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ANDREW DUNCA





Registered Charity no: 1075641

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Welcome to the latest edition of Skylines

Firstly, I'd like to wish a Happy New Year to all our incredible supporters!

Receiving no government or NHS funding, we rely solely on your generosity to keep us flying to save lives. To see your amazing generosity in action, turn to page 6 to read the story of 7-year-old Erin Garstang, one time patient and now supporter, and find out how we helped to save her life.

Inside this edition you can look forward to the New Year by helping to raise vital funds by taking on a challenge, or two. Our events calendar has something for everyone. Take a look at just some of the events on offer on pages 10 and 11 to find out more.

How do you take your tea? Why not grab a brew with your friends to raise vital funds and awareness for the North West Air Ambulance Charity? Find out from ex-patient Steve, and our very own Andy Duncan, about the impact your support makes. Our Brew for the Crew fundraising event is now live with lots of downloadable fundraising materials to make your event tea-riffic!

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

We wouldn't be here without you.

Heather Arrowsmith, CEO



Making sustainability simple

It's easy to feel overwhelmed when it comes to the environment. Sometimes it's hard to believe that we can make an impact. But when it comes to fast fashion a small switch can make a big difference.



items of clothing sent to **UK landfills each week**

of the world's greenhouse gas emissions come from the textile industry

After most of us spent last year in sweatpants and slippers, not wearing 90% of our wardrobes, lockdown has left us in a good place to start evaluating our wardrobes and their environmental impact to help make small sustainable changes to reduce our footprint.

Here are our top tips to make switching to sustainable simple

Evaluate your wardrobe

Do a Marie Kondo and bring everything out of your wardrobe. Ask yourself when you last wore it? How often do you wear it? If you're unsure, try it on. Do you like the way you look and feel in it? Can it be styled with other pieces you own? Be honest with yourself, and if you're unlikely to wear it soon, ask yourself whether someone else will be able to give it a better home. If you have an item you love but don't wear due to sizing why not get in contact with a local seamstress to have it altered?





"It's great to see people responding to the climate crisis - especially when it comes to fashion! There has been a huge increase in sales of secondhand clothing and accessories across our shops and online platforms recently, which is fantastic."

- Scarlett **Online Sales Assistant**

Donate it to NWAA

If you have items you don't wear anymore, are they re-saleable? Use our checklist to find out whether you can donate it to your local North West Air Ambulance Charity store! By donating your quality, pre-loved clothing to us you're helping us raise vital funds for our lifesaving service and keeping pre-loved items away from landfill.



"The majority

of the clothing

coming to the



Reusing and recycling

If the item doesn't pass the checklist, that doesn't mean it's destined for the bin. How about reusing the fabric to make something new? Bed sheets, curtains and blankets are great candidates to be upcycled into something spectacular! If you're not naturally crafty why not advertise it on a local site such as Facebook Marketplace, or if you're looking to just get rid, why not advertise on Freecycle - an online movement of people who are giving and getting stuff for free in their own towns.

Buy pre-loved

If you still need retail therapy, try shopping second-hand through our stores, eBay and Depop. According to Levi's, over 3700 litres of water is used during the production and use of a single pair of jeans. By buying just one pair second-hand you're already doing a great thing in reducing demand long-term, and helping us keep flying to save lives, one sale at a time.



"This is a dream job for me! I get to rummage through donated stock everyday and give clothing a second chance." - Scarlett

Don't feel guilty if you do buy something new

Don't worry if you give in to a 'treat yourself' moment now and again! By making swaps when and where possible you're already making a huge difference. Try looking for natural fibres like cotton, wool and viscose, rather than polvester when buving new. Microfibres are microplastics that come away from synthetic fabrics every time you wash vour clothes. Each wash sheds around 700.000 microfibres which are consumed by aquatic organisms then eaten by fish. and eventually make their way into our soil and onto our plates.

Did you know? Since reopening on 12 April 2021, the North West Air Ambulance Charity stores have successfully diverted 150 tonnes of goods away from landfill.

Erin's 'big chop' fundraiser

A seven-year-old who collapsed suddenly in her garden has thanked the North West Air Ambulance Charity for helping to save her life, by raising £3,000 with a 'big chop' sponsored haircut.

Erin Garstang was playing in the garden with her sisters when she collapsed to the ground and stopped breathing. After receiving CPR from her mum a paramedic arrived at the scene, but it was clear that Erin needed urgent care and the North West Air Ambulance Charity were called.

Mark, a HEMS paramedic, provided lifesaving pre-hospital treatment to Erin and rushed her to Blackpool Victoria Hospital, where she was stabilised in an induced coma, before being transferred to Alder Hey Children's Hospital.

Erin went through months of tests at Alder Hey and was diagnosed with catecholaminergic polymorphic ventricular tachycardia (CPVT) – a genetic condition characterized by an abnormal heart rhythm.

As this had taken place at the height of the pandemic, parents Rob and Clair were unable to join Erin initially on the ward. Erin was also separated from her two sisters for the entirety of her hospital stay.

But 'super tough' Erin carried on and four weeks after diagnosis she was fitted with a device similar to a pacemaker to regulate her heartbeat.



It wasn't long before Erin finished her stay in Alder Hey... and was cartwheeling on the grass outside the hospital! She was also able to join her sisters back in school just a few days after leaving.

To say thank you to NWAA for saving her life, Erin wanted to do something to raise some money for the charity. During treatment, she experienced traumatic hair loss, which temporarily left her with a missing patch of hair on the back of her head.

So to raise funds, Erin took part in a sponsored haircut raising £3,000, with matched funding from her dad's employer Beaverbrooks.

She donated her hair to Little Princess Trust, who make wigs for children with hair loss, and raised a massive £3,000 for NWAA!

Erin's mum Clair, said: "The relief of hearing the air ambulance, and the way they reassured us that everything would be okay, is something I'll never forget.

"Without them, I'm not sure Erin would have made the recovery she did. They saved her life. We're really looking forward to visiting the base to thank the crew in person, and I hope Mark knows he's getting a big kiss from me!"

Switch2Support

Your legacy, their future

Whether it's through fundraising, donations, or raising awareness of the lifesaving service we provide, corporate partners play a vital role in supporting the work of the North West Air Ambulance Charity. This year, we're very excited to be launching a new initiative with Switch2Support. Switch2Support is a comparison website with a difference, helping people save money on their household bills, whilst raising vital funds to help keep us flying to save



lives. By using their online service to switch your utility, mobile or broadband provider, or arrange green energy installations in your home, you can choose the North West Air Ambulance Charity to receive a donation. While you reduce your monthly outgoings, you can make a lifesaving difference to patients across the North West.

Adam Parry, Director at Switch2Support, explained,

"Switch2Support is very proud to be in partnership with the North West Air Ambulance Charity in providing them with a novel and additional funding stream. We have developed a revolutionary new way for charity supporters to send money to their chosen charities whilst making savings for themselves.

"Our website provides a highly competitive switching platform for the charity's supporters to switch their household bills. The big difference from traditional switching services is that we then donate 50% of the commission of the switch to the charity, which typically ranges from $\pounds 10-\pounds 50$ a switch, depending on which product the supporter is switching. This means that the supporter can give money to the North West Air Ambulance Charity whilst also helping themselves, and at no cost to them. What's not to like?"

Thanks to businesses like Switch2Support we can continue to provide pre-hospital emergency care to those who need it most across the North West.

Payroll Giving

Looking for a simple, effective and tax-efficient way to support the North West Air Ambulance Charity? Then Payroll Giving might be for you. You choose the amount you'd like to donate each payday and your regular donation is taken direct from your pay before tax, meaning you pay less, and your donation goes further. Over £35,000 has already been raised annually from Payroll Giving donors to support the work of our lifesaving charity.



8 NWAA receives no government funding. We are funded soley by you. #NWAAmazing

Without your future support, we'd never get off the ground

Last November some of our long-standing Lift Off Lotto supporters attended a special thank you event. We wanted to let them know how important legacies are to our charity, fuelling one in every five of our missions. This was the first time we'd run an event such as this, which allowed our supporters to hear about how their generosity has impacted the charity and enabled us to introduce innovations, which allow us to bring the hospital to the patient.

Clare Sweeney, Legacy Officer, commented, "We invited supporters in and around Preston to Lancashire Wildlife Trust's Nature Reserve, Brockholes, hoping to see an appetite for this type of event, with the view of running more. As this was the first event of its kind, we were unsure of the response we'd receive. Our #NWAAmazing supporters did not let us down and we were overwhelmed by their enthusiasm for the event.

"Firstly, we'd like to say an enormous thank you to everyone who responded. We received over a thousand handwritten responses from supporters with their warmest wishes, and even some donations to support the get-together in their absence, which was amazing! "Over three hundred people wished to join us on the day, but due to the venue's restriction on numbers we had to create a reserve list for a third of them. We didn't foresee how well loved this kind of event for our charity would be, and it was enormously humbling to meet people who have been with us from the very start.

"It was also an honour to have our Ambassador Derek Calrow OBE in attendance, and we'd like to say a big thank you to our hosts at the Wildlife Trust for looking after us on the day. There were some very special conversations, and it was brilliant to see former patient Paul Vasey, who has been fundraising for us, along with his daughter Nichola Vasey and close friends Jimmy Wilson and Neil Houten."

Thanks to the success of this event, we will be looking to run more in the future across the region. If you are interested in our will writing offer then please do get in touch with us at

legacies@nwairambulance.org.uk, as a gift in the future will ensure that we can continue flying to save lives for generations to come.



A special thank you to our volunteer speaker, Michael John, who provided two wonderful presentations on the lifesaving work of the charity.



What challenge will you take on?

Our events calendar for 2022 is here! Filled with incredible experiences, from marathons to abseils, you're bound to find the right event for you. Whether you're looking for something close to home, or tempted to take on an activity further afield, there's a challenge for everyone.

To find out more about all of our events and register head to nwairambulance.org.uk/events/

MARCH

7th -

Mission 3.5

13th Did you know our

costs £3.500? Show

your support for our

lifesaving service by

days, raising funds and

awareness for our vital

10 miler

Liverpool Half

Marathon and

APRIL

3rd • Paris Marathon



Manchester Marathon Run through the streets of

Manchester in this fantastic

26.2 mile challenge. With a



flat, friendly course you could take on your first marathon or aim to beat your personal best. Listen to the cheering crowds as you run through the streets with pride in your NWAA t-shirt

Where: Manchester | Own place: £65 + booking fee | Charity places: £300 sponsorship target

MAY

service!

27th

Skydive 1st

Take to the Skies is back! You'll rise to 11,000ft before descending over the Lancashire countryside, taking in the spectacular views. There are only 10 spaces available for this bucket list challenge, so make sure you secure your place! Where: Lancaster | Charity place: £50 registration fee + £350 sponsorship target

19th

Brew for the Crew

Have a brew and support our crew with friends, family or in work. Find out who's the best baker by holding your own bake-off competition, or create a guiz all about the North West Air Ambulance Charity. Gather your nearest and dearest to raise vital funds for our lifesaving charity!

- Keswick/Coniston to Barrow 7th
 - Fred Whitton Challenge
- Great Manchester Run 15th
 - Chester Half Marathon



1st • Chase the Sun Tatton 10k



Great North Swim

Cross Bay Walk

This is an incredible experience not to be missed. Starting in Arnside and finishing in Grange over Sands, you'll cross over the changing flats and channels of the bay. This is a 3-4 hour walk and at the half-way point you'll navigate the Kent River. Remember to bring a camera, these are views you won't want to forget!

Where: Morecambe Bay | Charity place: £5 registration fee + £50 for a t-shirt or £100 for a t-shirt and water bottle

•Tour of Merseyside

26th-

IULY



Join us on 30th July at the **Liverpool Anglican Cathedral** and take a leap of faith as you abseil down this iconic **Liverpool landmark! With the** crowd cheering you on from below you'll lower yourself 150ft down past the great West Door. You'll get spectacular views of the Liverpool skyline as you complete this once in a lifetime opportunity, all while raising vital funds for our lifesaving charity. If you've got a head for heights, then this is the challenge for you! Where: Liverpool | Charity place: £25 registration fee + £150 sponsorship target



OCTOBER

Snowdon at Night

1st-In the light of your head torch you'll begin your climb up Mt. 2nd Snowdon. The ascent takes 3-4 hours, but the spectacular view will be worth it. As you reach the top, you'll watch the sun rise over Snowdonia National Park. Your decent will take 2-3 hours and once at the bottom you'll celebrate your achievement together with a wellearned breakfast!





nwairambulance.org.uk 11

Where: Manchester | Own place: £22 **SEPTEMBER**

rewards!

AUGUST

25th

4th •Skydive



Tough Mudder North West 10th -11th Put your physical and mental strength to the test in

Run Media City 5k and 10k

You'll begin right in the middle of Media City, heading

over the canal, passing the Imperial War Museum, ITV and BBC television studios. Depending on the distance

you choose you'll do 2-4 laps of this flat course. You'll

complete the course back at the centre of Media City

where you'll receive a medal, water, and post-race

this exhilarating event. On the course you'll be climbing over obstacles and running through the mud. This event is all about teamwork, get your friends, family and colleagues together to take on this challenge! Where: Cheshire | Own place: From 15k £89, 10k £74 and 5k £59 Charity places: £25 registration fee + £200 sponsorship target





 Warrington Running 25th Festival



It's a win win!

After taking part in our Summer Raffle, Susan Walmsley was lucky enough to win £5,000! Having supported the charity for several years, we spoke to Susan to hear what it was like to win our top prize:

What were you doing at the time of the call to say you'd won?

"I was sat with my daughter having a brew at home! Being with Lily made the phone call even more special, she was a part of it with me!"



How did it feel to get the call? "I honestly can't put the feeling into words! I was ecstatic, I couldn't believe it."

*

*

Why do you choose to support the North West Air Ambulance Charity? "It's a very worthwhile cause. Everyone does a marvellous job – real life heroes! No one knows when we might need such an important service. We support the North West Air Ambulance Charity in many different ways, raffles, donations, purchasing from the shops and online. After we lost our dad last year, we chose NWAA as the charity to donate to in his memory. It makes this win even more special."

Did you know? Our raffles, Lift Off Lotto and Superdraw fund more than 50% of our missions each year!

We receive **NO government or NHS funding**, relying solely on your generosity to keep us flying to save lives. By taking part you could win a nice cash sum, but you're also supporting our lifesaving service, allowing us to be there for those who need us most. It's a win win!

To find out more about our Lift Off Lotto, Superdraw and raffles head to nwairambulance.org.uk/play-our-lottery





Emergency responses



flying to save lives.

Sudoku

How well do you know the North West Air Ambulance Charity?

Just how much do you know about us? Put your knowledge to the test and see how many of the following questions you can get right...

											of the following questions you can get right
3				6							How old is the North West Air Ambulance Charity (NWAA)? Ambulance Charity (NWAA)? Care Team cars does NWAA have?
	1	8		2			6				
	5		3		9			7			Does NWAA receive any funding When NWAA was first established,
4			1			9		6			3 from the government or NHS?
	2			9							·····
					8	4		3			5 True or false, NWAA provide a free 6 Can you complete this sentence:
2		7		1				8			'The North West Air Ambulance Charity
		6	8				1				True False
	9				3	2					Thow many retail stores does NWAA have across the North West? Since April 12th 2021 how many tonnes of goods has NWAA diverted from landfill?
						7 9		_	9 1 6 8		A. 10 tonnes B. 100 tonnes C. 150 tonnes
						6 8 8 8 2		G L	2 3 6 8 5 4 <u>5</u> 6 1 6 5 5	0	9 Yearly, how much money does NWAA need to raise to keep the service operational?
					vers	l 8 9 7	3 5 5		1 5 0 3 7 1 5 3 7 1 8 2 1		True False
					NS M	t 1 9 2			2 2 3 6 J 8 J		You can find out more about us, what we do and how you can get involved, by visiting nwairambulance.org.uk.
					A	7		_	3 4 7	No. We	nded in 1999, the charity is now 22 years old. 2) The charity has three helicopters and four Critical Care Team cars, covering the North West. 3) received no government or NHS funding. We rely solely on the generosity of you, our incredible supporters. 4) NWAA was sponsored by the ich is why our helicopters where originally vellow. 5) True. If you have good quality, pre-loved furniture that you would like to donate you can

No. We received no government or NHS funding. We rely solely on the generosity of you, our incredible supporters. 4) NWAA was sponsored by the AA, which is why our helicopters where originally yellow. 5) True. If you have good quality, pre-loved furniture that you would like to donate you can request a free furniture collection. 6) The North West Air Ambulance Charity brings the hospital to the patient. 7) We have 11 retail stores across the North West. 8) Since re-opening our retail stores we've diverted 150 tonnes of goods from landfill, find out more on pages 4 & 5. 9) We need to raise £9.5 million each year to continue flying to save lives. 10) True. Since 2019 we've carried blood on board our helicopters and Critical Care Team cars.

Thank you.

Fundraising superstars

Our **#NWAAmazing** supporters have been raising vital funds over the past couple of months. We're so grateful for the support we receive, without it we would not be able to provide a lifesaving service to those who need us most across the North West. Whilst we're unable to thank everyone here we want to give thanks to a special few who've gone above and beyond for our charity.

Back in October the Hopgoblin Band hosted a Halloween Ceilidh at New Mills Town Hall, with over 100 people attending! By selling tickets to the event, holding a raffle and doing a little bit of busking the band raised an amazing $\pounds1,000$. We can't thank them enough for organising this fantastic event.



We'd like to thank grandmother and grandson, Wendy Bolton and Luke Selby, who took on our Take to the Skies skydiving event. Knowing the impact the North West Air Ambulance Charity can have on patients and their families, Wendy, aged 79 at the time, and Luke jumped from 11,000ft over the Lancashire Countryside. Thanks to their bravery they raised £3,319!



Dr Jasmin Farikullah-Mirta decided to fundraise in memory of her Aunty Pam. She challenged herself to not only take on a marathon but also a triathlon. whilst juggling her job as a GP and being a mum of two. Jasmin completed her mammoth challenge and we're so grateful to her for raising an amazing £2,235!



Supporter Dean Thomas kicked off the festive season by decorating his home with hundreds of lights to raise vital funds. After advertising the event, family, friends, neighbours, and Paramedic Pup gathered to watch the switch on of the lights! Dean's fundraising was also featured in the local press, helping to raise awareness of our lifesaving charity. Thanks to his efforts Dean has raised over £300! Michelle Wilkinson took on her own triathlon. Having suffered a brain aneurysm and a stroke she took on a mammoth challenge. Over three days Michelle completed 30 lengths of her local swimming pool, 3,000 rows on a rowing machine and walked one lap of the Clitheroe Cricket field. Thanks to fantastic support from family, friends, and local businesses Michelle's total stands at a fantastic £1,000! Thank you so much for your support.



87-year-old Lilian Rawcliffe chose to support the North West Air Ambulance Charity as we receive no government or NHS funding. Lilian has been selling her beautiful hand crochet blankets. Her fundraising total is now over £700! Thank you so much Lilian.

Corporate Heroes

Our corporate partners have been busy raising vital awareness and funds over the past couple of months for the North West Air Ambulance Charity. Thank you to Renthal, BrightHR, HSBC, Pipeline Induction Heat, Next, Orrell Group, VI Distribution, Booths and In Focus Magazine for their fundraising efforts over the last few months. It is thanks to their fantastic support we can continue flying to save lives.

Thank you also to all the employers who offer a payroll giving scheme and to those who, through these schemes, make a payday donation each month.

We would also like to say a special thank you to Beaverbrooks Charitable Trust who have generously funded a new Critical Care Team car, donating an incredible £36,000. Our Critical Care Team cars play a key role, allowing us to deliver the best possible care, bringing doctors and HEMS paramedics directly to the patient.

Director of Income and Engagement, Sarah Naismith, said "Thank you so much to all the team at Beaverbrooks Charitable Trust for this wonderful donation to fund a new Critical Care Team car. This vehicle will allow our doctors and HEMS paramedics to bring the hospital to the patient with our advanced medical care and attend even more incidents across the North West, including those in areas where it might be difficult to land a helicopter, or during poor weather conditions when we're not able to fly."

"Beaverbrooks have an incredible reputation for philanthropy and charitable support, and we are delighted to be working with them. We receive no government or NHS funding and rely entirely on people and businesses like Beaverbrooks to help us continue saving lives across the North West."

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Beaverbrooks Charitable Trust Trustees Mark Alderstone, Anna Blackburn, Paul Holly and Susie Nicholas with Lead HEMS Paramedic Andy Duncan.

☆ ★ ☆

A catch up and a brew with Steve and Andy



Our patients are at the heart of everything we do. We grabbed a brew with ex-patient, Steve Spenner, to talk about the impact the charity has had on him and why he continues to fundraise.

On a lovely sunny day in 2016, Steve was out enjoying a ride on his motorbike when he was struck by a car.

What happened on the day of your accident?

"I was out riding my beloved Harley Davidson when my motorbike was hit side-on by a car. I thought I was going to die. I was terrified. I kept thinking about my family and how they would manage if I did not survive. All I remember was red suits and realising that the North West Air Ambulance Doctors and HEMS Paramedics were running towards me."

How did the crew make an impact on you?

"I suffered six broken ribs, a punctured lung, nine broken bones and more. The crew were there when I needed them most. They saved my life. Thanks to their fast actions I have made a full recovery and can enjoy my years ahead with my friends and family."

Since the incident you and the Mancunium Chapter Harley Davidson group have become fantastic fundraisers for the charity, why is it so important to raise funds?

"It is vital that we keep raising money to keep this lifesaving service in the air. They really are ready to help anyone in their hour of need."

What type of fundraising have you and the group been involved in?

"Our fundraising events vary from fundraising bike club meals to collections at supermarkets and train stations. Over the past 3 years we have raised over £16,000 for the North West Air Ambulance Charity."

Why would you encourage others to fundraise?

"It's vital everyone raises as much as possible every year to keep the North West Air Ambulance Charity in the sky. You never know when you may need it. I did and they saved my life. Without the charity I would not be here to watch my 3 kids grow up. Please keep fundraising, it's very important we all do this as individuals and as teams."

" Without the charity I would not be here to watch my 3 kids grow up. "

Steve's perfect brew Tea ⊠ Mi/k ⊠ Sugar ⊠







Andy Duncan, Lead HEMS Paramedic, was part of the crew on the day we attended Steve's incident.

How does it feel to hear the impact you and team have on patients?

"When we respond to an incident and we get a good outcome from it, I feel emotional. I sometimes put myself in the place of that individual or that family, but I like to think that on behalf of the North West Air Ambulance Charity we've delivered the best possible care and achieved the best outcome we could do. And I know that I'm in the best job that anyone could hope to be in."

How important is the fundraising carried out by our supporters to the charity?

"The North West Air Ambulance is purely charity driven. We rely solely on donations from our sponsors and our supporters. The charity needs over £9.5 million a year to operate. This is to keep us flying, to keep our aircraft fuelled and buy the lifesaving equipment that we need to deliver care to our patients. If we can't deliver those people to scene, then we are absolutely useless. So, it's our fundraisers keeping us flying every single day, that's what makes us the effective team that we are, and they are actually part of that team. It starts with somebody raising money on our behalf and it ends up with somebody getting lifesaving care by the roadside."

Grab a brew with your friends to raise vital funds and awareness for the North West Air

Ambulance Charity. Host your own Brew for the Crew, invite friends, family or colleagues. Why not have a friendly bake-off competition or create a quiz all about the North West Air Ambulance Charity, like ours on page 10. Make your event tea-riffic! Visit our website nwairambulance.org.uk/brew-for-the-crew/





Andy's perfect brew ⁴nay, Tea ⊠ Mi/k ⊠ 2 Sugars ⊠



THE NORTH WEST AIR AMBULANCE CHARITY IS FUNDED BY THE NHS RIGHT? WRONG. IT'S FUNDED SOLELY BY YOU. # MAmazing

ANY DONATION FROM YOU WOULD BE AMAZING FOR US. VISIT NWAIRAMBULANCE.ORG.UK