

THE OFFICIAL MAGAZINE OF MIDLANDS AIR AMBULANCE CHARITY

Takeoff

Issue No. 13



**GO MAA
APPEAL
HELP US TO
FLY IN THE
DARK**

IN THIS ISSUE

- We go behind the scenes to meet the team at our Strensham airbase
- Eight Midlands' sporting heroes join as new ambassadors

PLUS

G-OMAA is unveiled!

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THIS PUBLICATION IS PART FUNDED THROUGH DONATIONS FROM LOCAL BUSINESSES
Serving the communities of Shropshire, Staffordshire, Herefordshire, Worcestershire, Gloucestershire and the West Midlands



WELCOME

TO THE MIDLANDS AIR AMBULANCE CHARITY

The Midlands Air Ambulance Charity is responsible for funding and operating three air ambulances serving the communities of Gloucestershire, Herefordshire, Shropshire, Staffordshire, Worcestershire and the West Midlands. This constitutes the largest air ambulance operating region in the UK.

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Since 1991, the charity has completed over 40,000 air ambulance missions averaging 2,000 per year, making it one of the longest established and busiest air ambulance organisations in the UK.

The charity's three aircraft each carries a crew comprising a pilot, two paramedics or flight doctors plus full life-support medical equipment. Operating from strategically located regional air bases, the maximum flying time to hospital from anywhere in the region is less than 15 minutes.

What is not widely known is that Midlands Air Ambulance Charity receives no Government or National Lottery funding. In excess of £6.5 million is needed each year to keep its three air ambulances operational, funding which is donated entirely by the public and local businesses, with four in ten missions funded by gifts in Wills.

If a patient reaches hospital within 60 minutes of injury, (referred to as the Golden Hour), their chances of survival are dramatically increased. That is why the rapid response of Midlands Air Ambulance is so vital in an emergency.

The charity is fortunate to count on tremendous public support and good will, but never takes this for granted. Winning and keeping hearts and minds is an essential and constant challenge. That is why it regards the real 'helicopter heroes' as not only the medical crews, but also those often unsung, ground heroes, its fundraisers and volunteers.

SUBSCRIPTIONS *If you don't already subscribe to our FREE quarterly magazine, why not register today to receive all the latest news, events, updates and more from our charity. Just contact the team on **0800 8 40 20 40** or email info@midlandsairambulance.com*



A warm welcome to the Summer 2014 edition of Take Off

As always, it is a pleasure to bring you the latest news and updates from Midlands Air Ambulance Charity. Yet again, we have a great deal to share with you from a clinical, operational and fundraising perspective.

Just to give you an insight into some of our biggest stories, our brand new and wholly owned helicopter, which is named G-OMAA, was launched at our RAF Cosford airbase in March. The new aircraft has already flown hundreds of life saving air ambulance missions, alongside our two leased EC135 helicopters, based at Tatenhill in Staffordshire and Strensham services in Worcestershire.

As the new helicopter is capable of flying at night, we are currently looking into the viability of flying in the hours of darkness. As a step towards this, in March this year we extended our operating hours to 14 hours per day 365 days a year, which naturally means we will fly in darkness in the forthcoming winter months.

While the extension of our operational hours will mean we reach more patients, the extra service will come with an additional cost to the charity of £250,000 each year, so we need your support now more than ever. Do read about the launch of our 'Go MAA' fundraising appeal on pages 12 and 13 to find out more about how you can help.

In addition to financial support, we are also looking to boost our family of dedicated volunteers. We have therefore launched a robust volunteer recruitment programme, so if you have some spare time to donate to our great cause, we would love to hear from you. You can find out more about volunteering with our charity on page 23.

We are now into our busiest fundraising period and the summer months are packed with our own and all your amazing events to raise funds for your Midlands Air Ambulance, so I'd like to finish by saying thank you for your unfaltering support and wish you all a very happy summer of fundraising.

Hanna Sebright
Chief Executive

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If you have any feedback on this edition or you'd like to tell us your fundraising news for future issues of Take Off, please email info@midlandsairambulance.com



WELCOME TO THE 2014 EVENTS DIARY



We've got another action packed few months of fundraising events planned, and there's something for everyone. So what are you waiting for, get involved and help us continue our vital life saving work within your region.

This summer is packed with a wide variety of events for you to get involved with to help raise funds for MAAC. Check out our latest activities and log onto www.midlandsairambulance.com for our full diary of events.

AUGUST 2014

Three Peaks Challenge

Start point - Stourbridge
Friday 8th August

One of our more extreme activities for 2014 is the National Three Peaks Challenge, scaling Ben Nevis, Scafell Pike and Snowdon, meaning you'll ascend 3,500m in just 24 hours! This challenge isn't to be underestimated, but if you're an adventurous fundraiser, this is definitely the one for you.



SEPTEMBER 2014

Annual MAAC Open Day

Strensham airbase, Worcestershire
Saturday 6th September



Our annual open day is a fantastic chance to gain access to one of our three operational airbases, meet our aircrew and find out more about our life saving work.

The free event takes place at our Strensham airbase in Worcestershire (Junction 8 M5 Northbound), and runs between 10am and 4pm. The day will include a variety of fun activities, kids can meet Maac the mascot and visit displays including historic emergency vehicles, Police and military helicopters, emergency services and the star attraction, our EC135 aircraft. Plus our aircrew will be on hand to tell you all about their work.

Go Karting Challenge

Fradley Park, Staffordshire
Sunday 7th September

This challenge at Fradley Park, will see 24 teams competing for the coveted title of MAAC Champions. This promises to be a fun day out with a competitive edge! Places are limited so please book early. Your team can be made up of colleagues, family or friends. It costs just £200 for each team with a maximum of five racers in a team.

Release your competitive side on the track and enjoy a day out full of friendly or not so friendly rivalry!



OCTOBER 2014

Great Birmingham Run 2014

Birmingham city centre
Sunday 19th October

Join over 20,000 runners, joggers and walkers, in Birmingham's only half marathon event of the year and get sponsored to help raise funds for MAAC.

The event is open to runners of all abilities and the 13.5 mile route will take you on a sightseeing tour of the city, including iconic landmarks such as Edgbaston Stadium, Cadbury World and The Bullring.

The registration fee for adults is £34, and a mini course is open to children and costs £10 per child. Three to eight year olds can take on the 1.5km course, while nine to 16 year olds can tackle the 2.5km route.

For more information about the course, visit www.greatrun.org



WANT TO GET INVOLVED?

Seen something you want to get involved in? Contact the fundraising team on 0800 8 40 20 40 or email Michelle McCracken via michelle.mccracken@midlandsairambulance.com. Why not ask your friends, family or work colleagues to join in too! For more information or to register for any of our events visit www.midlandsairambulance.com

COMMUNITY NEWS

Welcome to our community news! These pages are designed to let you know what some of our volunteers and fundraisers are doing in your local area! There are hundreds of fundraising activities taking place across the region, so we have highlighted just a few.



Bike4Life Ride Out and Festival raises £30,000!



Forrest and Flymo lead the Ride Out

Bikers from across the country turned out in their thousands to show their incredible support for two Midlands charities, as they took part in one of the largest biking events in the UK – the Bike4Life Ride Out and Festival.

Helping to raise money for MAAC's life saving service and the Royal Air Force Museum Cosford, in excess of 3,000 motorcyclists participated in the 23 mile ride along the M54, which was led by TV's Emergency Bikers, Mark Hayes and Steve Harris. In addition, another 5,000 visitors attended the Festival at the RAF Museum, where music from the Planet Rock stage, arena displays, and biker safety demonstrations entertained the crowds.

In collaboration with the Safer Roads Partnership, the event raised in excess of £30,000 thanks to the impressive turnout and support shown by the biking community, smashing last year's total.

Jason Levy, fundraising and marketing director for MAAC, said: "Biker accidents make up about a fifth of the air ambulance missions we attend, so their support is hugely appreciated by everyone at the charity. We trebled our fundraising total from last year and we're already planning next year's event, which will take place on Sunday 26th April, so watch this space!"

MAAC says cheers to Westons Cider

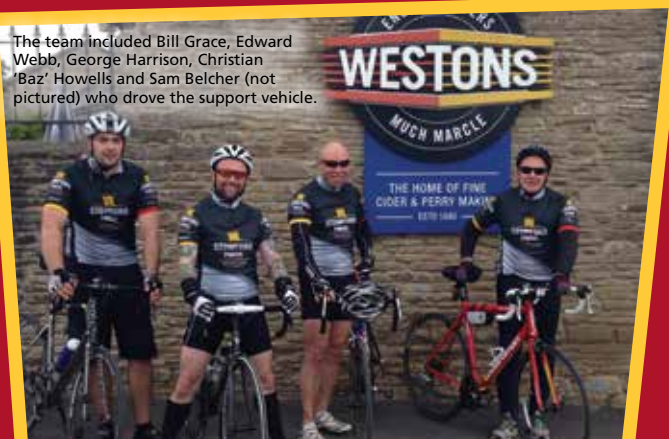
The team at Westons Cider has been working hard to raise funds for MAAC. The Much Marcle-based cider company has been involved in an initiative to help small to medium size companies do something for the good of the community called 'My Ten Days'. It allows employees to take up to ten days paid leave to complete a charitable event or volunteer within the community.

Four employees and one regular Westons contractor decided to complete a charity bike ride. The team left Thwaites Brewery in Blackburn, Lancashire cycling 180 miles across four counties back to The Bounds of Much Marcle and raised £700 for the service.

The team decided to raise funds for MAAC as Westons know it is an invaluable resource for the local community. They took up the challenge of riding from one of their key customers, Thwaites, back home with a few training rides and plenty of enthusiasm along the way.

Annie Newell, regional fundraising manager for MAAC, states: "Westons Cider has been a terrific support for many years now and their latest fundraising activity has helped to purchase two new aircrew flight suits for our service. Well done to the team who took part, your support is very much appreciated by everyone at MAAC."

The team included Bill Grace, Edward Webb, George Harrison, Christian 'Baz' Howells and Sam Belcher (not pictured) who drove the support vehicle.



Fundraising 'pours' in during afternoon tea

Cheltenham residents enjoyed a fabulous afternoon tea at the Queen's Hotel on St George's Day all in aid of raising funds for the charity.

Supported by local companies and the Royal Society of St George, over 100 guests joined in the celebrations in the hotel's Regency Room and were treated to a sophisticated Afternoon Tea. In addition, table magician, Darren Campbell and 25 members of the Cotswold Male Voice Choir entertained the audience.

The Royal Society of St George, Gloucestershire Branch's chairman, Stephen Wright, and patron, Dame Janet Trotter



attended the event, along with Cheltenham's mayor, councillor Wendy Flynn.

Susie Godwin, Gloucestershire and West Herefordshire fundraising manager for MAAC, comments: "Our first Afternoon Tea to celebrate St George's Day, was a resounding success and sold out well ahead of the event. Due to ticket sales, sponsorship and everyone's generosity on the day, we raised £2,700 for our life saving service, for which we are extremely grateful."

Community puts its best foot forward



Following the most successful Walk4Life event, organised by the Rock Pound The Bounds committee, over £4,175 was raised for MAAC.

600 walkers took part in the walks in May, almost double the attendance of previous years. Henk Buzink, one of the key organisers of Rock Pound the Bounds, states: "This is the 14th year we've organised the event and the third time we've teamed up with the air ambulance.

"We were overwhelmed by the level of support the Walk4Life event received. Participants undertook either a six, 12, 18 or even 25 mile route around the glorious Worcestershire countryside and all helped to raise thousands for the charity."

Maria Jones, regional fundraising manager for Midlands Air Ambulance Charity, added: "We are often called to incidents involving walkers in remote parts of the countryside, so everyone's support on the day was gratefully received."

Marathon man Tim runs up the fundraising total

Tim Hughes, a fire fighter from Telford, has taken on the challenge of running a half marathon every month during 2014 to raise money for the charity. Now seven races in, Tim has raised over £700 and is well on his way to his fundraising target of £2,000.

Tim comments: "I have worked in the Fire and Rescue Service for over 11 years now and have seen first hand the great work that the Midlands Air Ambulance does. I think a lot of people know of someone who has required the help of this vital, lifesaving service and I wanted to support the aircrews I work alongside by fundraising for the charity. This is a good chance to help secure the future of such a valuable service, which can make such a big difference to people's lives - you never know when you may need it!"



Ian Roberts is one tough guy!

Earlier this year, critical care paramedic and acting air operations manager, Ian Roberts, took on one of the most gruelling physical challenges – the Tough Guy, and raised over £2,000 for the service.

Ian comments: "A group of about 18 people some of whom are police officers and paramedics took on the Tough Guy challenge near Wolverhampton, which is considered to be the toughest test of its kind in the world.

"The course was about 15km and involves 250 man made obstacles including heights, tight spaces, fire, water & electricity! It took me four hours and 27 minutes to complete and the feeling once I'd reached the finishing line was incredible. As a senior paramedic I see first hand just how important fundraising is to our life saving service, and I am extremely proud to be part of a team that has raised over £2,000 for MAAC."



JOIN THE MIDLANDS AIR AMBULANCE CHARITY

Life Saving Lottery

You could win

UP TO

£1,000

EVERY WEEK!



The Midlands Air Ambulance Charity is one of only a few Charities providing emergency services and has to respond to different emergencies everyday.

Since 1991, the Charity has completed more than 40,000 missions averaging 3,000 airlifts a year or nearly ten a day, making it one of the most established Air Ambulance Charities in the UK.

Midlands Air Ambulance does not receive any funding from the Government or the National Lottery, and has an operating cost in excess of £6.5 million and relies solely on fundraising drives and support from public and company donations.

You can now help us continue our vital work by joining the Midlands Air Ambulance Charity Lottery Draw



Just £1 stake each week gives you the chance of winning up to **£1,000!**

And it couldn't be easier to subscribe. Just pay by a monthly, quarterly, half yearly or annual standing order.



To join call 0844 567 0844
or log on to
www.midlandsairambulance.com

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MIDLANDS
AIR AMBULANCE CHARITY®

Registered Charity Number 1143118, (formerly 1001064)

**40,000th
AIR
AMBULANCE
MISSION**

SURVIVOR STORY

“Ben was in a great deal of pain, and thanks to the swift response of the Midlands Air Ambulance, Ben was on his way to hospital within minutes.”

The first few days at senior school can be a daunting enough experience for any child, but 12 year old Ben Tudor’s first week at his new school was a little more distressing than most, as he unfortunately needed the assistance of Midlands Air Ambulance.

Ben from Bridgnorth had finished his third day at high school and was travelling home on the school bus with his classmates and best friend Josh.

Moments later, Ben was unconscious and in desperate need of medical attention.

While stepping off the bus, Ben attempted to cross the road when a car overtaking the bus hit Ben head on at 25mph. Due to the impact, Ben’s young body flew into the air, and landed on the bonnet and windscreen of the vehicle.

Greg, Ben’s father, comments: “It’s the call no parent ever wants to receive. The accident happened close to home, so Ben’s mum was able to rush to the scene, only to find him in a terrible state, falling in and out of consciousness.”

Thankfully a land ambulance crew was close by, and were on the scene to initially treat Ben’s injuries – which in addition to his head injury, included a badly broken collarbone. As Ben was struggling to retain consciousness, the paramedics made the swift decision to call the Midlands Air Ambulance, as Ben needed hospital treatment immediately and the journey would have taken over 30 minutes by land.

Flight paramedics Ian Roberts and Andy Hayles from Midlands Air Ambulance’s Strensham airbase in Worcestershire were alerted to the incident and thanks to pilot, captain Timothy Hutchins, the helicopter was airborne within a couple of minutes.

Critical care paramedic and acting air operations manager, Ian Roberts, states: “While some of the accidents we attend do not appear life threatening, many of our patients still require hospitalisation as quickly as possible, as their condition could deteriorate. Ben was struggling to stay conscious, so we decided to airlift him to New Cross Hospital in Wolverhampton, which took just five minutes in the aircraft.”



Ben’s father Greg, continues: “The air ambulance crew were amazing and even allowed Ben’s mum to travel the short journey in the helicopter with him.”

While at New Cross Hospital, Ben was examined, x-rayed and discharged from hospital. He returned to school a few days after the incident and is now able to enjoy all the activities a 12-year old should, including his two favourite sports, football and basketball.

Greg adds: “We can’t thank the team at Midlands Air Ambulance enough for making Ben so comfortable in his hour of need. The treatment and pain relief given at the roadside, and the quick transfer to the hospital was extremely reassuring.

“We didn’t find out Ben was the 40,000th person to be airlifted by Midlands Air Ambulance until we attended the charity’s annual Young Heroes’ Christmas Party at the Strensham airbase last year. We always knew Ben was a special boy, and this just proves it!”





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Clockwise from top left: Ricky Balshaw, Neil Back MBE, Jane Sixsmith MBE, Ryan Cockbill, Mickey Bushell MBE and Zac Purchase MBE

AMBASSADOR UPDATE... SPORTING GREATS SUPPORT MAAC

Some of the Midlands' finest Olympians, Paralympians and sporting heroes past and present are the latest high profile sporting celebrities to be appointed as MAAC ambassadors.

Eight sporting heroes; Neil Back MBE, Jane Sixsmith MBE, Mickey Bushell MBE, Zac Purchase MBE, David Stone MBE, Ricky Balshaw, Ryan Cockbill and Katrina Hart are the latest recruits to be bestowed ambassador roles from the worlds of rugby, hockey, athletics and equestrianism.

The sporting stars will support the charity with national and local fundraising and awareness campaigns through the medium of their respective sports and the wider general public. The charity and its cause have a direct

relevance to each of the sporting greats who were either born or train in the region and have decided to support the lifesaving work of the service.

MAAC chief executive, Hanna Sebright, states: "I am delighted on behalf of the charity to welcome so many remarkable Olympians, Paralympians and sporting heroes to help support our cause. The profile and awareness that they can individually and collectively bring to the charity is invaluable and one for which we are truly grateful."



G-OMAA he

3rd April was a momentous day in MAAC's 23 year history, as we officially unveiled our first wholly owned helicopter, which replaced one of our three leased aircraft.

Over 80 dignitaries and members of the press attended the unveiling, which despite the typically British weather, was a great success.

The newly registered 'G-OMAA' EC135T2e aircraft undertook its maiden flight late February from Bond Air Services to Midlands Air Ambulance's RAF Cosford airbase in Shropshire where it has been carrying out hundreds of helicopter emergency medical service (HEMS) missions on a daily basis.

Hanna Sebright, chief executive for the charity, explains: "The decision to purchase outright our own helicopter was made as part of our strategic plan to strengthen our long term sustainability by reducing overall operating costs, and further investing in HEMS operations and pre-hospital care.

"We are delighted to unveil our new aircraft, G-OMAA, which has been named in the spirit of our commitment to delivering the very best patient care and our ability to reach a patient within a matter of minutes. It has been a much anticipated and now welcome addition to our fleet."

The purchase of the new helicopter was only possible thanks to the on going support the charity receives from the general public and local businesses as well as an extremely generous one off legacy, gift in a Will, from Mr Derek Bullivant.



The new helicopter was partly funded by a very generous one off legacy gift in a Will, from local businessman Derek Bullivant

Support the GO MAA appeal

As part of MAAC's commitment to patient care and to mark the arrival of our first purchased helicopter, we plan to extend our operation into the hours of darkness in the forthcoming winter months.

This will enable us to fly 14 hours a day all year round, not just during the light summer days. The extension in operating hours will benefit the patient further as the service will be able to undertake more patient transfers between lit helipads during the hours of darkness direct to major trauma centres and specialist hospitals across our region.

Jason Levy, fundraising and marketing director for MAAC, comments: "Extending our hours of service will come with a cost, which is why the charity has launched the 'GO MAA' fundraising campaign and we are appealing to the public to help us raise an additional £250,000 this year. To extend our service we need the public's support now more than ever, so be a hero and help fund our 'GO MAA' campaign, which will ultimately help to save more lives across the Midlands."

To make a donation to the GO MAA appeal text GMAA01 and your donation amount to 70070.



Dignitaries and members of the public await the unveiling

Our aircrew promoting the GO MAA appeal



Helicopter unveiled!

Make a donation to the GO MAA appeal! Text GMAA01 and your donation amount to 70070

Our newly registered 'G-OMAA' EC135T2e aircraft undertook its maiden flight in February 2014



The hangars doors open to reveal the first glimpse of G-OMAA



The helicopter's unveiling attracted the attention of the region's media



"With a little help from our friends"

A big thank you to all our fundraising heroes! Here are just some of them...



19



20



21



22



23



24

- 1 The Ross Roadies have always been active supporters of MAAC and recently celebrated their tenth Vintage Vehicle Road Run. Each year the group raises over £2,000 for the service.
- 2 Wylde Green Rotarians, their families and friends have together to raise £3,280 for MAAC by doing a sponsored walk.
- 3 The Wye Valley Rotary kindly donated £4,000, which will help to funds two life saving missions by the service.
- 4 The Thomas Pocklington Trust, which offers people who are blind or have sight loss the support they require to lead an independent life, invited fundraising manager, Adam Williams, to talk about the service. As a thank you, the group donated £110 to MAAC.
- 5 For a number of years Keith and Sheila Chase of Chester Road in Whitchurch, have decorated their house with Christmas lights and raised £20,000 for the service! During the festive season last year, the couple raised £3,437.
- 6 A big thank you goes to Denise and Graham Darbey, who raised thousands of pounds for MAAC through hosting entertaining dances and other functions. Their latest cheque presentation to our volunteer Jean Wright was for £2,000.
- 7 At the Spring Ball of the Mid-Staffs District Oddfellows, sister Barbara Ewart presented a cheque for £2,438 to volunteer Liz Quick.
- 8 Stourbridge Golf Club's Ladies Bridge Club raised £1,090 for the service.
- 9 Wayne Wise and Carl Bottley from Netherton Sports and Social Club raised £876.
- 10 Staffordshire Gliding Club's PR manager Kate Fox presented a cheque to MAAC fundraising manager Jo Bailey for £513.35. The sum was raised during the club's annual dinner.
- 11 Howard Clowes and his wife from Endon, Stoke on Trent raised £500 for the charity. It was Howards 90th birthday and he asked for donations to MAAC instead of presents.
- 12 At Stafford Castle Golf Club, the captain chose MAAC as charity of choice for 2013 and raised over £3,890.
- 13 Students from Walford and North Shropshire College in Oswestry recently held a sporting event and raised £100.
- 14 Prees Cricket and Recreational Club raised £1,325 through various fundraising events, including a bingo night, a bowling marathon and the Norman Ford Memorial Trophy Competition.
- 15 The fire fighters at Prees Fire Station in Shropshire donated £400.
- 16 Thanks to Thomas Legal Group for picking MAAC as their Charity of Choice for 2014.
- 17 The White Horse Hotel presented a cheque to regional fundraising manager, Susie Godwin for £1,000.
- 18 Mr Gareph Boxley of Coleford Carnival of Transport presented a cheque for £300 following a great amount of support at the Carnival.
- 19 Bourton Vale Equine Clinic generously donated over £300.
- 20 Oswestry Rotary Club's Tree of Light Committee members presented fundraising manager, Maria Jones, with a cheque for £1,000.
- 21 Peter Love from Shawbury and Shrewsbury Rotary Club bravely shaved off his 'Father Christmas' beard and collected a hair-raising £810 for the charity.
- 22 Bridgnorth Golf Club's outgoing captain's final task was to present Maria Jones with a cheque for £4139.19. The amount was raised at a number of competitions and fundraising events during the year.
- 23 Alongside the members of the Chesterton Salvation Army Over-60's group, Major Neil Denyer, corps officer at Chesterton Salvation Army, presented a fundraising cheque to MAAC volunteer John Cookson.
- 24 Astley Music Group held two music evenings at Astley Village Hall in Stourport in tribute to the late Reg Box, a longstanding volunteer for MAAC. The events raised £429.

BUSINESS MATTERS

There are many ways your business can get involved in raising vital funds for the charity. A charity partnership will raise your company's profile through positive PR, brand enhancement, networking and corporate responsibility.

Fund a mission: Every time one of the aircraft takes to the sky it costs approximately £2,500.
Charity of Choice: Our team of fundraisers can help you bring your employees together and will offer a range of fundraising ideas. This is a great way to get the whole team involved and boost staff morale.
Special events: Sponsorship opportunities are often available or our team can help you organise your own event.



If you want to know more about corporate partnerships and how we can support your CSR programme, please contact your corporate fundraising manager, Sofia Voutianitis via sofia.voutianitis@midlandsairambulance.com or call on 0800 8 40 20 40.

Phoenix Group chooses MAAC as charity of choice



Staff at the Phoenix Group recently voted for their choice of charity for 2014. A shortlist of three charities were put to the vote and 41 per cent of employees from the Wythall and London offices chose to support MAAC and the London Air Ambulance, bringing the two distinct charities together as one for the first time in their histories.

Staff at Phoenix's Wythall office experienced first-hand the life-saving skills of the service when a colleague collapsed with a heart attack while at work. The swift response of the helicopter and its aircrew, along with expert first aid administered at the scene, brought about a positive outcome and their colleague is now recovered and back at work.

The charity partnership was officially launched at both office sites by members of the Phoenix Executive Committee who set staff a fundraising target of £140,000.

Sofia Voutianitis, corporate fundraising manager for MAAC, comments: "Phoenix Group's commitment to our two charities comes as extremely welcome news, as their fundraising will help to pay for dozens of life saving missions in both the Midlands and London."



Graypaul Birmingham drives fundraising

Luxury car dealership, Graypaul Birmingham has chosen to support MAAC during 2014, and sponsored the recent Charity Ball and Recognition Awards. To announce the relationship, Sharon Bates and Matthew Morgans from Graypaul joined in the launch of the new aircraft, G-OMAA at the RAF Cosford airbase. The dealership, which sells Ferrari and Maserati cars, is also hosting a number of open days for MAAC and is supporting the charity's GO MAA fundraising campaign.



Sparkling partnership unveiled

Brierley Hill-based jewellers, TH Baker, has chosen MAAC as its charity of choice for 2014. Staff at TH Baker, which has eight stores across the Midlands, will be taking part in a variety of fundraising events throughout 2014, including the charity's go-karting day. In addition the company took the platinum package at the charity's Recognition Awards, and the retailer is going to host a number of in store fundraising activities to raise extra funds for the service.

Phil Higgs, chief operating officer for TH Baker, comments: "Our company was founded in the Midlands over 125 years ago and we still have an incredibly strong commitment to the area, which is one of the reasons why we chose to support the Midlands Air Ambulance Charity. In addition, one of our staff members had to rely on the service, demonstrating just how close to home the charity is. We are really looking forward to supporting this vital service by undertaking a wide range of fundraising activities throughout the year and would encourage our customers to get involved too."

Where there's a Wilko, there's a way to fundraise!

Following a successful year of fundraising across 11 stores, high street favourite, Wilko, has pledged to support MAAC throughout 2014 too.

Last financial year, the stores raised over £40,000 and this year, 27 stores are set to fundraise for the life saving service.

Sofia Voutianitis states: "Wilko's support has been unfaltering since they chose to support our life saving service in 2013. The teams at each store came up with a wide variety of in store and external fundraising events, from superhero dress up days and bake sales, to rowathons and dragon boat races. We are honoured that once again they have chosen to support us, and with more stores across the Midlands getting involved, we know their fundraising will make an incredible difference to the work of our service."



Golfers 'club' together

Thanks to CP Bigwood's annual golf day, MAAC is able to undertake one more life saving mission as the day raised a terrific £2,500 for the service. The event, which took place at Edgbaston Golf Club, was a superb day of golf and networking and the winning team, Butcher Woods Corporate Recovery, were given the opportunity to name a charity to benefit from the fundraising on the day, and they kindly chose our service.

Many thanks to the organisers at CP Bigwood, everyone who took part in the day and helped to fund a mission, and to Butcher Woods Corporate Recovery for selecting our charity.



Health and safety raises funds

The team from the international engineering and construction group, Costain, working at Severn Trent Water's Minworth sewage treatment works, have worked together with their contract partners to raise £750 for the charity.

The money will help fund lifesaving missions across the Midlands and has been raised with support of Costain's head office. Through the Green Card Safety Incentive Scheme, whereby site workers remained safe on site and score well in safety health and environmental inspections, employees from Costain and their sub-contractors gained points, which were turned into cash rewards and donated to charity.

Andrew Mellor, senior site agent, for Costain, comments: "The health and safety of our employees and site visitors is of paramount importance to Costain, which is why we developed our Green Card Safety Incentive Scheme. We are delighted to have raised the money for Midlands Air Ambulance."

MAAC partners with Midlands in Business Magazine



The Midlands in Business Magazine has been proud to spread the word about all the amazing events, charities, businesses and educational institutions based in the area in both the magazine and the Midlands in Business website.

To continue this tradition of spreading good news, the Midlands in Business Magazine is delighted to get the chance to support MAAC. As a bi-monthly Midland-wide business publication, Midlands in Business focuses on providing targeted information to local businesses and will be working alongside the charity to spread the word about their great work.

Packed with up-to-date information and advice for anyone looking for business related news and features, Midlands in Business will be keeping over 40,000 readers informed with the latest news from the charity along with a whole host of other informative features on the environment, regeneration, finance and legal. You can keep up to date with all the latest business news and much more at www.midlandsinbusiness.com generated £1,545 for such a worthy charity."



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SURVIVOR STORY

“This is my opportunity to thank Midlands Air Ambulance – they saved my life.”

Karl Duce from Telford in Shropshire suffered horrendous injuries following a road traffic collision in March 2009. Five years on, Karl is still coming to terms with the aftermath of his accident but thanks to Midlands Air Ambulance, he is able to rebuild his life and see his young daughter grow up.

On the day of the accident Karl had been visiting family, and was driving home with his uncle travelling in the passenger seat. A skip lorry was travelling in the opposite direction, and a piece of metal, which was part of the suspension and weighed almost two stone, had eroded and came hurtling towards Karl's car. Karl tried desperately to avoid the metal bar but it was to no avail as it bounced up off the road and came through the windscreen.

While Karl's uncle was unharmed, the impact of the collision was so severe that Karl suffered a number of horrific and life-threatening injuries. The metal bar pierced his skull, perforating his brain in the process and Karl's left eye socket was crushed.

Karl says: "I really was in a bad way, I was in and out of consciousness, so at the time I didn't know the Midlands Air Ambulance attended. It was only afterwards that I found out the flight paramedics tended to my face whilst trying to make me more comfortable."

Given the severity of Karl's injuries and the obvious threat to his life, it was of utmost importance he was promptly taken to a hospital which was best equipped to deal with his needs.

The aircrew, flight paramedics Ian Jones and Paul Benton and pilot, captain Dave Bronniman, from Midlands Air Ambulance's RAF Cosford airbase in Shropshire, were on the scene within a matter of minutes.

Ian states: "Every year as a fleet of three aircraft we attend over 1,000 road traffic accidents so we are accustomed to some of the most traumatic injuries as a result of vehicle collisions. Nevertheless, Karl's case was one of the worst I've encountered. He had sustained significant head injuries and had a lowered level of consciousness making



it imperative we got him to hospital within the 'Golden Hour'. With help from the fire and the land ambulance crews on scene we rapidly freed Karl from his car and prepared him for the flight."

The Golden Hour refers to a patient dramatically increasing their chances of survival by reaching hospital within 60 minutes of injury. That is why in Karl's case the rapid response of the Midlands Air Ambulance was so vital.

By helicopter it took just eight minutes to transfer Karl from the scene of the collision to the Selly Oak Hospital in Birmingham, where standing-by were the most appropriate medical professionals to deal with his injuries.

Karl continues: "I underwent several operations, including a decompressive craniotomy and a left frontal lobectomy. Following that I spent the next two months in hospital.

"Even today, five years after the accident, I am still coming to terms with it. I am growing in confidence again and I have on-going support from various professionals. I would like to thank them all for what they have done and continue to do.

"This is my opportunity to thank the team at Midlands Air Ambulance – they saved my life. Thanks to them, and with the help of my family and friends, I can now look to the future more positively. My daughter is almost seven years old and I also have another baby on the way with my new partner. My family are the most important part of my life, and I'm so thankful to Midlands Air Ambulance that I am still here to be part of theirs."



THANKS TO OUR FREE WILL WRITING SERVICE IT'S EVEN EASIER TO LEAVE A 'GIFT IN A WILL' AND HELP SAVE COUNTLESS LIVES



Securing legacies helps save lives

Approximately 40 per cent of the service's air ambulance missions across the Midlands are funded through gifts in a Will. As each of the 2,000 missions carried out every year costs £2,500, legacy giving is one of the charity's most important income streams. It's not just our dedicated aircrew who save lives, but the people who support our great service, including those who kindly consider us in their Will.

MAAC's legacy officer, Brian James, comments: "As a nation we take great pride in giving to charity. In fact, according to research over 75 per cent of people give regularly to good causes, but only seven per cent actually donate through their Will."

Brian adds: "This demonstrates the huge potential for growth in legacy fundraising. As a result of encouraging more people to make a Will in the first place, we hope to also increase the number of people who name a charity as a beneficiary in their Will."

This is why MAAC has launched a free Will Writing Service for over 55s, so you can ensure your loved ones are looked after, as well as enabling you to help save lives within your local community.

How to use the Free Will Writing Service?

- Contact a participating solicitor to make an appointment (we can help you find a local firm to suit you).
- Your chosen solicitor will help draft your Will, ensuring you make provision for family and loved ones. Once you are happy with your Will, and it has been formalised, your solicitor will send their invoice to us, which we will pay.
- Legacy donations from supporters make an enormous difference to our work, no matter how big or small. There is no obligation, but if you do choose to leave a gift in a Will to our charity, your solicitor will arrange this.

Those interested in finding out more about legacy giving with MAAC and our free Will Writing Service should visit call the team on 0800 8 40 20 40.

CHARITY NEWS...

It's been another busy few months at Charity HQ, so there's a lot to update you on. Remember you can keep up to date on what we're up to by visiting www.midlandsairambulance.com or by finding us on Facebook and following us on Twitter.

Air operations manager has a baby girl!

Longstanding paramedic and MAA air operations manager, Becky Tinsley, gave birth in May to a beautiful baby girl, Orla Mae.



Before going on maternity leave, she was given a send-off to remember as her last day coincided with the launch of the new helicopter, G-OMAA, and it was a day she refused to miss as the new aircraft has been her 'baby' for the last two years.

While Becky is on maternity leave, our award winning service is in good hands as critical care paramedic, Ian Roberts is taking on the position of acting air operations manager.

Enjoy retail therapy and fundraise for MAAC



We have teamed up with Care2Save, which enables online shoppers to donate to our service at no extra cost to themselves when shopping with several of the UK's leading high street brands. Via www.care2save.co.uk, 80 per cent of the commission made will go directly to consumers' chosen charity, which is why we are urging you to use the website and donate to our great cause. The remaining 20 per cent also goes to charity, in the form of the Care2Save Charitable Trust.



To enable MAAC to become a beneficiary, all online shoppers need to do is fill in the organisation's name and charity number (1143118) at the checkout. So what are you waiting for, get shopping in aid of our service!



MAA named air ambulance of the year

The service is celebrating after being named 'Air Ambulance Team of the Year' at the recent Ambulance Service Institute (ASI) Awards, hosted at a prestigious ceremony at the House of Lords.

The ASI Awards recognise those working in the pre-hospital care sector who have gone above and beyond what is expected in their commitment to saving lives.

Midlands Air Ambulance paramedics Ian Walley, Fay Pollock and Katherine Ellis, plus doctor David Balthazar, alongside

pilots from Bond Air Services, Graham Cannell and James Benson, received the accolade. They were recognised for their roles at a particularly challenging and dangerous agricultural incident in Barton-Under-Needwood where MAA aircrews from RAF Cosford and Tatenhill were in attendance.

On receiving the award, Ian Walley said: "I'm highly honoured to have this in my hands. I am representing the two crews, the fire department and the agricultural people who were on scene at the time."

Ahead for Business >>

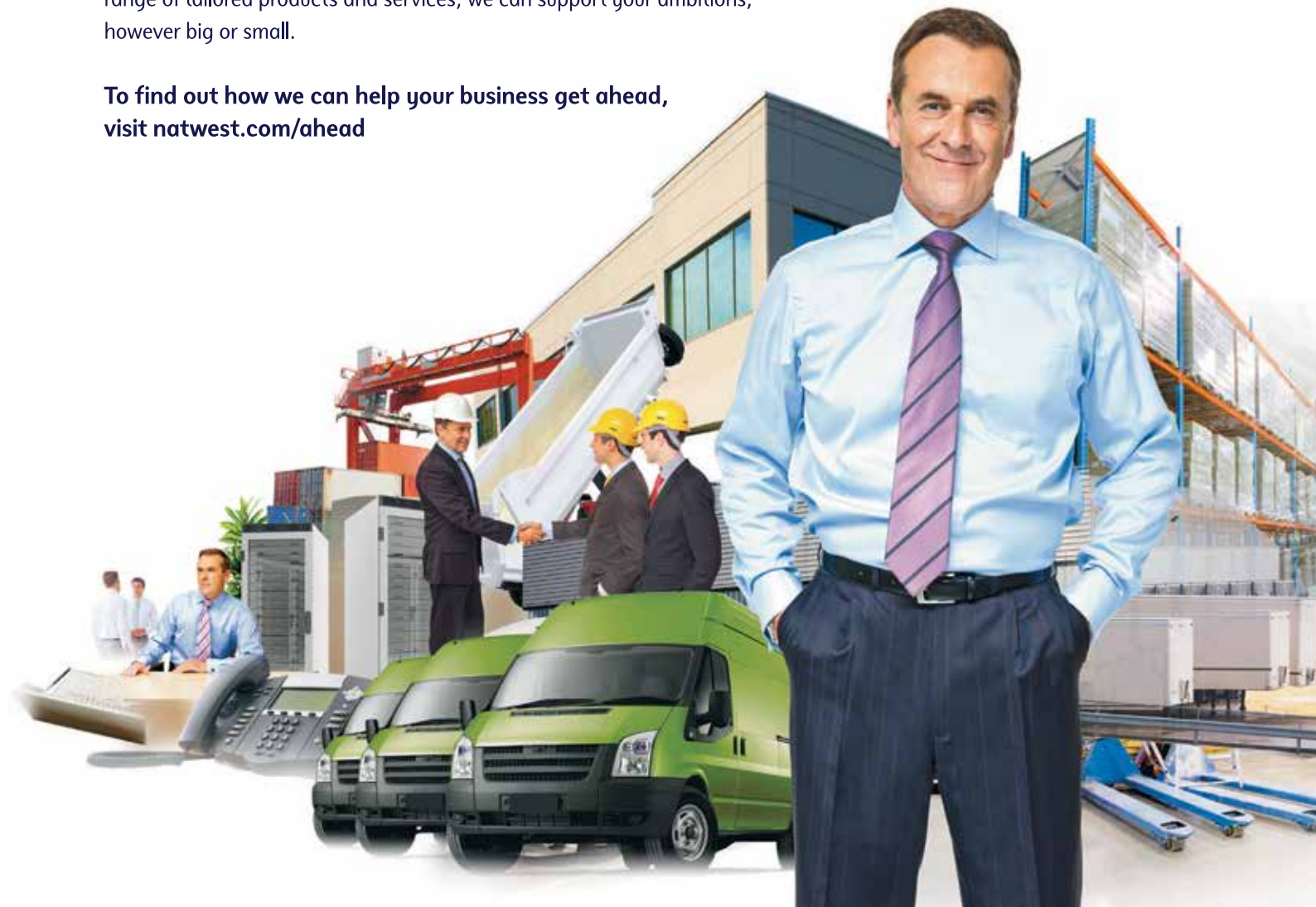
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Volunteers at Cosford airbase



Volunteers at Strensham airbase



More of our Cosford volunteers



Volunteers at Tatenhill airbase

SAVING LIVES, BY DONATING TIME

Volunteers are the backbone of any charity, but for MAAC without our volunteers' commitment, energy, skill and generosity, the life saving service would struggle to exist.

To highlight just how important their role is, the charity's volunteer and events co-ordinator, Alison Hill, ran a series of airbase visits for the volunteers, giving them the opportunity to meet members of the aircrew, see the helicopter in action and find out the latest information about the service.

Volunteer programme

As part of the service's on going commitment to the 85 strong group of supporters, a new volunteering programme is being developed and implemented throughout 2014 to support those who selflessly give their time to the service.

Key focuses:

- **Volunteer recruitment** Due to the increasing number of events organised on behalf of MAAC, there is a distinct need for more volunteers to assist across the six counties.

For 2014, the primary focuses are Herefordshire and the warehouse unit in West Bromwich, where donated items are stored and sorted for the two charity shops.

- **Charity communication** Regional volunteer co-ordinators will be appointed in each of the six counties to assist with volunteer recruitment, and to help organise volunteers for the various events. In addition to the annual volunteer luncheon, quarterly meetings will be hosted in each of the counties to network locally, and share charity news.

- **Donor support** The regional fundraising managers will be working even more closely with the volunteers in their respective counties, to ensure our generous supporters and fundraisers have all the tools.

As a busy charity, we are always in need of more volunteers to assist at events and in the office during certain times, undertake talks and attend cheque presentations. If you are interested in donating your time to MAAC, get in touch with Alison on 0800 8 40 20 40 or email info@midlandsairambulance.com.

TEXTILE RECYCLING IN YOUR AREA

We have now stopped our door to door clothing bag collections, and instead have placed a number distinctive of MAAC branded textile recycling banks across the six Midlands counties we cover.

Supplied by Bag It Up, the textile banks can be found at 35 locations in the region, and counting. We're encouraging you to donate your unwanted clothing and shoes as the sale of every tonne of clothing will go towards funding our life saving missions.

In addition, if you are a business and have the facilities to host one of our textile recycling banks, or would be happy for us to make regular bulk collections, please do get in touch with us, as your support is vital in helping us to raise on going funds for our service. Please contact our team on 0800 8 40 20 40 for more information.





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Behind the Scenes

MAAC boasts a hugely committed team of people who literally keep the charity in the air, and in this edition of Take Off we're introducing our wonderful crew based at the Strensham airbase.

Ian Roberts, Acting Air Operations Manager, joined in 2003

What do you enjoy most about your work with MAA? Being part of a brilliant team who make a real difference every day.

Can you divulge an interesting fact about yourself? I dye my hair grey!

What is the first thing you would buy if you won the lottery? A Lamborghini Aventador.

In three words, how would you describe yourself? Diligent, generous, kind-hearted.



Candice Mansell, HEMS Paramedic, joined in August 2013

Can you divulge an interesting fact about yourself? I trialled for the Welsh senior netball squad.

Who was your hero when you were young and why? Mary King (equestrian 3-day eventer), for being hardworking, caring and awesome.

What job did you want to do when you were a child? I wanted to be a vet or work with elephants in Africa.

What is the first thing you would buy if you won the lottery? A plane ticket to Peru.



Stuart Evans, HEMS Paramedic, joined in 2013

Can you divulge an interesting fact about yourself? I am a 4th degree black belt in Taekwondo, as is my twin sister.

What job did you want to do when you were a child? Barrister.

What are your hobbies outside of MAA?

I enjoy volunteering and university study, I squeeze in a bit of Taekwondo, and make regular visits to Nandos to catching up with my various circles of friends.

In three words, how would you describe yourself?

Ambitious, honest and outgoing.



Sarah Low, HEMS Paramedic, joined in 2011

If you were stuck in a lift, who would you want to be stuck with? A lift engineer!

What do you enjoy most about your work with MAA? Helping people, making a difference and my wonderful, motivated colleagues.

Who was your hero when you were young and why? Colin Jackson. I competed in sprint hurdling in the '80s and he's still a great ambassador for the sport.

In three words, how would you describe yourself? Happy, adventurous and open-minded.



Mark Dennis, Pilot, joined in 2011

If you were stuck in a lift, who would you want to be stuck with? Kylie Minogue.

What do you enjoy most about your work with MAA? Working with such a professional and dedicated teams.

Can you divulge an interesting fact about yourself? I sang the backing vocals on the chart topping 'Remember You're A Womble'.

In three words, how would you describe yourself? Ruggedly handsome pilot.



Tom Davies, HEMS Paramedic, joined in 2013

Can you divulge an interesting fact about yourself? I was a scuba diving instructor in the Caribbean and once took Lloyd Grossman diving.

What job did you want to do when you were a child? All I wanted to do was play sport.

What is the first thing you would buy if you won the lottery? I would buy a house like in the game Cluedo, where I could pull a book in the library and the book case would open and reveal a passageway to a fire place in the kitchen.

What are your hobbies outside of MAA? Pretending to keep fit and spending time with my kids.

In three words, how would you describe yourself? Right now – chilled, happy and forgetful.



Allister McNeill, HEMS Paramedic, training to be a Critical Care Paramedic, joined in 2009

What do you enjoy most about your work with MAA? The satisfaction of using more of my paramedic skills as we tend to airlift the more extreme medical and trauma patients.

Can you divulge an interesting fact about yourself? I can still solve a Rubik's Cube in a couple of minutes.

Who was your hero when you were young and why? Luke Skywalker...well Star Wars was in when I was a kid!

What are your hobbies outside of MAA? Rock climbing and mountaineering.



Andy Hayles, Critical Care Paramedic, joined in 2011

If you were stuck in a lift, who would you want to be stuck with? The A-Team. They could knock up a good escape plan!

Who was your hero when you were young and why? Steve McQueen. He was the kind of chap I'd like to be, never giving up, and still managing to smile and look cool whatever happened.

What is the first thing you would buy if you won the lottery? A carbon tri-bike to buy me speed as I seem incapable of gaining it through training.

What are your hobbies outside of MAA? Running and triathlons, and despite my lack of biking ability I completed an Ironman Triathlon in 2012. My wife and I have a Jack Russell dog and I love walking with them in the nearby fields and woods.



Tim Hutchins, Pilot, joined in 2011

What do you enjoy most about your work with MAA? Finding the best solution to a HEMS scenario and delivering the best help available to patients who are often in considerable pain and very frightened.

Who was your hero when you were young and why? Peter Lorimer; he helped Leeds

United win the Championship in 1972 and the FA Cup in 1974 with reputedly the hardest kick in English football.

What job did you want to do when you were a child? I wanted to be an astronaut.

What are your hobbies outside of MAA? I enjoy hill walking, skiing, F1 and family stuff!



Julian Spiers, Critical Care Paramedic & Aircrew Supervisor, joined in 2006

If you were stuck in a lift, who would you want to be stuck with? Michael Macintyre, at least he would see the funny side!

What do you enjoy most about your work with MAA? Working with dedicated staff to provide the best care to critically injured patients.

Who was your hero when you were young and why? James Bond – travelling the world, nice cars, hi-tech gadgets, bad guys at every turn – sounded like fun, these days it sounds like hard work!

What is the first thing you would buy if you won the lottery? Probably a house, a barn conversion would do nicely.

In three words, how would you describe yourself? Generous, approachable and committed.



Let's get social!



It's official, we are now the most liked air ambulance charity on Facebook – with over 32,000 likes and counting! Here are some of our favourite tweets and Facebook posts.



Louise Rachel Hinchliffe ▶ Midlands Air Ambulance

You're amazing. I want to say thank you so much for helping in saving my dads life. About a month ago he was flown from Croatia back to East Midlands. At this point Midlands Air Ambulance picked him up and took him to Northern General. My dad is 77 and had suffered a massive heart attack. He has since spent 3 weeks in intensive care on life support. I am now pleased to report after a small heart operation, he is on the mend. My mum and dad already donate and my mum cannot thank you enough. Thank you once again..



Sarah Hopewell You're amazing! You helped save my son's life a year ago after a car accident. Carry on the amazing work x



Mya Sian You all do a fab job and helped my daughter 😊 couldnt thank you all enough 😊 xxx



Bernie Corbett

Thank you so much, the throckmorton event looks good! My husband age 36 last march had a cardiac arrest and you were called to take him to Bristol but couldn't land so he was then police escorted to Bristol, thankfully he survived. But what brilliant work you do so thank you x



Carl Lloyd loving the new air ambulance. It landed at the back of me in west brom yesterday afternoon.



Nikki Bracegirdle I have liked and shared. You do a fantastic job - thank you for saving my life! X



Tina Humber Saved my Husband in October, cant thank you enough, true heroes ... liked and shared



Wayne Hyden ▶ Midlands Air Ambulance

A huge thank you to the crew of G-EMAA at Tatenhill today for letting my daughters Chloe and Lorna have a closer look and sit in the helicopter for photos. Very much appreciated. Will post pics to the page soon. Thank you once again and keep up the good work :)



Jenny Gilbert You provide a fantastic service to the sick and injured and also to their families!



David Cadywold They saved my life :)



Mandy Pritchard You fly over my house when going to Hereford Hospital you are angels in the sky god bless this wonderful service xx



Robert Wootten ▶ Midlands Air Ambulance

Massive thank you to you guys for getting a mate to the QE on Wednesday evening on the A454 Bridgnorth Road Shipley, his motorcycle was in collision with an articulated lorry at about 8:15, I am certain your swift actions have saved his life, once again thank you from all of us who were there that evening.



Donna Aish ▶ Midlands Air Ambulance

My little granddaughter might not have been here today if it wasn't for your air ambulance
x



chantelle @lethal_tizzle

Skydive tomorrow hopefully! Wish this #rain would stop. Jumping for @MAA_Charity last minute donations welcome at doitforcharity.com/cmattthews

Join in the conversation – like us on Facebook  (www.facebook.com/midlandsairambulance), follow us on Twitter  (@MAA_Charity) and LinkedIn , search for our photos on Pinterest  and find us on Google+

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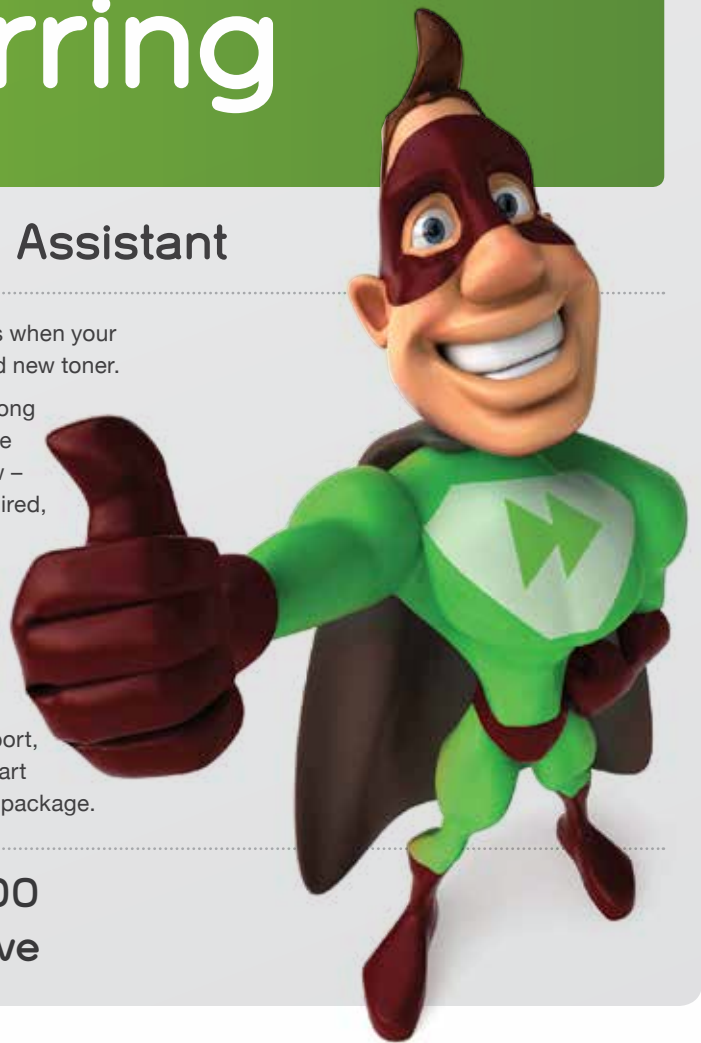
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