

September 2021

Skylines

Newsletter



Air Ambulance
Week 2021

Read
Kai's story



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CHARITY

flying to save lives.

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-  [nwairambulance](https://www.instagram.com/nwairambulance)
-  [NWAirAmbulance](https://twitter.com/NWAirAmbulance)
-  www.facebook.com/nwaac

Hello

We hope you're doing well and enjoy this edition of Skylines!

This month, we're celebrating Air Ambulance Week (6 – 12 September) and raising awareness of the impact our service has on both patients and their families. Turn to pages 4 and 5 to see how your support helped save Kai – a little boy from Chorlton who suffered severe injuries after he was struck by a speeding truck.

If you'd like to support us but don't know where to start, turn to pages 6 and 7 where you'll gain lots of inspiration of ways you can help – whether you shop, donate or fundraise!

Did you know? We have launched a new website! Head over to nwairambulance.org.uk to explore – you'll find a new donation experience, you can meet our crew and watch inspirational stories, which show your generosity in action.

As ever, thank you so much for your continued support, which keeps us flying to save lives.

We wouldn't be here without you.

Heather Arrowsmith, CEO



Celebrating Air Ambulance Week

This Air Ambulance Week (6th - 12th September), we're raising awareness of the lifesaving impact our service has on both patients and their families.

Air Ambulance Week 2021



Last year, we responded to 2,570 incidents across the region. With no government or NHS funding, it's all thanks to you that we were able to help save the lives of people like Kai.

In July 2020, Kai Clayton was left fighting for his life after he was struck by a speeding tipper truck - just months before he was due to start his reception class at primary school.

The horror crash left little Kai with a fractured skull, multiple bleeds on the brain, a broken pelvis, broken femur, five broken ribs, a lacerated liver, and trauma to his lung. A land ambulance was alerted, with our crew flying to the scene shortly after given the severity of his injuries.

Our advanced Helicopter Emergency Medical Service (HEMS) crew placed Kai in an induced coma at the side of the road, performing a rapid sequence induction (RSI), a procedure to manage his breathing whilst under anaesthetic. Kai's mum Sarah believes that without this quick intervention, the extent of Kai's injuries could have been so much worse.

Kai's mum, Sarah, recalled the traumatic day: "It was such a normal day to begin with. We were on the way to pick up a new TV, which Kai was excited about, and leaving the shop he was waiting patiently to cross the road. In seconds, everything changed. The truck threw him really far down the road, so at first, I couldn't see him, just smoke billowing and people running everywhere. Someone had moved him to the pavement, where his sister was attempting CPR. She had to stop because she was so upset, and two passers-by stepped in to help. It felt like forever before someone shouted, 'He's breathing!'"

"Once the police told me the air ambulance had arrived, I realised how serious the situation was. You start preparing yourself for the worst, wondering if Kai and our family would ever be the same again. The air ambulance crew were brilliant though. The doctor and paramedics reassured us, talking us through exactly what was happening and the procedures they were doing. I genuinely believe that without their care at the roadside, Kai wouldn't have made the incredible recovery he has today. Without that treatment, the damage could have been so much worse - physically and emotionally."

Travelling with our crew in a land ambulance to Royal Manchester Children's Hospital (RMCH), Kai underwent emergency surgery and spent two weeks in intensive care, before being transferred to another ward for further treatment.

Eventually discharged three months later in October, he has undergone intense physiotherapy ever since, relearning to walk, talk, breathe independently, eat and swallow. The determined youngster hasn't let this slow his recovery, and is already back to walking (with some wheelchair assistance) and enjoying school with his friends.

Dr Scott, HEMS Doctor at NWAA, commented "With traumatic brain injuries like Kai's, time truly is of the essence. The faster you are able to treat the patient, by alleviating the pressure on the brain, stabilising their condition, and moving them to specialist centres such as the Royal Manchester Children's Hospital, the better chance of survival you can give them. Kai's recovery has been nothing short of miraculous, and to hear he's made so much progress in under a year is amazing. He's a really brave young boy, and we wish him and his family all the best."

Sarah continued: "After the accident I found out the air ambulance was completely charity-funded, and I couldn't believe it. You truly

don't appreciate how important the service is until you need them. Without NWAA and the RMCH team, Kai wouldn't be where he is today. We're all so proud of him, he's done so fabulously with his recovery and shown everyone what a brave, resilient boy he is."



They won't survive without us, we won't survive without you

Recent research undertaken by the charity has shown that people simply do not realise that we receive no government or NHS funding, and that as a charity we rely solely on you, our amazing supporters. To get this message out there, and to increase support for the charity across the North West, we will be launching a high impact, high profile campaign this September, during Air Ambulance Week. This will include outdoor advertising, and press and social media advertising. You can get involved, and help raise awareness, by sharing our social media posts...and if you see our adverts when you're out about why not take a pic (if it is safe to do so) and tag us in on social media?

Ways to get involved

We need your support so we can continue flying to save lives. There are so many ways you can get involved with the charity.



Volunteer

Donations are vital to us but your time would be priceless. We've got opportunities available across the charity.



Shop with us

Head over to one of our retail stores across the North West. Full of pre-loved and bought-in goods, you're bound to pick up a bargain. You can also shop with us online at eBay, Depop and on our website.



Amazon Smile

By shopping through AmazonSmile, Amazon donates 0.5% of the net purchase price of eligible products (excluding VAT, shipping fees, and returns) to charity, at no extra cost to you. Visit smile.amazon.co.uk and login into your regular Amazon account. Choose the North West Air Ambulance Charity as your charity of choice and start shopping.



Donate

You can support us by making a monetary donation or by donating your pre-loved items which we can sell in our retail stores and online.



Play our Lift Off Lotto

Nice cash sum if you win. Vital funding for us if you don't. Join today for £1 per ticket and be in with a chance of winning £1,000 in our weekly draw. You must be aged 16 or over to play and Terms and Conditions apply.



Fundraise

There are so many ways to fundraise as an individual, group or school. You could take on a physical challenge and get sponsored, host your own event or organise a pub quiz.

Corporate support

Are you a business owner or employee? Show your support and choose us as Charity of the Year or hold a fundraising event with colleagues.

Leave a legacy

By leaving a gift in your will you can help create a future where we can continue flying to save lives.



Give a regular gift

Become a regular giver today and make a monthly donation by Direct Debit, sign up online!

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Text to donate

To make a one-off donation, text **NWAA** to **70085** to donate **£5**. Alternatively, you can choose to give any whole amount between **£1** and **£20** by adding that amount after NWAA, for example to donate **£15** text **NWAA15**.

*Texts cost £5 plus one standard rate message and you'll be opting in to hear more about our work and fundraising via telephone and SMS. If you'd like to give £5 but do not wish to receive marketing communications, text **NWAAINFO** to 70085.



Get social

Show your support by following us on



Like and share our posts raising vital awareness of North West Air Ambulance Charity.



Flaming fundraiser raises vital funds for NWAA



A rural walk can be the perfect way to relax and unwind at the weekend. From beautiful countryside to wild fells, and well-trodden paths, the North West has a lot to take advantage of. But a leisurely weekend stroll this is not!

A pair of Cumbria Fire and Rescue Service cadets faced a gruelling 28-mile trek in aid of the North West Air Ambulance Charity, made all the more challenging by undertaking their sponsored walk in their full firefighter uniforms!

Fire cadets, Liam Sharples (17) and Keegan Milligan (17), both from Workington, set out on their 10-and-a-half-hour pursuit in their hot and restrictive gear. Though essential for fighting fires, the uniform can weigh in excess of 3 stone, and has a massive impact on movement.



Liam : We were both very hot, but really proud of our achievement, and we were supported on route by other crew members which was great.

The route took them from Keswick-Cockermouth-Workington Fire Stations, and the pair were supported on route by other crew members, as well as the community they help serve.

The duo had ambitions to raise £500 for NWAA. Asked about why they chose to support the North West Air Ambulance Charity, Liam commented that 'we knew their fundraising had been hit hard by the pandemic, and we would do anything to support another lifesaving service.' Due to their fantastic efforts, the pair raised more than £1000.

Louise Lawless, Head of Community and Events at the North West Air Ambulance Charity: The entire charity is so grateful for our brilliant fundraisers, like Liam and Keegan. We're constantly blown away by the creativity of our supporters, and the weird and wonderful ideas they come up with to raise awareness and funds for our service.

"Put simply, our charity wouldn't be here without fundraisers such as Liam and Keegan. The North West Air Ambulance Charity needs to raise over £9.5m a year to remain operational, and we are solely reliant on the generosity of the public and our corporate donors. Their dedication raises the vital funds that keep our crews in the skies and out delivering lifesaving treatments to patients in need across Cumbria and the wider North West. Without their support we wouldn't be able to continue flying to save lives across the North West."

BrightHR partnership helps kit out crew in 2022!

Our corporate supporters are some of the most ambitious fundraisers we have – and Alan Price, the CEO of Peninsula Group, is no exception. Based in Manchester, BrightHR will be supporting NWAA through the year and aims to raise £4,950 before the end of March 2022!

This amount is not arbitrary: £4,950 is the cost of a crew member's full uniform, essential in protecting our highly skilled specialist HEMS paramedics and doctors, who attend some of the most traumatic and life-threatening incidents in the region.

Alan Price - BrightHR CEO: "The North West Air Ambulance Charity is an incredible local charity doing such important work and I'm delighted that BrightHR can do our part to support them through this partnership. Our employees are on track to raise enough to kit out a member of the clinical crew with protective uniform and to supply the medical kit needed to make a lifesaving difference."

BrightHR's team are hoping to bring more than just donations to the partnership. Their expertise is invaluable to NWAA, and the team at BrightHR will be providing marketing support, pro bono HR work, consultancy advice and gifts in kind to NWAA through their yearlong efforts.

To date, BrightHR has donated over £2000 from a staff survey initiative and their end of year staff celebration event. And their party planning expertise doesn't stop there. We're also excited to have BrightHR's support in arranging a venue for the upcoming NWAA staff conference.



Alan Price - BrightHR CEO: "We are looking forward to more fundraising events and doing all we can to be a true ally for the brave team at NWAA who save so many lives across the region every day."

We can't wait to see what exciting activity BrightHR get up to throughout their year supporting us.



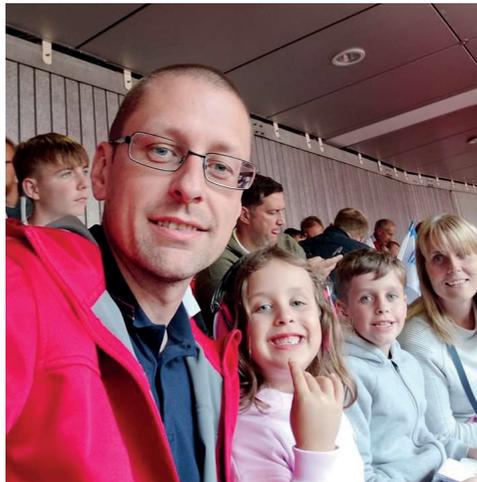
A life-changing picnic

In July 2017, while on a day trip to a farm in Crewe, 35-year-old Emma Mountford and her 3-year-old daughter Lily were enjoying a picnic when they were caught in a serious accident as an elderly driver lost control of his car and drove on top of Emma.

The car struck Lily in the face and came to a stop on Emma's chest. Emergency services were called and the North West Air Ambulance Charity (NWAA) raced to the scene.

With two patients requiring different medical attention, two of NWAA's helicopters arrived to take Emma to Aintree University Hospital and Lily to Alder Hey Children's Hospital for urgent care. Emma suffered a complex fractured pelvis, a broken hip, broken ribs, a blood clot on her lung and a haemothorax, where blood collects between the chest wall and lung.

She remained in surgery for ten hours at Aintree and stayed in hospital for six months. Lily, now 7, spent a night in Alder Hey before being discharged.



Despite suffering severe nerve damage to her left leg, which no longer has any feeling from the waist down, Emma has returned to her role as a dental nurse with the NHS. Both Emma and Steve are key workers, and have juggled working with home schooling throughout the pandemic.

Emma said: "The crews who came to us were fantastic. On such a distressing day, they helped to calm us and got us the

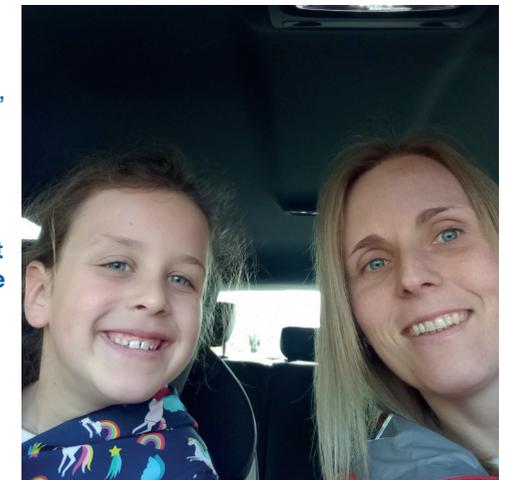
support and care we needed. I remember joking with them about my fear of flying and how it was worse than the car that just ran into us!

"Even though it was awful being separated from Lily, the fact that they were able to get us both to specialist care centres to receive the right treatment quickly was incredible, and I'm so grateful that the crew were there for us that day. Since the accident, their support hasn't ended, with the charity supporting Lily's therapy after the accident. The bravery certificates and knitted gifts have helped her so much, rebuilding her confidence after such a traumatic accident."

Andy, Lead HEMS Paramedic at the North West Air Ambulance Charity, said: "When multiple people are involved in a serious accident, it's really important that each patient gets to the most appropriate specialist hospital that will provide them with the best care. That we were able to get two helicopters to the scene, and treat and transport both patients as they travelled to opposite sides of Liverpool,

is testament to the value of the air ambulance, and our collaboration with other services in the region.

"It's great to hear that Emma and Lily are both recovering, and that the family is involved in fundraising and supporting our work all these years later. It wouldn't be possible to carry out missions such as these without the support of people like Emma, Steve and Lily."





It's arrived!

We're so excited to share that our brand-new website is now live.

Enjoy an enhanced supporter experience, meet our crew, explore what it's like to volunteer, and find out things you might not already know about us.

Head over to nwairambulance.org.uk to discover more and be sure to bookmark the page and set up Google alerts so you stay up to date with the latest news!

"I think the new website is brilliant - I feel very inspired after seeing the A-Z of fundraising ideas!"

"I like how you can see how your donation will help the charity - whether it's buying the crew new kit, or the equipment they need to save lives."

Rugged landscapes and Roman ruins - EMT's fundraiser slays fundraising goal

No matter where you're out walking across the North West, if you're injured or unwell, you would expect the North West Air Ambulance Charity (NWAA) to be there if you need them. As an Emergency Medical Technician (EMT) for the North West Ambulance Service (NWAS), Will Griffin sees first-hand how important our service is.

Inspired to fundraise, Will decided to take on a gruelling 80-mile run across Hadrian's Wall, completing it in on 19th June in just 18 hours.

Will said: The pandemic has hit everyone so hard this year, in particular the emergency services. I wanted to use lockdown to do something valuable and signed up to the challenge so I could get training for an important cause. The air ambulance is always at hand to help on some of the most severe jobs I've seen in my time. The crew do an incredible job, and when I learned they don't receive any government support, I wanted to do something to give back. It's been a lifeline for so many people over the years.



Beating his target of £1,000, fundraisers such as Will are vital to keeping NWAA in the skies. As the charity is not part of the NHS or a recipient of government funding, it instead relies on generous donations, volunteers, and fundraisers to remain operational.

Will added: "Not many people realise that the air ambulance is charity-funded, so it's really important to do what you can to support it. I was proud to be able to do my bit to allow them to continue with their work. I've seen first-hand what the crew bring to the scene and the enormous impact they can have on the lives of patients."

Thanks to Will for his amazing efforts, and congratulations on completing such a tough run!





Views down to Arnside

Cross Bay Walk raises over £12,000

This year our fantastic supporters taking part in the Cross Bay Walk raised over £12,000 - an incredible achievement!

This year over 400 participants took on the walk for the North West Air Ambulance Charity, smashing our previous records for participation! 300 places were available with all selling out in under 48hrs. We were overwhelmed by the level of support, and due to popular demand, we were able to add an additional date for those who couldn't secure a place.

Arriving in Arnside, participants checked in and collected their yellow t-shirts. Volunteer,

Freda Whittle was there on the day: "It was great meeting everyone again and finally getting back to some form of fundraising, I really enjoyed the day, even the marathon bag packing at Grange! Looking forward to the next event."

With sun cream applied participants were ready to go. Our CEO, Heather Arrowsmith, and Queens Guide, Michael Wilson, addressed supporters before setting off on their 3-4-hour crossing.



Volunteers, Freda and Mally, at check in



Participants waiting to go



CEO of North West Air Ambulance Charity, Heather Arrowsmith, and Queens Guide Michael Wilson

A short break at the halfway point saw families and friends tucking into sandwiches in the middle of the bay, a surreal experience for all and a chance to take in the spectacular views. Continuing the walk, they headed to the finishing point at Grange-over-Sands.

Our team were there to welcome the walkers back at the finish line, handing out goody bags to all participants!

Emma Pearson, Fundraising Manager at the North West Air Ambulance Charity, commented, "We are so thankful to all the walkers, staff and volunteers who attended and made both days such a success. Special thanks to our volunteer photographer Neil Draper for attending and taking some brilliant photos!"

We're looking to grow our team for 2022 and will have even more places for next year's event - keep an eye on the latest events on our website for further details.



Participants starting the walk



Walking through the water



All 500 walkers arriving at Grange-over-Sands

"I thoroughly enjoyed the day. It was extremely well organised, and all staff and other volunteers were really pleasant and welcoming." Sue Wightman, Volunteer



Join the London to Paris Cycle 2022 and help raise vital funds



Are you a keen cyclist – why not take advantage of this once in a lifetime opportunity?

The London to Paris Cycle 2022 is taking place on the 20 – 24th July 2022. Organised by Global Adventure Challenges, this five day fully guided event may be challenging, but this thrilling experience is one that keen cyclists shouldn't miss!

Your adventure begins by cycling from the capital, through the English countryside to Dover. Here you'll catch the ferry crossing the Channel to Calais. It's here that you'll continue your cycle through the picturesque French countryside towards Paris.

Upon arriving in Paris, you'll ride down the Champs Elysees towards the Arc de

Triomphe. The streets of Paris will be lined with spectators awaiting the finale of the Tour de France the next day, giving you the feeling of being part of the world's greatest cycling race. Continuing onto the Champs de Mars, you'll complete the challenge overlooking the Eiffel Tower and enjoy a celebratory meal.

Having travelled 309 miles, you'll spend day five having a well-deserved rest watching and cheering on the riders as they cross the finish line of the Tour de France before catching the evening Eurostar back to London.

Registration costs £125 with a minimum fundraising target of £1,641 – all funds raised will have a huge impact on patients across the North West and help us continue flying to save lives. Visit our website for more information and register today!



Emergency responses



Data from 01.01.21 – 26.07.21

flying to save lives.

Thank you



Fundraising superstars

We're so grateful to all our fantastic supporters who have fundraised over the past few months. From sponsored cycles to selling handmade goods, you've shown us a whole range of ways to fundraise. We'd like to say a big THANK YOU to everyone who has got involved and raised vital funds for our lifesaving charity!



Challenge events made a return this year and so many of our supporters have wanted to get involved! Our **Take to the Skies** skydiving challenge returned in April taking place at the Black Knights Parachute Centre.



13 brave supporters jumped from 11,000ft, descending over the Lancashire countryside. Together they raised over **£7,500!** In May and June, we had our largest ever **Cross Bay Walk** events, which were



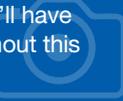
Photo credit: Neil Draper

a massive success. Also, in June four thrill seeking fundraisers took on **Walk the Big One**. Climbing 250ft to the top of the UK's highest roller coaster, the Big One at Blackpool Pleasure Beach, raising over **£1,500!**

July saw the return of the **Liverpool Chester Liverpool Bike Ride** with supporters Chris, Graham, Sandra, Phil and Laura all taking on one of the eight routes. We're so grateful to them for cycling for NWA and raising over £1,400. Thank you!

Later that month supporters ticked off a bucket list challenge by abseiling 150ft down the iconic Liverpool Anglican Cathedral. Thank you all who took part!

We'd also like to give a huge thank you to our volunteer photographer Neil Draper who has attended many of our fundraising events this year, donating both his time and skills. Thanks to him we have some fantastic photos, some of which you'll have seen throughout this newsletter!



Corporate heroes

We have continued to receive incredible support from businesses across the North West, from payroll giving to company fundraising, to strategic partnerships. In the first six months of this year our corporate partners have raised over **£86,000!**

Thank you to **Marsden Building Society, Chorley Building Society, Barclays, Thomas Hardy Brewing & Packaging, Victrex, Yorkshire Building Society, John Turner Construction Group, Cosatto, Recipharm, TSB, HSBC, Quest Personal Care, and Singleton Trading** for your support!



Between January and June this year, we've received over £29,000 from collection tins at companies across the North West. To all the businesses who fundraising for NWA and the customers who donate, thank you for your continued support! Your spare change can make a lifesaving difference as every single penny of our funding comes from charity donations; without you we would never get off the ground.

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



We'd also like to say a special thank you to North West Roofing Supplies. Throughout May Managing Director, Steve Phillips, took on a challenge to walk over 311 miles, resulting in more than one million steps. Although Steve's personal fundraising efforts were in aid of the National Axial Spondylarthritis Society, North West Roofing Supplies decided to match Steve's fundraising total with a donation to the North West Air Ambulance Charity.

Thanks to their generosity we received an amazing donation of **£16,021!** Corporate Partnership Officer, Chris Andrews, commented, "**We are so grateful to Steve, Amy and all the team at North West Roofing Supplies for this donation. It will make such a difference to us. Huge congratulations to Steve on a fantastic month of walking and for raising such a wonderful amount for two great causes.**"



**WE'RE NOT FUNDED BY THE
GOVERNMENT OR THE NHS**

**WE ARE FORTUNATE TO HAVE
WONDERFUL SUPPORTERS**

**WE ARE NOT ABLE TO SAVE
LIVES WITHOUT YOUR GENEROSITY**

**WE ARE COMPLETELY RELIANT
ON YOUR DONATIONS**

**WE'RE NOT JUST
ANOTHER APPEAL**

**WE ARE THE NORTH WEST AIR
AMBULANCE CHARITY**



flying to save lives.