

Skylines

Newsletter

WINTER 2024



18

As our 25th anniversary comes to a close, **we're thanking you for all your support this year and beyond.**

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Read more about our latest blood on board developments and the expansion of our night car service.

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“Hi, I’m Dave Briggs,

Operations Director at the North West Air Ambulance Charity. Welcome to this Christmas edition of Skylines where I’ll be your guest editor!

For 25 years we’ve been saving lives across the North West. From Cumbria down to Cheshire, we’ve responded to over 45,000 calls, all thanks to you.

We’re continually grateful for the support we receive. Without you, we wouldn’t be here, and we couldn’t save lives. Each mission is solely funded by you.



Thank you for your incredible generosity. From fundraising to volunteering, playing the lottery to leaving a lasting legacy, you are the reason we can be there for patients.

Dave
Dave Briggs



‘Twas the night before Christmas

**‘Twas the night before Christmas and in the North West,
Most families were excitedly about to take rest,
Yet flight suits were hung in a hangar with care,
In case the North West Air Ambulance had to be there.**

Over vast lakes and fields the crew they would go,
To cities and towns, through rain, wind, or snow,
From Cumbria’s heights to Manchester’s streets,
No place too remote and no task too steep.

Over Cheshire’s green pastures, where the rivers flow wide,
Through Lancashire’s valleys and Merseyside’s pride,
They’d soar through the darkness, with skill and with care,
To bring lifesaving aid to those in despair.

When over the radio there arose such a clatter,
They sprang to the bat-phone to see what was the matter.
The paramedics were ready with skills sharp and true,
With blood and supplies, they knew what to do.

And with effort and attention, so gentle, so swift,
They brought the hospital to the patient, their lifesaving gift.
When all had been stabilised and they soared out of sight,
They called “Please support us, we save lives every night!”

Through your welcomed donations, we can answer the call,
Merry Christmas to you, and good health to all!

Look back over our 25th year

This year we celebrated our 25th birthday, and since 1999 the charity has enhanced the care it provides. We've gone from one helicopter, operating five days a week, to three helicopters and four critical care cars, ready to respond to calls 365 days a year.

We're no longer a transportation service. We bring the hospital to the patient. The crew on board now perform interventions previously only available in hospitals, giving patients the best care possible.

By being able to give blood transfusions, perform surgical procedures and administer advanced drugs it means we're not only able to save lives but change them. And we're not standing still; we plan to lead the way in pre-hospital care.

This year alone we:

- Recruited more crew members to increase our night car service to seven nights a week (from two)
- Expanded blood on board to all our aircraft and cars
- Began working with a dedicated pharmacist to support our bespoke clinical needs
- Introduced patient aftercare co-ordinators at each major trauma centre in the North West who support our patients, feed back to our crews and provide valuable research data
- Upgraded our helicopters, future-proofing them for the next seven years
- Introduced ultrasound machines to broaden diagnostics
- Established a research strategy and team to enable us to become a research-active organisation and maximise patient impact via clinical improvements
- Established a training strategy and dedicated training team to ensure our crews operate to the highest standards. This enable us to train and retain our highly skilled teams

And that's just this year. Think of what we can do over the next 25 years!



Why don't we fly at night?

Previously our helicopters haven't been capable of flying at night, but since their upgrades, it's now possible with one of our helicopters and something we'll be exploring the feasibility of in the near future.

We've increased our night car service to seven nights a week!

Our helicopters are only operational during daylight hours, but that doesn't mean the crew's shift ends. When it's too dark to fly, the crew attend missions using our critical care cars.

Critical Care Paramedic (CCP), Martin said:

"We originally ran the night car trial on a Friday and Saturday night to see if it was a viable option and whether or not it was providing a useful service. It quickly became apparent it certainly was.

"Based on the volume of jobs we get sent to, it's definitely needed and it's certainly providing a fantastic service."

We launched the night car in 2022 and since then, we've seen an increase in missions and the patients we treat. **Because of this, we've now increased the service to seven nights a week.**

The night car is manned by two CCPs or a CCP and a consultant-level doctor. As with our helicopters, the cars carry vital medical kit, along with our crew, and allow us to bring the hospital to the patient.

One of our upgraded helicopters at Barton air base



Blood on board all helicopters and critical care cars

We sat down with one of our Critical Care Paramedics (CCPs), Adam, to talk about our new blood on board advancements.

Why do we carry blood on board?

“We carry blood products on all our vehicles, including universal blood products, to allow us to deliver blood transfusions to patients at the scene of an incident. This allows them to receive the blood transfusion much sooner than they would if they had to wait to get to hospital.”

What's changed?

“As CCPs, we've developed a range of skills that allow us to deliver enhanced interventions to our patients at the scene. One of the biggest changes has been bringing blood on board all our vehicles.

“All our helicopters and cars now carry blood on board, meaning our critical care paramedics can provide transfusions without a doctor present. This is a huge advancement for the charity and our patients.”



Our CCP, Adam, has worked hard to bring blood on board all our vehicles



What training did CCPs need to do?

“As part of this development, there's been a robust training package delivered to all CCPs. They've had to gain experience working with one of our doctors to understand which patients will benefit from blood.

They've also had to do face-to-face blood training, further training on delivering calcium as a paramedic, and setting up the blood and blood warmer.”

What does this mean for patients?

“This development means patients who wouldn't have been able to receive a transfusion without the presence of a doctor, are now able to receive one. It's massive for our patients, as they have access to treatments much sooner than if they had to wait to get to a hospital.

“By delivering this intervention early, lost blood can be replenished which will help with oxygenation of vital organs such as the brain and kidneys. It also helps to buy time, so the patient can get to definitive care such as an operating theatre and trauma surgeon to stop the bleeding.”

How do you decide if a patient needs a blood transfusion?

“The decision to give blood is based on a key set of guidelines and the patient's observations and clinical features. For example, a patient in a RTC (road traffic collision) or stabbing that's in traumatic cardiac arrest caused by bleeding. The patient could also have a suspected or a known major haemorrhage.”

Abigail's story

In December 2022, 28-year-old Abigail was in the car with her husband and children. What was supposed to be a normal drive home turned into a serious accident.

A huge gust of wind from a passing lorry was sent under the wheels of the trailer that the family were towing, causing their car to crash.

Abigail was trapped in the wreckage, and began to drift in and out of consciousness. The first emergency responders didn't think she was breathing and called for our crew to be dispatched to the scene.

Abigail was conscious but very confused. She had a left-sided head injury. She also had multiple open fractures to her arms and legs.

The crew were unable to detect any pulse in Abigail's foot. They were very concerned that she might lose her leg.

Our crew gave her ketamine as well as intravenous antibiotics and tranexamic acid, which helps to stop catastrophic bleeding.

She was airlifted by our crew to Royal Stoke University Hospital, just three days before Christmas.

Abigail suffered severe injuries, including multiple arm and leg fractures, a bleed on the brain, a fractured back and jaw, as well as internal bleeding to her stomach.

Thanks to the critical care Abigail received, she has nearly fully recovered from her injuries.

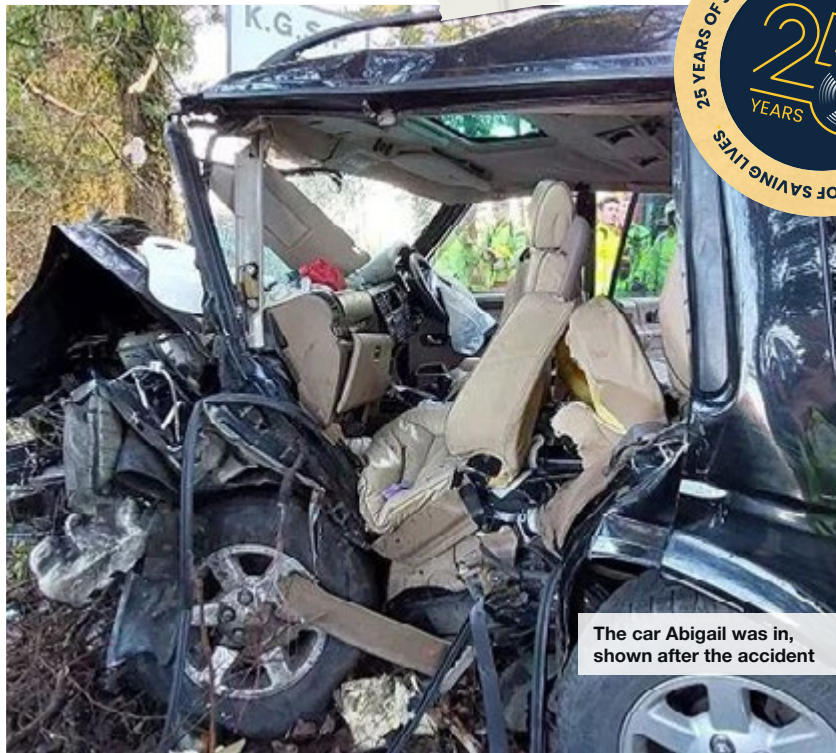


Abigail and her family celebrating Christmas together

Reflecting on the accident, Abigail said:

"I was just so grateful to be with my family last Christmas. Being able to spend another Christmas with my husband and two children means so much to us all.

"I can't thank the team enough for what they did for us."



The car Abigail was in, shown after the accident





The Together team, alongside our crew and helicopter

Together sponsors NWAA's doctor-copter for two years

In July our charity received a £200K sponsorship from local specialist lender Together.

Based in Cheadle, Together has sponsored our 'doctor-copter' Helimed 72 for the next two years.

The £200,000 sponsorship will enable our lifesaving crew on Helimed 72 to continue providing enhanced pre-hospital care to patients across the North West.

Kevin Fisher, Chief People Officer at Together said:

"We are delighted to have been able to support the North West Air Ambulance Charity to help them continue to deliver their essential service to the region.

"The donation will provide vital funding and contribute towards the cost of the outstanding medical team who attend emergencies and provide lifesaving treatment at the scene, enabling the best possible outcomes for patients."

"As a Manchester-based business, Together is proud to support the work of our local organisations, including NWAA in the vital help that it provides for people in need. Accidents can happen to us all at any minute, and it is good to know that our incredible emergency services will be there to help at a moment's notice should we need it. This is our second donation to the charity and we hope our support makes a difference to people across the North West."



Rachel Bates, Corporate and Trusts Manager at NWAA said:

"We are delighted to announce our two-year partnership with Together which will directly save lives across the North West, when our patients need us most.

"The significant £200,000 gift will contribute towards our highly skilled crew flying to save lives and in recognition we are proud to display Together branding on our 'doctor-copter'. The collaboration with Together as our first helicopter sponsor is a true landmark for the charity."

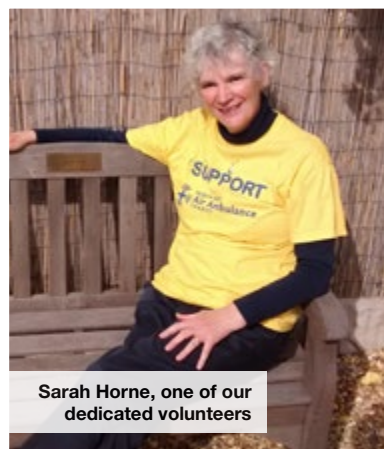


Why volunteer with us?

Our volunteers are the force behind our lifesaving missions, helping us raise crucial funds and increase awareness throughout the year.

We're always happy to hear from people who'd like to offer their time to support us, so, whether you enjoy engaging with people, working behind the scenes, or even getting creative, there's a role for you!

We understand life is busy, so we offer a range of volunteering opportunities that can fit around your schedule - whether you can give a few hours a week or just one day a month.



Sarah Horne, one of our dedicated volunteers

Sarah Horne, one of our dedicated volunteers, shared her heartfelt reasons for giving her time to NWAA:

"I volunteer in honour of my husband. I'm glad to spend my retirement usefully, supporting something as a family we feel is important. I've had so much fun; I would recommend it to anybody else. It's been a wonderful, wonderful experience over the years."

Helen Doward, Head of Volunteer Engagement at the charity said:

"Volunteers like Sarah help save lives every day. Sarah has touched so many people's lives by sharing her story, she has inspired new donors, new volunteers and new supporters over many years."

"At NWAA, over 500 volunteers, help us generate essential funds for our charity. By sharing their skills and giving us the gift of their time, they truly make a lifesaving difference."

Ways you can get involved

Here are a few of the exciting volunteer roles you could take on:

Retail Volunteer:

Join the team at one of our charity shops across the region. Help with sorting donations, serving customers, and creating a welcoming environment.

Event Support:

We need enthusiastic volunteers to help at fundraising events throughout the year. From marathons to music festivals, you can help set up, manage stalls, or cheer on participants.

Collection Box Coordinator:

Help us place and collect charity boxes in local businesses. It's a vital role that ensures donations from the community are collected and put to good use.

Office Support:

If you prefer being behind the scenes, we have admin and support roles that are essential in ensuring our charity runs smoothly.

Community Ambassador and Speaker Opportunities:

Spread the word about our work and represent us at local events or talks. It's a great opportunity if you enjoy engaging with people and raising awareness.



Ready to volunteer with us?



Join us today and become part of our charity. Reach out to our team to learn more about how you can get involved!

nwaa.info/volunteerwithus

Create a lasting legacy

Through In Memory giving and gifts in Wills, you can create a lasting legacy in your name or a loved one's.

Gifts in Wills

One of the ways to leave a lasting legacy this Christmas is by leaving a gift in your Will.

Gifts in Wills are vital and fund one in every five of our missions. A gift in your Will really can help to save the lives of future generations.



Sheilagh visiting our air base at Barton

"I love volunteering for North West Air Ambulance Charity and I have chosen to remember them in my Will to ensure they can continue saving lives into the future. That will be my legacy."

**Sheilagh,
Supporter and Volunteer**



To find out more about gifts in Wills, including writing or updating your Will for free, please get in touch with our gifts in Wills team:

- legacies@nwairambulance.org.uk
- 0800 587 4570
- nwairambulance.org.uk/wills



[Find out more](#)

Remember a loved one this festive season

We understand that this time of year can be difficult for many who have lost someone close to them.

This festive season, remember a loved one by supporting our work in their memory. You can do this by making a one-off donation, creating an online tribute page or even holding remembrance events to continue their legacy.

Whether they had a close connection to our charity or wanted to make a difference in their local community, we would love to hear more about them.

If you'd like more information about In Memory giving, please visit our website: nwairambulance.org.uk/ways-to-give/give-in-memory

It's Christmas!

Festive fun has fully taken over our shops.

With pre-loved and brand new items available, you can make this Christmas extra special. Each purchase means we can be there for you, your family, and friends when you need us most.

Whatever you're looking for this Christmas, from cards to decorations, tableware and spare chairs to unique gifts, don't forget to check your local NWAA shop.

In need of a Christmas or New Year outfit? We've got you covered!

Going to a gala or staying in? Find your perfect outfit with us. Whether you need a new Christmas jumper or something fancier, there's plenty to choose from in-store and online. Shop sustainably and give new life to a pre-loved item, while saving lives across the North West.



From
£3.99



What to do with unwanted presents? Regift them to us!

If you get a gift that's not quite your style or not something you'd use, why not donate it to your local NWAA shop?

We accept:

- Clothing
- Books
- CDs, vinyls, and DVDs
- Toiletry gift sets (must be sealed)
- Mugs and glasses
- Bric-a-brac
- Furniture
- Homeware



Find your local
NWAA shop
online or scan
the QR code.



Did you know? We're on eBay

Visit ebay.co.uk/str/northwestairambulance or scan the QR code.

Thank you

for 25 years of lifesaving support

As the festive season approaches, we're gearing up for a special campaign - our Thankathon.

As we round off an incredible 25 years of saving lives - we want to take a moment to say a heartfelt thank you to every one of our amazing supporters. Whether you've donated, volunteered, fundraised, or simply shared our story, you have helped keep the North West Air Ambulance Charity in the air, bringing critical care to those who need it most.

In the run-up to Christmas, we'll be reaching out to all of you - our generous donors, dedicated volunteers and hard-working fundraisers - to personally say thank you for everything you've done.

AFC Stockport vs Jet2.com
and Jet2Holidays All Stars
football match in June



Otto Lounge, Heswall,
hosting a Brew for
the Crew event



Volunteers, Thomas and Carol, promoting
volunteering opportunities for students



Annual Ladies Lunch, raising nearly £20,000
over the 13 years it's been running



Because of you, we've been able to carry out over 45,000 missions, provide lifesaving treatment, and be there for families in their most urgent moments. As we look back on the charity's history, it's clear that none of this would have been possible without your help.

Please keep an eye out as we connect with you this Christmas season - through phone calls, messages, and on social media. We want to celebrate you and share stories of how your generosity has helped save lives across the North West. Your support has allowed us to reach this incredible milestone, and together, we can continue flying into the future.

Seven Booths stores raised
£94,905 in 2023/24



**Thank you for being part of our journey,
and for helping us save lives every day.
Here's to the next 25 years!**

How you can get involved

December 2024



Join our Winter Raffle

There's still time to enter our raffle and be in with a chance of winning £7,500!

Closing date:
13th December 2024

nwairambulance.org.uk/raffle

T&Cs apply.

Carols for a cause: Spread cheer and save lives this Christmas

This Christmas season, join us in filling the air with festive cheer. By adding a fundraising element to any existing Christmas gatherings - whether it's at a carol concert, a local school performance, or your workplace holiday party - you'd help to fund our lifesaving missions. Collection tins, donation points and even pledge cards are easy ways to support us. Every note sung and every penny raised helps us continue our work, reaching those in critical need across the North West.

NWAA Christmas cards

It's not too late to pick up Christmas cards from your local NWAA store or our online shop. Each pack helps us continue our lifesaving service.

Take part in our Lifesaving Quiz

Are you looking for a quiz to do over Christmas? Take on ours!

In school, college, work or at home, it's great fun for everyone. Test your general knowledge and what you know about NWAA.

What's on in 2025

January

Donate your unwanted presents to your local NWAA charity shop

Join our Lift off Lotto!
You could win £1,000 each week

February

Book in a wing walk for the summer months

March

Liverpool Half Marathon and 10 Miler
23rd March

April

NWAA Ride Out
27th April

May

Host a Brew for the Crew over the bank holiday

Great Manchester Run
18th May
It's our birthday!
19th May

June

Volunteers Week
1st-8th June

July

Visit your local NWAA charity shop, whilst the sun is (hopefully) shining

August

With the kids off school, it's the perfect time to fundraise your way!

September

Air Ambulance Week

Book a group or school presentation for when the new term starts

October

Chester Marathon
6th October

Leave a lasting legacy

November

Trek Angkor Wat
8th-16th November

Buy your Christmas cards

December

Liverpool Santa Dash
4th December



Head to the website to find out more about any of our activities coming up in December 2024 and throughout 2025.

Visit nwairambulance.org.uk or scan the QR code.

Fundraise your way!

To be there for patients, we need your support. Did you know you can turn your hobby, skill, or interest into fundraising? There are so many unique ways to get involved and create your own fundraiser.



Cheshire trial bikers after taking on the gruelling 24-hour bikeathon raising over £5,000



Kevin, Scott and Andy Hipwell took on the intense challenge of riding their trial bikes for 24 hours in July. The team also had a special guest from the crew join them, Critical Care Paramedic, Mikey, who joined the last 12 hours of the bikeathon.

Kevin, Scott and Andy had originally set out with a target of raising £1,000, but managed to raise over £5,000 for NWAA!



Whatever you choose to do, we'll be with you throughout!

Register your fundraising today so our team can support you through your journey. You'll also receive a fundraising pack to help answer any questions you have, along with hints and tips to help you make the most of your fundraising.

Visit nwaa.info/fundraiseyourway or scan the QR code to register



Colour for the crew

Share your Christmas colouring in with us on social media via
f Facebook @NWAAC or @ Instagram @nwairambulance



I'd like to donate



Registered Charity no. 1075641

Name

Address

Postcode

Email

Telephone

I would like to make a donation of:

£

☐ I enclose a cheque/postal order made payable to 'North West Air Ambulance'

OR

☐ Please debit my account: Card Type ☐ Visa ☐ Mastercard

Card no:

Start date:

End date:

Signature:

Date:

North West Air Ambulance Charity would like to keep you informed about our work, how your support has helped us keep our helicopters in the air, and how you can be involved in the future.

We promise to never share your information with any other organisation for their marketing purposes. Please see our privacy statement at www.nwairambulance.org.uk for detailed information about how we use your data.

Please tick if you do not wish to receive information about our work.

☐ By post ☐ By telephone

Using email and text messages helps us be more cost effective. Please tick if you are happy to receive information about the work of the North West Air Ambulance Charity.

☐ By email ☐ By text

If you have kindly enclosed a donation, increase your gift with a tick! Would you like the North West Air Ambulance Charity to claim Gift Aid on your donation?

giftaid

☐ Yes

I am a UK tax payer and I understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations, it is my responsibility to pay any difference. I would like the North West Air Ambulance Charity to claim Gift Aid on any donations I have made in the last 4 years, and any future donations I make to the charity, up until I notify them of any change in circumstance.

☐ No

I am not a UK tax payer. If you are not able to Gift Aid we'd still like to know. Please notify us if you wish to cancel this declaration, change your name or home address, or if you no longer pay sufficient tax on your income/or capital gains.

Signature:

Date:

☐ I am interested in leaving a gift in my Will. Please send me more information.