

# Skylines

**Winter 2025**



**Exclusive opportunity: Are you ready to get On Board With Us?**

**| Page 4**

**A riding accident left Alice fighting for her life**

**| Page 6**

**Meet our new Chair of the Board of Trustees**

**| Page 12**

# Contents

On Board With Us	4
Alice's story	6
"As fireworks lit the sky, we fought to save a life"	8
Meet Kim Spencer, our new Chair of the Board of Trustees	10
Something new at Kew	12
Meet Julie, our new Kew Shop Manager	13
Donate your pre-loved items	14
We need your help!	16
Thank you	18
Celebrating Steven's life and legacy	20
Your opinion matters	23
Donate	24



Page 20.



## Hi I'm Heather,

**Chief Executive Officer of  
North West Air Ambulance  
Charity.**

**Welcome to our final edition  
of Skylines for 2025. I want  
to start by expressing my  
heartfelt gratitude to you.**

This has been another extraordinary year for the charity, and it simply wouldn't have been possible without your passion and dedication to our lifesaving cause.

It's inspiring to hear how you've supported us throughout the year and the lives you've helped change. Hearing directly from patients and their families truly reminds us why we do what we do.

I've been fortunate to meet some of the people we've cared for, and if there's one message I want to share on their behalf, it's "thank you." Everyone I've spoken to has been deeply grateful - just as we are - because they know that without your support, we couldn't be there for them.



You give hope to so many across our region. When the sound of the helicopter is heard, or the red flight suits come into view, people know that help and expert care has arrived.

**Thank you for everything  
you do. From all of us  
at the North West Air  
Ambulance Charity, we  
wish you a happy and  
healthy festive season  
and a safe New Year.**

**Heather Arrowsmith**



# ON BOARD WITH US

Your name on our critical care fleet



## Get On Board With Us for 2026!

For the first time ever, your name could appear on our critical care fleet.

Our brand-new campaign, On Board With Us, invites you to add your name – or the name of someone special – to one of our helicopters or critical care cars as they respond to emergencies across the North West.

It's your chance to be side by side with our crew and help save lives.

For a minimum donation of £50, your name will travel with us for a full year, making a real difference on real missions.

Multiple names are welcome, but the £50 donation amount is per name.

**Your name beside ours on every critical journey.**



Following your donation, you'll receive a personalised **commemorative certificate** along with a confirmation letter. We'll do our best to send these promptly, but please be mindful of posting dates and deadlines, particularly around Christmas. Donations made in mid to late December may mean certificates arrive after Christmas.

You'll also be able to view exactly where your name appears in an online graphic (we'll share details of how and where to find this in early 2026).



**This is a limited opportunity  
– and the first time we've ever  
offered it. Don't miss out.**

Sign up before **4th January 2026**:

- Fill in the **donation form** you received with this edition of Skylines
- Visit [nwaa.info/OnBoardWithUs](https://nwaa.info/OnBoardWithUs)
- Or call us on **0800 587 4570**

Scan to get On  
Board With Us



**Ready to get  
ON BOARD WITH US?**

Terms & Conditions apply. Full T&Cs can be found at [nwaa.info/OnBoardWithUs](https://nwaa.info/OnBoardWithUs), or please contact us on 0800 587 4570.



# I owe so much to the North West Air Ambulance Charity



## Alice's Story

When Alice Roberts was just 14, an accident left her fighting for her life. Now 29, she reflects on that life-changing day — and how NWAA helped her get here.

It was September 2010, and I was looking after a horse when suddenly it bolted onto a main road. I hung on, trying to stop him, but we were hit by a Land Rover, and the horse fell on top of me. I don't remember any of it, thankfully.

The local farmer came to help; he opened my airway and called 999. The air ambulance landed in a field next to the road, but they had to move all the cows first. Apparently, cows like helicopters, which is funny to think about now.



Alice sustained life-threatening injuries, including multiple breaks and fractures, a ruptured diaphragm, as well as damage to her liver and spleen. Because of this, we airlifted her to Royal Preston Hospital.

My parents were told to get anyone there who wanted to say goodbye. It's surreal hearing that now, but somehow, I made it through.

I was then transferred to Manchester Children's Hospital. When I first arrived, they weren't sure I would survive. There was also a query over whether I had a head injury, and I was kept on a ventilator for the first few days.

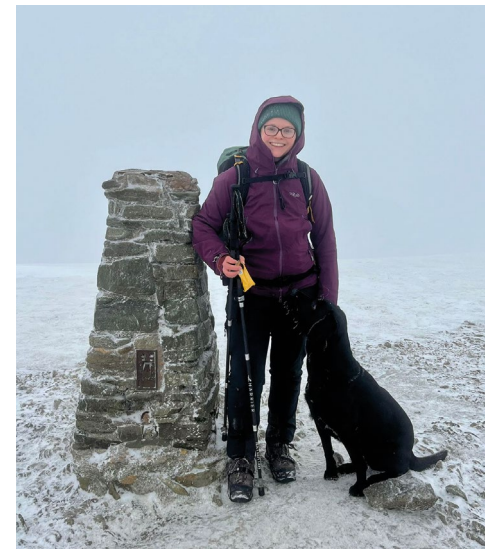
Alice had two big surgeries and spent two weeks in intensive care. She's gone on to make a fantastic recovery, with the incident influencing her career path.

I was under eight different consultant teams, and I found it fascinating. I didn't know most of those medical specialities existed. I think that curiosity helped me cope; I just wanted to understand what they were doing.

When I went to university, I studied Clinical Sciences and then went on to complete a Master's degree in Human Anatomy at Edinburgh. I'm now a Lecturer in Anatomy at Sunderland University, teaching medical and healthcare students. I absolutely love it.

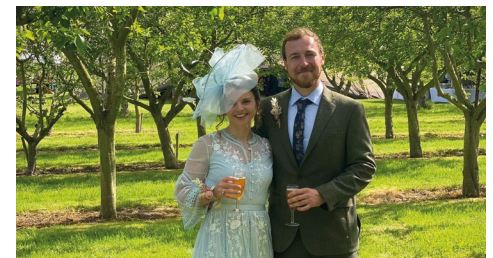


Alice & Brother, Will



Alice is now inspiring young people who, like those who helped her 15 years ago, could go on to save lives. Your support doesn't just make a difference today – it creates change that lasts for years, not just moments.

I just feel incredibly lucky. Without the crew at the North West Air Ambulance Charity, I wouldn't have survived.



Alice & Jason, Partner





## As fireworks lit the sky, we fought to save a life

**I'm Eimhear a Consultant  
Doctor for NWAA.**

Last New Year's Eve, I rang in 2025 on the night car. Just before midnight, we were called to a patient, and as the clock struck twelve, we were by their side, doing everything we could to give them the best chance of survival.



When you're at a scene, everything else fades away - the only focus is your patient. That night, we almost forgot it was New Year's until the sudden, loud bangs of fireworks made us all jump. The noise was so loud that a police officer even went to check that it wasn't a gunshot.

The contrast struck me. Outside, people were celebrating - dancing, singing, and welcoming the year ahead. Inside, we were working to save a life, while a family faced one of the hardest nights they could

imagine. As fireworks lit the sky with hope, we faced the weight of the unknown.

Missing celebrations like Christmas or New Year with loved ones is never easy. But knowing that the crew and I can be there for other families, whenever and wherever we're needed, makes it all worthwhile.

Moments like these remind us why being there, thanks to your support, matters so much. From all of us at NWAA, thank you for everything you make possible.





## Meet Kim Spencer, our new Chair of the Board of Trustees

**Hi, I'm Kim, the new Chair of the Board of Trustees. I've been proud to serve NWAA as a Trustee since 2008. For 17 years, this charity has been close to my heart.**

What drew me in back then - and still inspires me today - is the simple truth that anyone, at any moment, could need us. We're there for everyone, without exception. Being a Trustee has allowed me to give my time and skills to something that makes a difference across the whole North West.

It's a voluntary role and we invest so many hours into the charity, but it's 100% worth it.

Over the years, hearing directly from patients and their families has been humbling. Those stories bring home how vital this service is, and why our work matters so deeply.

As Chair, my role is to help guide the charity's direction, making sure we continue to grow and meet the needs of our communities. I love being a Trustee, I'm excited about the future and all we can achieve together. With your support, we'll continue to be there for anyone who needs us.



### **A little bit more about me...**

I'm a practising solicitor and I own a law firm. I have a daughter, who I love spending time with, and a dog. I go to the gym three times a week and enjoy skiing and hiking. I also like climbing; I've even climbed the highest mountain in Western Europe, Mont Blanc.

At the start of this year, alongside my fellow Trustee and Vice Chair of the Board of Trustees, Daniel Head, I took on a skydive for NWAA. We raised £2,934, it was amazing, I'd encourage anyone to give it a go!

# Something new at Kew!

It's an exciting time for the charity - our brand-new shop in Southport is here!



Find us at Kew Retail Park, surrounded by well-known stores and cafés - the perfect spot to make a day of your visit. Step inside to explore a huge range of pre-loved clothing, furniture, homeware, books, and more, beautifully displayed and all at affordable prices.

Every item you buy - and every donation you make - helps us be there for patients across the North West.

**Whether you're refreshing your wardrobe, redecorating your home, or simply looking for a bargain, your support makes a difference. We'd love to see you in the store soon - and don't forget, donations of quality items are always welcome!**

## Meet Julie, our new Kew Shop Manager

### Could you tell us a little bit about yourself?

My name is Julie, and I've been working in charity retail for just over nine years now. I've always had a passion for community-driven work and charity retail, so being able to combine both has been incredibly rewarding.

### Are you excited about the new store, and what can you tell us about it?

Absolutely - we're all really excited to be opening the doors to our brand-new NWAA charity shop in Kew! It's a bright, welcoming space with something for everyone - from high-quality pre-loved clothing to books, homeware, and furniture. We've worked hard to create a space that feels friendly, modern, and community-focused.

### What's it like working in charity retail?

It's genuinely special. You're not just helping customers find a bargain - you're helping to save lives. Every sale directly supports the incredible work NWAA does. It's humbling and motivating. There's a real sense of purpose, and you feel like you're part of something much bigger. I love the people I meet - our customers, our volunteers - everyone has a story, and it creates a lovely, warm atmosphere.

### How important are volunteers?

Volunteers are absolutely vital - we simply couldn't do what we do without them. They bring such a variety of skills, energy, and passion. Whether it's sorting donations, helping on the tills, or chatting with customers, our volunteers are the heart of the store. Plus, it's a great opportunity for them too - to gain experience, build confidence, or just be part of a positive team.





## Donate your pre-loved items!

It's thanks to your generous donations that we can stock our shops and keep providing the care that saves lives. If you have good-quality, pre-loved items, please consider donating them.

Together, we're making a real difference, one donation at a time.

You can take donations to any of our 10 stores or, if it's furniture, book a free collection online. Donation times at each store may vary; please check our website or call ahead.

Visit [nwaa.info/FreeCollection](https://nwaa.info/FreeCollection) or scan the QR code.



### Don't forget to Gift Aid

**If you're a UK taxpayer, you can make your donations go even further with Gift Aid.**

For every £1 your pre-loved items sell for, we can claim an extra 25p from the government - at no cost to you. Simply complete a Gift Aid form in store or with one of our drivers, and your donated items can raise even more to support our lifesaving work.

*giftaid it*

## One mission every day is funded by gifts in Wills



A gift in your Will, could save countless lives across North West. Get in touch with us to find out more.

[nwairambulance.org.uk/wills](https://nwairambulance.org.uk/wills)  
[legacies@nwairambulance.org.uk](mailto:legacies@nwairambulance.org.uk)  
0800 587 4570





# We need your help!

Volunteers are at the heart of our charity - from raising awareness, supporting events and fundraising in their local communities, to helping in our shops by sorting donations, creating eye-catching displays and welcoming customers. Their dedication and passion make a lasting difference every day!

## But what's it like to volunteer in one of our shops?

💬 I enjoy working with the staff and other volunteers, we have a lot of fun, I've made friends for life!💬 **Maureen**



💬 I get two days a year in work that I can use to volunteer. My office is next to the charity's warehouse, so I spent a couple of days in there, and it was a fun experience. I like the camaraderie with the team, and it's rewarding knowing you're helping people.💬 **John**

💬 I just love the charity. Volunteering is so worthwhile; you meet some lovely people. I've been in retail most of my life, so I can put my customer service skills to good use and help the charity.💬 **Barbara**



Just a couple of hours a week can make a big difference.

If you can help in one of our stores, **scan the QR code** or visit [nwaa.info/retail-volunteer](https://nwaa.info/retail-volunteer)



**Last year, from March 2024 to April 2025, volunteers donated over 58,000 hours to our retail stores, which could be worth over £700,000 to the charity.**





This December, our Thankathon is back for its third year – a heartfelt celebration dedicated to you, our incredible supporters who make our missions possible.

We'll personally be thanking you, the people who keep our helicopters flying and our critical care cars on the road. Whether it's a friendly phone call, a handwritten card, or a message of gratitude from our crews, it's our way of saying: ***we couldn't do this without you.***

This year's Thankathon is more than just a moment of appreciation – it's a powerful reminder of what community spirit can achieve.

Every donation, every bake sale, every sponsored challenge and collection tin enables us to reach people in their greatest moment of need.

So, as we look back on another remarkable year, we want to celebrate you – our supporters, volunteers, and fundraisers. Thank you for standing by us, believing in our mission, and helping us deliver pre-hospital care where it's needed most.

Our service would not be possible without you.

*From everyone at the North West Air Ambulance Charity: a huge and heartfelt thank you.*

## Story Homes

As part of this year's Thankathon, we'd like to extend our heartfelt thanks to Story Homes for their continued support.

Three recent golf days across the North of England (held in aid of both NWAA and the Great North Air Ambulance, Story Homes' chosen charities of the year) raised vital funds to help both organisations continue their critical work.

Story Homes' suppliers and contractors teed off in friendly competition, showing incredible generosity through donations, raffles, auctions and on-the-day challenges.

Hayley Blair, Sales & Group Marketing Director at Story Homes, said:

**"We're excited to have partnered with two charities that do amazing work in our regions. We know our colleagues are just as enthusiastic and committed to supporting these vital services."**

NWAA's Corporate Partnership Officer, Chris Andrews, added:

**"A lot of people came together to make these events such a success, and on behalf of NWAA, I want to extend our sincere thanks and gratitude to them all."**







Ladies Lunch for Steven 2025

## Celebrating Steven's life and legacy



For the past 15 years, Fiona, along with her family, have been honouring the life of her brother, Steven, while supporting the charity that cared for him.

In 2010, Steven fell 30ft from a cherry picker while at work. Our crew flew to his side, providing urgent care before taking him to Royal Preston Hospital. Unfortunately, Steven sadly passed away due to the severity of his injuries - but was surrounded by the love of his family.

Steven left a lasting impression on everyone who knew him. Known for being a bit of a ladies' man, Fiona began hosting an annual Ladies' Lunch - the perfect way to remember Steven and to help raise vital funds for NWAA.

**"It's always a special day to remember Steven, we all get dressed up, it's nice to all come together to remember and for a good cause. I'm very proud to be part of the charity." says Fiona.**



Left to right - Fiona, Jodie (Fiona's daughter), and Gillian (Fiona's sister)

Over the years, Fiona, her family, and the incredible group of ladies who join her have raised more than £20,000 in Steven's memory. Their generosity and unwavering support has meant we can continue to be there for other patients and families in their greatest time of need.

Steven's legacy continues with every mission we undertake.

Special thank you to Fiona, Gillian, Lorna, and Jodie, as well as their family and friends.



Left to right - Lorna, Gillian, Fiona, Jodie

If you'd like to celebrate the life of someone special, while supporting the North West Air Ambulance Charity, there are many meaningful ways to do this.

You could fundraise in their memory, leave a dedication on our online Memory Wall or create a lasting tribute page to celebrate their life and legacy.

Find out more at [nwaa.info/In-Memory](http://nwaa.info/In-Memory) or simply scan the QR code.



## Run for NWAA

There are lots of events to get involved with - here are some of our favourite running ones. Be sure to check the rest of the events calendar to find out what else is on offer!



### Liverpool Half Marathon

**Liverpool**  
15<sup>th</sup> March 2026

Set against the iconic Liverpool Waterfront, the Liverpool Half Marathon and 10 Miler are the longest established road races in Merseyside.



### Adidas Manchester Marathon

**Manchester**  
19<sup>th</sup> April 2026

Run the Manchester Marathon and take on the challenge of completing 26.2 miles. This is a sold-out event. Get your charity place today!



### Chester Half Marathon

**Chester**  
17<sup>th</sup> May 2026

Take part in either a 10K or half-marathon. Running through the city's beautiful sights with entertainment stations at every turn, a party from start to finish!

To find out more about these events and others in 2026, visit [nwaa.info/events](https://nwaa.info/events).

## Your opinion matters!

**We're always looking for ways to improve, and we'd love to hear your thoughts on Skylines.**

We would really appreciate it if you could spare five minutes to answer our short online questionnaire. Skylines has changed over the years, from the look and feel to the stories and information that's written.

In the questionnaire, you'll be asked your opinion on those changes, what it looks like, how often Skylines is mailed, as well as if you like the stories and information inside or if you think we're missing something.

Help us shape what you read,  
scan the QR code or visit  
[nwaa.info/skylines-feedback](https://nwaa.info/skylines-feedback)



### How do you want to hear from us?

We love keeping you up to date with the difference you're helping to make. But you're always in control of how we stay in touch.

If you no longer wish to receive our newsletter or would like to opt in to emails, you can update your communication preferences over the phone or online.

Visit [nwaa.info/preferences](https://nwaa.info/preferences) to find out more or call our Supporter Engagement Team on 0800 587 4570.



# I'd like to donate

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:

End date:  CVV:

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](http://www.nwairambulance.org.uk) for detailed information about how we use your data.

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

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

☐ By post ☐ By telephone

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

**Boost every £1 you donate by 25p, at no extra cost to you through Gift Aid.**

☐ **Yes**, I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. I would like the North West Air Ambulance Charity to claim Gift Aid on all my donations I have made in the last 4 years, now and future 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 your circumstances change. If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Date:

*giftaid it*