact in action.

To mark our 21st year, we've put together a list of quirky ideas on how to celebrate our coming of age and fundraise indoors. Flick to page 8 to see how you can get involved!

In this issue of Skylines, you can see how your support truly lifts us up. Find out about our latest store opening in Congleton on page 6, meet our Head of Volunteering on page 14 and take a look at the amazing Wigan Warriors' kit on page 7, with sales of each shirt supporting our service.

Thank you again for your continued generosity - our crews can continue to fly with your support. We truly wouldn't be here without you.



Heather Arrowsmith, CEO



Mike's Story

Whilst completing a personal training session with his physiotherapist in the summer of 2019, 48-year-old Mike Bray, a trader from Salford, suffered a complete block of his left anterior artery, causing a heart attack. Despite being in otherwise peak health, the sudden heart attack left him in a life or death situation. Here, he shares his story and how the North West Air Ambulance Charity helped save his life.



I've always lived quite an active lifestyle. I'm an avid gym-goer and I regularly play football and squash. As part of my fitness routine, each Wednesday and Friday

morning I do a personal training session with my physiotherapist at a gym in Urmston. It was during one of these usual workouts, when things suddenly escalated. Out of almost nowhere, I felt a strange sensation in my chest and next thing I knew, I was face down on the floor.

I don't have a clear recollection of what happened immediately afterwards, but I later found out that my physiotherapist performed CPR on me for 12 minutes, before I woke up to what felt like a crowd of people. I later found out that this was a team from the North West Air Ambulance Charity, calling: "Mike, Mike... we've got him." I wasn't able to say anything back, but I managed to raise a thumbs up and one of the team reassured me that they were from the North West Air Ambulance Charity, and were there to help me.

It was quite a daunting moment. When the crew member mentioned where she was from, I started to think: "Hang on, things

are getting a bit serious here..." It turns out that as my gym was so close to Barton Airport, one of the charity's airbases, that the team was able to reach me in a rapid response vehicle.

After using a defibrillator, the air ambulance team transported and accompanied me to Wythenshawe Hospital, where a doctor explained to me what was going to happen. I was told that I'd had a blockage in my left anterior artery, which would require a stent to clear the blockage.

Amazingly, the stent was inserted within twenty minutes and after waking up, I felt ready to go! Considering how serious the situation had been just hours before, it was an incredible feeling. Though I wasn't allowed to leave the hospital for three days or so, it was a great relief for me and my family.

I can't thank the people that helped me that day enough. From my physiotherapist, whose quick actions provided me with precious extra time, to the North West Air Ambulance Charity team who treated, accompanied and reassured me, as well as the doctors that performed my surgery. Without their effort, I wouldn't be here today.

To find out more about the work our crews do each and every day, visit nwaa.net/about-us. To see how you can support vital missions, please email us at enquiries@nwaa.net or visit nwaa.net/donate-now.



After I was discharged from hospital, the first thing I did was find out how I could say thank you. I couldn't believe it when I found out that the North West Air Ambulance is a charitable organisation. It doesn't receive government funding and is totally dependent on public and corporate donations. In spite of these challenges, they have been able to support over 20,000 critically injured people for 21 years now, providing lifesaving support to people who need it most - like me.

Some weeks later, I was fortunate to meet some of the team that helped me that day and share my personal thanks. They're unbelievable people and deserve so much recognition for what they do. I encourage everyone to support them - they saved my life, and will save so many others in the future with our help.



Store Spotlight

Feeling the love in Congleton!



We had a very busy February, welcoming our fourteenth retail store with a special Valentine's Day opening! We were overwhelmed by the support from the people of Congleton, and the excitement hasn't slowed down. Since opening its doors on 14th February, the store has already made an incredible impact on our lifesaving charity.

The day was a huge success, and so much fun for everyone who attended. We had refreshments, some fantastic entertainment, and even Paramedic Pup couldn't resist getting involved! We'd also like to say a special thanks to the Mayor of Congleton, Sally Ann Holland, who popped down on the morning and cut the ribbon to officially open the new store.

Paul Freethy, our Head of Retail, said: "Since opening in February, the Congleton store has gone from strength to strength, and it's been amazing seeing local people show their support in store. Opening day was so much fun, and really demonstrated just how fantastic the Congleton community is!

"Our charity holds a special place in the hearts of many people across the North West, and seeing so many come out in support of us on opening day was really uplifting. This support truly does help us to keep saving lives each and every day."

To keep up to date with news about our stores, visit nwaa.net/retail.



Wear your shirt with pride!

In January, we had the pleasure of being named as Super League team Wigan Warriors' chosen charity, with the iconic Rugby League club and its fans lending us their incredible support for the 2020 season.

Having landed on sports fields during previous emergencies, our crews are no strangers to the rugby pitch. It certainly lifted spirits when Wigan Warriors unveiled their all-new North West Air Ambulance Charity inspired alternative kits! Did you catch the team wearing the special shirts in the local clash with Salford Red Devils in March? We couldn't be happier with how they looked if we tried...

As well as looking fantastic, the yellow and blue kits will support the lifesaving work of our crew as for every shirt sold, £5 is donated directly to our charity. Did you know we need over £9.5 million to keep us operational? If you are a Wigan Warriors fan, there's no better way to show your love for the club whilst also supporting a crucial regional service.

Speaking about the partnership, Jon Ward, our Head of High Value Giving, said: "We are delighted to partner with Wigan Warriors. The Warriors have been fantastic to work with when creating the shirt, and it's great to bring together two iconic North West teams who both work so hard to support local people."

The unique helicopter blade design shirt will be available to purchase direct from Wigan Warriors. Please visit their online store for more information: store.wiganwarriors.com.

Happy Birthday to us...

On 19th May 1999, your North West Air Ambulance Charity made its maiden flight. 21 years later, we've gone from strength to strength with your incredible support. From just one helicopter and one air base, we've grown to three helicopters, two air bases, four rapid response vehicles and a team of amazing fundraisers, volunteers and supporters.



To celebrate our 21st birthday, we'd love to invite you onboard to mark our coming of age and make this a record-breaking fundraising year!



There are so many fantastic ways to celebrate our birthday and raise vital funds in aid of our service. Go21! is all about setting yourself a challenge and making it your own whilst incorporating the number 21.

Here's a few of our favourites to give you some inspiration...



Push yourself to the limit

Why not challenge yourself to do 21 minutes of exercise for 21 days? Test your strength with 21 push ups, grab those running shoes and do 21 laps of your garden, or for the dancing queens - challenge your family to a 21 minute dance off!



Learn something new

Why not commit yourself to 21 hours of learning. Whether you embrace your cultural side and learn a new language or grab those chef whites and perfect a brand new dish.



Host your own concert

Why not live stream your very own concert to your family, friends or the rest of the world! Whether you can sing, squawk or warble, channel your inner musician and show off your talents.



DONATE A 21ST BIRTHDAY GIFT

To donate a gift for our 21st birthday, visit nwaa.net/donate-now or 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, use 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 and fundraising via SMS and telephone. If you'd like to give a gift but do not wish to receive marketing communications, text BDAYNOINFO to 70490.



Calling all bookworms!

Reading is an easy and rewarding activity for all ages, plus it's great for your wellbeing, so set yourself the challenge of reading for 21 minutes every day.



Get creative In search of things to do as a family? Why not entertain yourselves with a treasure hunt! Hide 21 items around your house and let the madness commence!



Brew with the Crew

Host a virtual 21st birthday inspired coffee morning with your friends, family and neighbours using video tools including: Zoom, FaceTime or Facebook Messenger. Why not bake 21 types of cake between you or invite 21 friends. Do what you can to raise some money, from the comfort of your own home.

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

Email fundraising@nwaa.net and we'll be on hand with advice and support on how to make your challenge or event shine.



Don't forget to show off your celebrations, we'd love to see them! Tag us in on social and use #NWAAturns21.

Visit nwaa.net/21bd for more information on how you can get involved and celebrate our 21st birthday.

Leave a Lasting Legacy

Every year, the North West Air Ambulance Charity attends over 2,000 missions. We rely on the generous donations of our incredible supporters to help keep us in the skies. Did you know that at least one in every six of these missions is funded by our legacy income? Such gifts ensure our crews are there to help people across the North West, 365 days a year.

No matter the size of the gift, big or small, every legacy makes a difference to our organisation. Just recently, a kind supporter made the thoughtful instruction in their will to auction a beautiful 1970s Rolex watch. This generous gift eventually raised over £1,300, with proceeds supporting our service and crews.

Leaving even 1% of your estate helps us continue our lifesaving missions for years to come, leading to better outcomes for patients across the North West. We are committed to ensuring your generous legacy is spent wisely, so you can be confident that it has the greatest possible impact on our patients.

We would also like to take the time to recognise the contribution made towards our service by those patients who sadly

did not survive, having been taken from their loved ones in unexpected circumstances. Despite this life-changing loss and overwhelming grief, many families of such patients have strived for something positive to come from their loss and ensure their loved ones are remembered by others long into the future. They have done so by celebrating the lives of their loved ones and fundraising in their name to keep our crews flying, giving other patients a chance at a better outcome.

Loved ones are remembered every time we take off on a mission and every time we return. We are incredibly grateful for this support in such devastating circumstances. These efforts will help to continue to make a difference to the lives of others, both now and in the future.

With your incredible support today, your North West Air Ambulance Charity can continue to provide lifesaving care for years to come. To receive more information, please do get in touch with us by calling our Legacy Officer, Gaynor, on 07802 327041 or by emailing legacies@nwaa.net.



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!

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

Cracking Corporates



As well as our brilliant fundraisers and volunteers, we're also incredibly grateful to our corporate partners across the region. Through their donations and wacky fundraising activities, they help to raise the £9.5m we must reach each year to keep our helicopters and crews in the air.

Matt Birtwistle, Commercial Director at Birtwistles Catering Butchers, nominated us as one of the company's charities of choice, and Birtwistles has since raised a fantastic £7,000 for us with a Christmas raffle. Winners were rewarded with some fabulous prizes donated by their suppliers, including games consoles, televisions and even weekends away!

Mark Piper, Head of People Talent & Culture at Birtwistles, hand delivered a cheque to our Barton base in February. Celebrating the donation, Mark said: "It was a delight to gather the Birtwistles team together to fundraise for such a vital local cause, and the prizes certainly put a smile on the faces of our winners! It was also a real pleasure to present the donation to the amazing air ambulance crew. They do an amazing job - they're literally lifesavers."

Chris Andrews, our Corporate Partnership Officer, was touched by the kind donation: "A huge thank you to the entire Birtwistles team and to all the people who took part in their raffle. This donation will help us continue saving lives across the North West, and we are truly grateful to every company that nominates us as Charity of the Year, or gets together to fundraise."

We'd also like to say thank you to fuel distribution company Greenergy, who supported us with a £6,250 donation this year after one of its departments nominated us to be its chosen charity.

Jigsaw Homes Group chose us as its Charity of the Year for 2019, and the housing association did some top fundraising for us over the course of the year, raising a grand total of over £5,000. Amazing work guys - thank you!

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.

Take Care

Wonderful wellbeing

With many of our supporters now working from home or practicing social distancing, we wanted to share some top tips to ensure that you remain positive and look after your wellbeing at this time. So, have a read and see how you can keep healthy and happy:



Connect: Stay connected by speaking with other people on the phone. Set up video calls with your friends, family and loved ones, or join social groups online. Remember, just because you're isolating doesn't mean you have to be isolated - reach out to people.



Keep active: Staying active will have huge benefits for both your physical and mental health. Set aside some time to exercise at home. You could join an online class, do some stretches, or take a stroll around the garden or your street.



Take notice: See this as a rare opportunity to really take the time to think about something you want to achieve. With more spare time, you could read a book you've always wanted to, take up meditation or practice painting!



Learn: As well as developing skills, this is also a chance to learn something totally new. There are plenty of apps and online courses available on a whole host of subjects, so whether it's a new language or an instrument, why not give it a go?



Give: It's really important at this time to think about those around us. Could you lend a hand to a neighbour or family member? Or show an act of kindness to a key worker? Have a think about how you can help the people around you.

Stay safe

Now is the time to be aware of how we are keeping ourselves safe. A few small steps can ensure you are protecting yourself and those around you:



Be healthy: If you have a garden, now is the time to use it! If not, make sure to open your windows and enjoy some fresh air. Drink plenty of water and remember to eat well.



Pick up the phone: If you are struggling, or just need a chat, pick up the phone and give someone a call. Hearing a familiar voice will really settle you if you are feeling uneasy. Check up on your friends and family when you are feeling well and let them know you're there if they need to talk - you never know who might need it.



Get reliable advice: For medical advice, only use the most reliable sources. Head to the NHS website for official medical guidance on coronavirus: www.nhs.uk/conditions/coronavirus-covid-19/

Protect yourself online

While the internet is an extremely valuable tool for keeping us connected, it's important to be extra vigilant to potential cyber threats and scams.

There may be an increase in potential attacks and scams, for example emails imitating the NHS, DWP and other organisations that may ask people to provide personal details.

Before clicking on anything, always think twice about whether it is from a trusted source. Take a look at some top tips for staying safe online here:

www.ncsc.gov.uk/collection/top-tips-for-staying-secure-online

**By following the tips above and remaining connected,
we can get through these times together.
Stay safe, and we look forward to seeing you all soon!**

Championing our Volunteers!

Helen Doward



As our Head of Volunteering, Helen Doward, plays an invaluable role in our charity. Helen and the team ensure that we have the most enthusiastic volunteers in place to support our service. We caught up with Helen to chat about why volunteering is so important to our charity...

1. How and why did you get involved with the North West Air Ambulance Charity?

I worked for 6 years as a senior programme manager for a national social integration charity, working with over 8,000 volunteers across Lancashire and countless other charities and community groups. As my time there came to an end, it was really important to me to find a new role that made a real difference in our communities, and NWAA does just that.

2. What's the most rewarding thing about your role?

I love the impact that volunteering has on individuals. Volunteering for NWAA makes people feel happy, part of a team and gives people opportunities to learn and practice new skills.

3. Can you tell us about the recent Volunteer Roadshow?

Our Volunteer Roadshow lets our volunteers have their say on how to make our programme even more brilliant! We met with volunteers for a brew, a biscuit and a chat about our NWAA strategy a few months ago and then launched our very first volunteer survey. We've shared the survey by email for volunteers who we couldn't meet face-to-face due to COVID-19 disruption, so everyone had the opportunity to contribute. We're continuing to keep in touch with our volunteers by phone and email and will reschedule all of our events for later in the year. At a time like this, it's more important than ever to stay connected!



4. What do you love about the volunteers at the North West Air Ambulance Charity?

I love how much the charity matters to our volunteers. I have never come across a group of people so enthusiastic and passionate. Their commitment to the charity, even through the most difficult of times, has been fantastic.

5. What are some of the ways people can get involved with volunteering in the future?

We will have varied retail opportunities, as well as roles in our fundraising team. You could get active as an event volunteer or act as the face of NWAA as a regular tin collector in local communities. We also have excellent opportunities to train as a NWAA Speaker and deliver presentations at local groups and events.

6. What makes a brilliant volunteer?

Our volunteers are amazing in lots of ways, bringing different skills and experience to their roles. A brilliant volunteer is someone who is committed, flexible and holds the mission of the charity in their hearts. We are all part of one team, volunteers, employees and medical staff - working together to provide a lifesaving service across the North West.

7. What would you say to anyone considering volunteering for our charity?

Come and join our team, you will not regret it and you will not be disappointed!

If you'd like to register your interest to volunteer with us in the future, we'd love for you to get in touch. You can email volunteer@nwaa.net, visit nwaa.net/fundraising/volunteer or call us directly on 0800 587 4570.



Did you know...?

We're celebrating turning 21 this month, joining our supporters across the region virtually and through our Go21! challenge - find out more on page 8. To mark the occasion, here's 21 fun facts and figures to test your knowledge of our charity...

1. Our maiden voyage saw us launch in Blackpool in May 1999.
2. When we were founded in 1999, we were initially supported by The AA, hence why our first member of the fleet was canary yellow.
3. We attend over 2,000 missions every year - the distance we fly is equivalent to a plane travelling around the globe over 32 times!
4. The word helicopter comes from the Greek words helix and pteron, meaning spiral and wing respectively.
5. Our crew are equipped with kit which they bring to every mission. This can weigh over 10kg - pretty heavy stuff!
6. When we launched in 1999, we initially flew five days a week. Now we fly throughout the year thanks to the generosity of our supporters.
7. We fly all across the North West, from Carlisle to Stoke-on-Trent, and everywhere in between!
8. We operate three EC135 aircraft. The small, lightweight design means we can land in tight spaces safely - even car parking spaces!
9. In 2004, an incredibly generous legacy of £500,000 allowed us to upgrade our first helicopter. Legacies and donations in wills continue to be a huge source of support for our charity - read more on page 10.



10. We operate three helicopters throughout the year - two from our Barton airbase, and one from our Blackpool base.
11. Our service covers an area of nearly 5,500 square miles and a population of almost 8 million people.
12. Our first ever charity store was in Southport, which opened in 2005.
13. Our cruising speed can reach 160mph - even faster than the average speed of a Formula 1 grand prix car!
14. Thanks to the speed of our helicopters and swift response of our crew, we can reach most incidents across the North West between 5-20 minutes.
15. The first of our three helicopters was rebranded in 2016. Now our entire fleet can be seen in the skies in our distinctive blue and yellow.
16. On emergency flights, our helicopters are given an Alpha category call, meaning everyone in the air has to divert out of our flight path - even flights carrying Her Majesty The Queen!
17. In 2018, we welcomed a rapid response vehicle, affectionately nicknamed Ru. We have since expanded our fleet of ground vehicles at both bases.
18. We now carry blood products on board our helicopters, meaning our crew can administer potentially lifesaving blood transfusions to patients by the roadside.
19. When empty, our EC135 helicopter weighs the same as 1,455 litres of water - enough to fill 20 baths!
20. Our service is 100% charity funded, receiving no government funding. We are therefore extremely grateful for each and every one of our supporters.
21. We must raise over £9.5 million each year to maintain our service, to ensure we are there for people when they need us most.



Thank You!

Without our amazing fundraisers, volunteers and donors, our lifesaving missions simply wouldn't be possible. We are incredibly grateful for all your hard work and want to say a huge thank you!

M&S Kendal invited us to do a mammoth bag pack over Christmas. With the help of **Kendal Air Cadets, Kendal Police Cadets** and a **team of wonderful volunteers**, we raised £3,800. We also received a further £800 from staff flower sales. They hope to raise close to £7,000 in total. Watch this space!

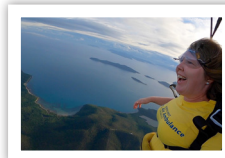
Thank you to **Manchester Building Society**, who raised over £2,500, **Chorley Building Society** for raising over £10,000, and **Furness Building Society**, who donated more than £71,000 - incredible work!

Thank you to **all of our volunteers** for engaging in our manual handling, GDPR and fire safety training, and for their hard work in supporting our charity!

We'd also like to say a huge thank you to the following clubs, groups and organisations across the region, who have raised vital funds and shown their support for our charity, including:

- AKS Parent & Teachers Association
- Aughton W.I.
- Blackburn Friendship Group
- Burnley Dairyman's Association
- Bury Lodge of Relief No. 42
- Capacity Marketing
- Catholic Women's League
- Cheshire Drag Hunt
- Chorley Methodist Church
- Christ Church Wives Group
- City Airport & Heliport (Barton)
- Clitheroe Young Farmers Club
- Crafty Chattergroup
- Cumbria Police Cadets (Kendal)
- Deane Golf Club Ladies Section
- Delamere Cycle Club
- Easyfundraising Ltd
- Electron Bowling Team
- Ellesmere Port Lions
- Falshaw Farm Shop & Cafe
- Hawkshead Masonic Lodge
- Hoole W.I.

Thank you to **Louise Reeve** for completing a marathon run around Oulton Park, raising £476.



Thank you to **Gillian Hart** for bravely taking to the skies and completing a skydive in Australia, raising £675.

- Horwich W.I.
- Kelsall Equestrian
- Kendal Holy Trinity PCC
- Kettledrum Inn
- Kildsgrove & District Pensioner
- Killington W.I.
- Kirkby Lonsdale W.I.
- Lakeland Historic Car Club
- Leigh Community Art Group
- Lincoln Court
- M&S Barrow
- M&S Kendal
- Manchester Beer & Cider Festival
- Marton United Reform Church
- MCR Team Europe Tour
- Mitie
- Myerscough College
- Nationwide Bromborough
- Newton Le Willows Probus Club
- North Turton Parish Council
- Parish Council of Bulkeley & Ridley
- Parish Council of Delamere & Oakmere
- Parkgate & Neston Men's Group
- Quatuor Legati Lodge of Mark Master Masons
- Rainford Young Farmers
- Raob Lodge of Lord Balcarres No. 365
- Rossendale Ladies Supper Club
- Rotary Club of Tarporley
- Royal Lancaster Infirmary Social Club
- Scuba Diving Friends
- Seagalls Women's Group St Bees
- Social Lites W.I.
- Springfield Financial Racing Team
- St Mary's Church Knowsley Village
- St Oswald's Mothers Union
- St Teresa's Catholic Club
- Stalmine Wednesday Club
- Standish Churches Men's Fellows
- Storth Wednesday Group
- Tatton Yule Yomp
- The Hope and Anchor
- The North West Texel Breeders
- The Parish of Jesus Church
- The Pony Club, East Cheshire Branch
- Thorneyholme R.C. Primary School
- Trefoil Guild Poulton Le Fylde
- Trinity United Reformed Church, Lancaster
- TSB Frodsham
- U3A Ukulele Group
- University of Manchester Anaesthetic Society
- Vintage Metals Club
- Voiteq UK
- Wayfarers Lodge 7544
- West Pennine Myeloma Support Group
- Windermere W.I.
- Wood PLC
- Worsley Ladies Luncheon Club
- Wright & Morten Equine Clinic
- Wythenshawe U3A

Thank you to all of our supporters who have kindly been in touch to say they have arranged to leave a legacy for the future to the North West Air Ambulance Charity in their will.

To all our late supporters who were generous enough to leave a legacy to the North West Air Ambulance Charity, and to their friends and family for carrying out their wishes - thank you so much. Your contribution to our lifesaving work will be remembered long into the future.

And finally, thank you to all the families of those who have passed away, who chose to collect donations for our charity in lieu of flowers. Your generosity at such a difficult time is so appreciated.

Mission Tracker

2020:
786 Missions



177 Road Traffic Collisions



10 Sport / Leisure



245 Medical



178 Accidental



25 Hospital Transfers



151 Other

Cumbria
(32)

Lancashire
(239)

Greater
Manchester
(285)

Merseyside
(102)

Cheshire
(128)

Other
(0)



**NORTH WEST
Air Ambulance
CHARITY**

www.nwaa.net | 0800 587 4570

Data from 01.01.20 - 30.04.20

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.