

THE OFFICIAL MAGAZINE OF MIDLANDS AIR AMBULANCE CHARITY

Takeoff

Issue No. 14



**FACTS
& FIGURES
NEW HEIGHTS
IN PATIENT
CARE**

IN THIS ISSUE

Volunteers needed!

PLUS

- Read about the dramatic helicopter rescue of an injured mountain biker
- Discover what happens to your charity donations after we receive them

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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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MIDLANDS
AIR AMBULANCE CHARITY®

Registered Charity Number 1143118, (formerly 1001064)

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 of 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*



Saving lives with your support

Welcome to the winter edition of Take Off, where once again I am delighted to share some of our most recent news, activities and events with you.

So far in 2014 we have held three of our most successful fundraising events to date, and I am proud to say that this is down to you, our loyal supporters. There was an amazing turnout for our Bike4Life Ride Out and Festival, while our Recognition Awards and Charity Ball was a great way to recognise our unsung heroes. Our annual Open Day at our Strensham airbase was a real family affair – it was great to see so many people being able to learn more about what we do in such a hands-on way. These three events combined to raise over £100,000 which ultimately means we can undertake 40 further life saving air ambulance missions in the region, something I am personally very proud of.

You may know that we have extended our service to 14 hours per day, flying in the hours of darkness between lit helipads, to and from the specialist hospitals across our region. This is significant and allows us to continue ensuring that patients reach the hospital best suited to their needs, not simply the one that is closest. Historically we flew just eight hours per day during the winter, so we are extremely pleased to have achieved this milestone. Over the next six months we'll be closely monitoring patient benefits and if it proves successful, we'll be exploring options to extend our vitally important service even further in future.

In this edition, I'd also like to introduce you to the men and women who work on the Air Desk at West Midlands Ambulance Service NHS Foundation Trust, who are an integral part of the team. They are tasked with dispatching our three aircraft to the most serious or remotely located incidents in the Midlands. Their support means we reach patients and take them to the most appropriate specialist hospital as swiftly as possible – we simply couldn't operate without them.

Lastly, I would like to thank all of our supporters, volunteers and corporate partners for all their hard work, dedication and commitment throughout 2014. Hearing about your amazing fundraising feats and achievements is a constant delight and we are privileged to have you on board.

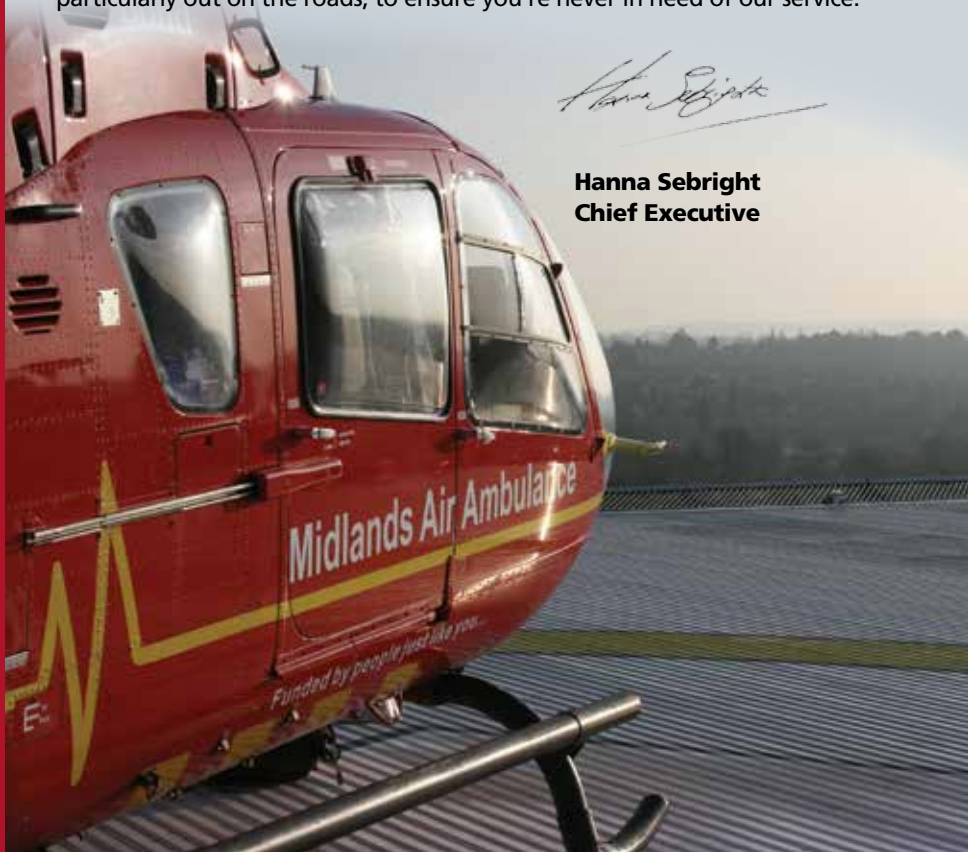
Enjoy this edition of Take Off and, as we face the dark nights and winter months, please do take good care of yourselves and your loved ones, particularly out on the roads, to ensure you're never in need of our service.

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 EVENTS DIARY



There are so many ways you can support the Midlands Air Ambulance Charity, and participating in one of our fundraising events is a great way to get involved, have a great time, and raise vital funds for the charity.

Here is a selection of our forthcoming events. More will be added to the diary in the coming months, so check out our website at www.midlandsairambulance.com for further details.

DECEMBER 2014

Young Heroes Christmas Party

Strensham airbase, Worcestershire

Sunday 14th December

To acknowledge the bravery of the youngsters airlifted by MAAC – often in life or death situations, the charity is hosting a very special Christmas party.

The young heroes will have the opportunity to be reunited with members of the aircrew who attended their incidents. In addition, the charity is inviting some very special guests to help make the festive party one to remember.

The event is free to attend and open to everyone under the age of 16 who has been airlifted by the Midlands Air Ambulance in the past three years.



FEBRUARY 2015

Tough Guy

Wolverhampton

Sunday 1st February

If you're ready for the challenge of a lifetime, then enter one of the hardest events in the UK, the Tough Guy. The 15km race, which takes place in Wolverhampton, includes over 200 obstacles such as electric shocks and barbed wire!

Registration is at the reduced charity rate of £75 with a minimum sponsorship target of £100. In addition, the fastest entrant running for the charity will win a visit to their local MAAC airbase.



MARCH 2015

After Dark Go Karting

Birmingham

Thursday 12th March

Birmingham Wheels will play host to MAAC's first after dark go karting event, making it an ideal choice for competitive colleagues, friends and families.

Teams of four will compete for the coveted title of Midlands Air Ambulance Charity Champions during a 90-minute endurance race. The evening starts with a free practise, followed by the main event, and trophies and bubbly will be up for grabs for the podium winners.

Entrants are required to pay £200 per team of four, and the cost includes refreshments. For the more competitive racers, teams can take part in a 'Grid Bid' to secure the best starting position.



MARCH 2015

Tandem Skydive

Tilstock Airfield, Whitchurch
Saturday 28th March

Taking place at Tilstock Airfield in Whitchurch, daredevil fundraisers are encouraged to take the leap of faith for MAAC.



As part of the day you will receive tuition from an instructor before taking to the skies and exiting the plane at 10,000ft!

Registration is £70 and if you commit to a minimum fundraising target of £400, you can jump for free.

Business Networking Event

Venue TBC

Thursday 26th March

This exclusive evening networking event is best placed for local CEO's, managing directors, senior managers and our corporate partners. It is designed to facilitate networking at a higher level and create long-standing relationships.

The event, which costs just £10 to attend, will commence with a drinks and canapé reception, followed by a short presentation about the life saving work of the charity and a speech by a renowned Midlander (details to be announced in the new year).

APRIL 2015

St George's Day Traditional Afternoon Tea

Queen's Hotel, Cheltenham
Thursday 23rd April

Come and join us on St George's Day for a wonderful afternoon tea served between 2pm and 5pm at the regal setting of The Queen's Hotel in Cheltenham.

Tickets cost £19.50 per person, while a table of ten is £185, and why not treat yourself to a glass of champagne at the special price of just £5 per glass.



APRIL 2015

Bike4Life Ride Out and Festival 2015

Shrewsbury & RAF Cosford
Sunday 26th April

Now in its fifth year, Bike4Life is the biking event to kick start the motorcycle season. In previous years it has attracted over 8,000 bikers and enthusiasts from across the UK.

The much anticipated 23 mile Ride Out finishes at the incredible setting of the RAF Museum Cosford near Wolverhampton, which is home to the Bike4Life Festival.

With support from radio station Planet Rock there will be arena displays, stalls and exhibitions, biker tutorials raising awareness of road safety, live music and more. The atmosphere will be electric, making it a great day out for bikers, the local community and families alike.

If you would like more information please visit: www.bike4lifefest.com.



JUNE 2015

Charity Ball and Recognition Awards

Edgbaston Stadium, Birmingham

Friday, 19th June (subject to fixtures)



Now in its third year, this prestigious event has become a highlight in the Midlands' social calendar, attracting charity supporters, business leaders and sporting and TV celebrities.

The event is designed to celebrate the charity's successes and recognise those who have made an impact on the charity in terms of their loyalty, dedication and bravery. All proceeds from this fantastic event go towards funding the life saving work of MAAC.

For further details on the event and how you join us in celebrating our unsung heroes just contact the charity on 0800 8 40 20 40.

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 at 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.



'Spruced' up tractor keeps fundraising on track

Members of the Bridgnorth Vintage Machinery Club have been stalwart supporters of the charity for two decades and have raised over £50,000, directly funding 20 life saving missions.

Here's an insight into what they've been up to in 2014:

Over £13,600 was raised following the raffle of a restored 1961 International B275 tractor at the National Vintage Tractor Road Run, which was held in Bridgnorth. Bridgnorth Vintage Machinery Club chairman, David Spruce, and members of the club acquired the tractor and lovingly restored it to its former glory. The club decided to raffle the tractor for MAAC to assist with the charity's life saving work across the region, including the rural communities in Shropshire.

In the six months leading up to the much-anticipated 25 mile National Vintage Tractor Road Run, the club sold thousands of raffle tickets, with the renovated tractor as the star prize. The raffle was drawn after the main event, which saw

600 tractors take part and thousands of eager spectators join in the fun.

On donating the funds to MAAC, David Spruce said: "It was the first time anywhere in Shropshire had hosted the National event. With the help of lots of people in and around Shropshire we were able to give the Midlands Air Ambulance a cheque for £13,603, and we will be presenting another cheque to the charity before the end of the year."

MAAC volunteer, Gina Constable, said: "What David and the members of the Bridgnorth Vintage Machinery Club have achieved in the last 20 years is outstanding and most recently they have worked extremely hard to restore the old tractor to raise money for the Midlands Air Ambulance. It has been an absolute pleasure and honour to work alongside them for the last two decades of fundraising, and while we started out as a group of fundraisers, I would now count them all as very dear friends."

Shoppers enjoyed custard carnage!

Bathroom City and high street store BHS teamed up with the charity for a bathtub sit-in fundraising challenge, which raised over £1,000. Bathroom City supplied the bathtub and 380 tins of custard used at the event in Merry Hill Shopping Centre's BHS store.



Three brave volunteers, Rich Horton, Steven Pinner and Thomas Jones from BHS, each spent three hours submerged in the yellow stuff while passing shoppers emptied even more tins over their heads in return for a cash donation.

Instead of opting for the traditional baked beans-in-a-bath fundraiser, the charity conducted a social media poll before the day and thousands of Facebook fans voted on what gungy concoction would be used to fill the tub. Rice pudding, tinned spaghetti and soup were among the options but custard turned out to be the most popular choice.

Bathroom City's Matt Passmore said: "What started out as a straightforward bath sit-in rapidly turned into a gunge-fest! We were delighted to be able to help such a worthwhile charity and the team from BHS were fantastic to work with. I was just glad I didn't have to go in the bath myself!"

Drayton Manor Theme Park joins 'G-Forces' with MAAC

Leading leisure attraction Drayton Manor Theme Park has launched a charity collaboration with MAAC and will donate one penny for everyone who rides the G-Force rollercoaster, up to £5,000 per year.

MAAC ambassador and ten times Paralympic dressage gold medallist, Dr (Hon) Lee Pearson OBE CBE MBE, attended the launch and fearlessly rode the G-Force rollercoaster alongside members of the MAAC aircrew.

Colin Bryan, CEO and group managing director of Drayton Manor Theme Park, said: "The Midlands Air Ambulance Charity is a fantastic cause that is at the heart of saving



lives across the region. Here at Drayton Manor, we are always looking for ways to give back to the local community, and it fills us with immense pride to be able to help fund the vital work that the MAAC do."

Jason Levy, fundraising and marketing director for MAAC, added: "Drayton Manor Theme Park is one of the most popular destinations in the Midlands, so we are delighted the park chose to partner with us."

Postcode Anywhere funds a mission

Charity supporters, Postcode Anywhere raised over £2,560 by organising a cycling day with three differing-length courses for entrants to participate in.



The Worcester-based technology company organised the four, 15 and 50 miles course event as they wanted to attract cyclists of all ages and abilities, with the particular emphasis on family outings.

The company's PR manager Natalie Green, who helped to organise the charity fundraising day, said: "We were so proud to be able to support the Midlands Air Ambulance Charity with the amazing proceeds from our 'fun' charity bike ride event. We couldn't have done it without the stalwart support and generosity and of our friends, family, customers, suppliers and other community partners."

Funds come rolling in



Four members of the Rolling Hills Harley Owners Group Chapter based in Cheltenham took on the Iron H.O.G (Harley Owners' Group) Challenge in the summer and raised £3,820 for the charity.

The Iron H.O.G. Challenge is a demanding 48-hour ride around mainland UK visiting 27 Harley-Davidson dealerships including Swansea to the west, Plymouth to the south, Maidstone in the east and Edinburgh in the north.

The team consisted of Kris Matuszyk, Martin Russell, Dave Bavister and Tim Richards, who presented the cheque to fundraising manager, Susie Godwin, at the Strensham airbase Open Day, where everyone had a great time getting to know the Rolling Hills team. Thanks to the guys who took part, and everyone who supported them along the way!

Cyclists got on their bike for air ambulance charities

250 cyclists took part in the Cycle4Life event, between Birmingham and Oxford, raising over £7,800 for MAAC and the Thames Valley & Chiltern Air Ambulance. The 77 mile route took in beautiful scenery, but some gruelling terrain, meaning the entrants had a challenging ride between Solihull College, through the Cotswolds to the banks of the River Thames in Oxfordshire. On finishing the ride, cyclists were greeted by the MAAC team, family and friends and a big party to celebrate their achievements.

Among the riders taking part were seven members of MAAC's lifesaving aircrew, who are more used to seeing

the beautiful countryside from the skies. Doctor Nick Crombie, clinical lead for Midlands

Air Ambulance, commented: "As we attend some of the most traumatic and hard to reach incidents in the Midlands, we all have to keep extremely fit, so a number of us wanted to take on the Cycle4Life challenge. It was great riding with fellow fundraisers and we're immensely proud have taken part, helping to raise over £7,800 for the two charities"



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

Hawthorn House, Dudley Road, Stourbridge, West Midlands, United Kingdom DY9 8BQ



MIDLANDS
AIR AMBULANCE CHARITY®

Registered Charity Number 1143118, (formerly 1001064)

SURVIVOR STORY

“Thanks to Midlands Air Ambulance, I got the best treatment available to help me recover after a tragic car accident.”

Like many 23-year-olds, Steven Burns from Cannock was into his cars. But as a sensible driver, he never envisaged being in an accident that would almost kill him.

It was a warm July evening and Steven was at a friend's birthday party at a local pub, but as he was driving his pride and joy, a Ford Escort, he decided not to drink that night. While outside chatting about cars with a couple of people from the birthday party, one of his friends was showing off his new car and offered to take Steven for a quick spin.

Steven states: “I loved my car, so was always careful while driving as I didn't want to damage it, or myself for that matter. I thought my friend would have felt the same about his, but unfortunately not.”

He explains what happened next: “I was a bit apprehensive as my other friend didn't want to come in the car and as soon as we pulled out of the pub car park, I knew he was showing off. He was driving way too fast and we were only a mile from the pub when the car mounted a kerb and we hurled into a brick wall head on. My memory about what happened after that is very patchy.”

Steven drifted in and out of consciousness, and although he knew they had been in a crash, he couldn't figure out what was happening around him. He continues: “It all felt like a dream and it was very surreal. There were lots of people around the car, local residents who'd heard the crash, and the emergency services. I was in a lot of pain, especially in my neck and down my spine, which worried me the most.”

Due to the impact, Steven had broken one of his vertebrae in his neck. Despite this, he was the lucky one – the driver of the car tragically died in the impact of the crash.

“At the time I didn't know he had died and due to my injuries I couldn't turn my head. Looking back now, that was a good thing, as I wouldn't have wanted to see him.”

To release Steven from the vehicle, the paramedics on the scene worked closely with the fire brigade to cut him out of the car and get him to the local hospital, Walsall Manor, as quickly as possible.

On assessing his condition, the land crew paramedics made the decision that Steven needed treatment at Stoke Hospital, which is a specialist trauma centre for back and neck injuries, but the drive by land ambulance would have taken well over an hour.

As well as attending incident scenes, two per cent of Midlands Air Ambulance's missions are hospital transfers,

taking severely injured patients to the most appropriate hospital for their individual needs.

The Midlands Air Ambulance aircrew from the Cosford airbase in Shropshire arrived at Walsall Manor and prepared Steven for the short flight to Stoke.

“I was strapped onto a spinal board and taken to the aircraft, which was a really cool experience. At this point I wasn't in so much pain, and I can't tell if that was from the medication or the excitement of going in the helicopter! The flight paramedics were fantastic and kept talking to me to reassure me about what was happening as I was hooked up to a lot of monitors. I remember thinking ‘wow I'm in a helicopter, but I wish I could see out of the window’. It was such an incredible experience and one I will never forget.

On arrival at Stoke Hospital, Steven was rushed in for X-Rays, plus a CT and MRI scan to assess his back and neck. He was taken into theatre where the surgeons took a bone graft from his hip and pinned it in place with a titanium plate to help mend his vertebrae.

Steven was in hospital for ten days and spent the rest of his recovery at home. “The team at Stoke Hospital said I made an incredible recovery. Thanks to the paramedics on scene and the speedy transfer to the specialist hospital via the Midlands Air Ambulance, I had the very best treatment available to me,” adds Steven.

“Although I'm limited to about 80 per cent movement in my neck, I count myself extremely lucky to be alive and I'm still able to enjoy an active lifestyle. I love mountain biking and riding my BMX as well as going on track days with my car. It could have been such a different outcome and I can't thank the air crew from Midlands Air Ambulance enough for giving me the best possible chance to make such a good recovery.”





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ROLEX

WATCH FEATURED SUBJECT TO STOCK AVAILABILITY

PATIENT CARE REACHES NEW HEIGHTS

In MAAC's 23-year history, the charity has only been able to operate its three air ambulance helicopters during the hours of daylight, this has now changed.

Thanks to clinical and operational research into the increasing demand for the service, coupled with on going public support of the charity, the Midlands Air Ambulance aircrews now take to the skies into the hours of darkness.

Previously, the charity's three aircraft operated 14 hours per day between 7am and 9pm in the summer months, which was reduced to just eight hours of daylight during the winter months. Thanks to generous donations from the local

communities and businesses, the charity is now in a position to extend the operating hours of the service to 14 hours per day all year round.

Becky Tinsley, air operations manager for MAAC, explains: "Due to demand for our service exceeding daylight hours, we have invested a proportion of the public's donations into flying our aircraft into the evenings.

"At this stage, it means that we will carry out our full Helicopter Emergency Medical Service (HEMS) during daylight hours, and will fly between lit helipads in the hours of darkness, taking patients to the most appropriate specialist trauma hospital for their needs."

Becky adds: "This expansion is another significant milestone for MAAC, and is the first step towards the provision of HEMS during the night across the Midlands. While undertaking air ambulance missions at night is part of our strategic plan, we cannot achieve this goal without further aircrew training and investment in facilities and medical supplies, which is why the public's continued support is required now more than ever."

DID YOU KNOW, LAST YEAR WE...

ON AVERAGE WE AIRLIFT A CHILD EVERY **4 DAYS** WE RESPONDED TO **403** INCIDENTS IN STAFFORDSHIRE

WE HAVE EXTENDED OUR FLYING TIMES FROM **7AM UNTIL 9PM** THROUGHOUT THE YEAR

THE CHARITY HAS NOW RESPONDED TO OVER **40,000 INCIDENTS** AVERAGING **2,000 MISSIONS EACH YEAR**

MAA AIRCREW ATTEND **OVER 1,000** ROAD TRAFFIC ACCIDENTS ON SOME OF THE MOST CONGESTED MOTORWAY NETWORKS IN THE COUNTRY

WE AIRLIFTED **358** PATIENTS OUT OF SHROPSHIRE

WE RESPONDED TO **37** INDUSTRIAL & AGRICULTURAL INCIDENTS

IN 2013 THE COLLECTION TINS RAISED **£400,000** WHICH WILL COVER THE COST OF FUEL FOR THE WHOLE OF 2014

WE ATTENDED **111** SPORTING INJURIES

WE TRANSFERRED **35** PATIENTS NEEDING SERIOUS TREATMENT

WE FLEW INTO THE QE HOSPITAL IN BIRMINGHAM ALMOST EVERY DAY LAST YEAR

OUR DOCTORS WERE ON CALL EVERY DAY LAST YEAR

EACH AIR AMBULANCE MISSION COSTS AN AVERAGE OF **£2,500**

WE OPERATE WITH **100% DOCTOR** COVERAGE OUT OF COSFORD AIRBASE

WE AIRLIFTED **239** PEOPLE FROM A FALL

WE AIRLIFTED **400** PATIENTS IN THE WEST MIDLANDS

WE AIRLIFTED **106** MOTORCYCLISTS IN NEED OF OUR SERVICE

WE AIRLIFTED **452** EVERY WEEK INCIDENTS WE WE AIRLIFT ATTENDED TOOK PLACE IN HEREFORDSHIRE AND WORCESTERSHIRE

WE AIRLIFTED **3** AIR AMBULANCE HELICOPTERS ARE BASED AT COSFORD IN SHROPSHIRE, TATENHILL AIRBASE AND M5 STRENSHAM

EACH AIRCRAFT CARRIES A PILOT AND **2** PARAMEDICS OR FLIGHT DOCTORS PLUS FULL LIFE-SUPPORT MEDICAL EQUIPMENT

4 IN EVERY 10 INCIDENTS WE ATTEND WAS FUNDED THROUGH A GIFT IN A WILL

19 INCIDENTS WERE ATTENDED IN GLOUCESTERSHIRE

90% OF ALL DONATIONS DIRECTLY SUPPORT AIR OPERATIONS

8,000 COLLECTION TINS ARE IN CIRCULATION

90% OF THE REGION IS ACCESSIBLE WITHIN **8 MINUTES**

CHARITY NEWS...

Midlands Air Ambulance strives to be the very best air ambulance in the UK, and in the last few months, the charity has made a number of advances. Read on to find out more.



Augmented reality becomes a reality

We have expanded our online presence and have become the first air ambulance service

in the world to launch a mobile Application containing Augmented Reality. Developed in partnership with Bronze Software Labs, the App, named A.I.R. Ambulance, (Augmented Interactive Reality Ambulance), is the first of its kind for the air ambulance community. It gives users the chance to see our distinctive red helicopters in augmented reality when hovering their smartphone over any British bank note or the MAAC logo.

Jason Levy, fundraising and marketing director for MAAC, says: "We pride ourselves on being innovators in raising awareness of the vital work of our air ambulances, and believe the cutting edge technology used within the new App will allow users to experience our world, without the actual need for the service."

Whilst the App is free, users may choose to text a donation via the service, or use Barclays PingIt, making donating to the charity, quick, safe and easy.

To download the App, visit The App Store or Google Play and search for A.I.R. Ambulance. Let us know what you think of it by commenting on our Facebook page and Twitter feed.



Enjoy a sweet treat with MAAC

Midlands Air Ambulance is one of eight air ambulance charities supported by Sweet Treat Donations in the UK, and to date the organisation has raised over £14,200 for MAAC, funding five air ambulance missions in the region.

Sweet Treat Donations' snack box are a popular choice in offices and work places across the Midlands, offering employees a range of 40 differing treats and snacks, for a donation to the charity. In addition, if you are thinking of setting up a franchise to supplement your income, then why not consider franchising with Sweet Treat Donations and support MAAC at the same time?

Contact their team on 01271 268 323 or visit www.sweettreatdonations.com.

Charity launches new website

This November the charity will launch a new and improved

website for those who want to find out more about the vitally important work of the Midlands Air Ambulance, and how they can support the service.

Jason Levy says: "The aim of the new website, found at www.midlandsairambulance.com, will be to enable people to find exactly what need in just a couple of clicks. Whether they want to learn about the history of the service, find out more about upcoming events, read our latest news or sign up to our life saving lottery, the new website will be easy to navigate and is packed with all you need to know about our great charity."

The new website includes a number of new elements, including a facility for fundraisers to upload their own events, which is a great tool for marketing their activities to over 10,000 people each month.



MAA paramedic is 'piping' hot!

Critical care paramedic, Ian Walley, based at the Tatenhill airbase in Staffordshire, is used to carrying a responder bag with him, but he recently swapped his day job to carry a bag of an entirely different kind...bagpipes! Ian has been playing the bagpipes for three decades and currently holds the prestigious title of Pipe Sergeant at the Scots Guards Association (Manchester) Pipe Band.



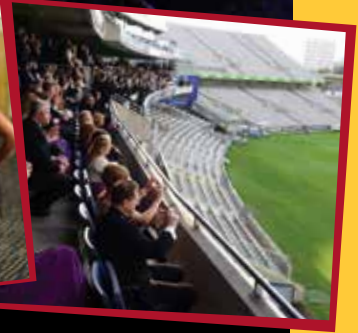
The band was invited to The Royal Edinburgh Military Tattoo, and had four months of practise before taking centre stage at Edinburgh Castle six days a week for three weeks in August. Ian comments: "When I stood on the Edinburgh Castle Esplanade, I could hardly believe it. I've been watching The Tattoo since 1982 and there I was in it! I even performed in the Commonwealth Games' closing ceremony. It was a fantastic experience all round."

HERE'S A ROUND UP
OF TWO OF OUR MOST
SUCCESSFUL EVENTS
IN 2014...

Recognition Awards and Charity Ball

MAAC would like to thank the 500 guests who attended the Recognition Awards and Charity Ball in June, as they helped to raise £80,000 for the vitally important life saving service.

The star-studded black tie evening, which was sponsored by eight corporate partners, including jewellers TH Baker, took place at Edgbaston Stadium. The night was attended by the charity's celebrity ambassadors, charity supporters, a number of the service's corporate partners, Mark Pritchard MP, Paul Uppal MP, and members of UB40!



During the evening, the Recognition Awards highlighted some of the great work of supporters, staff and former patients.

THE 2014 WINNERS ARE:

Volunteer of the Year – Bill & Linda Snaith from Rugeley

Sky Champ – Joshua Dudley from Cradley

Fundraiser of the Year – Thelma Price from Bridgnorth

Extreme Fundraiser of the Year – 3PeaksForLisa – family and friends from Uttoxeter

Business Partnership of the Year – Wilkinsons stores

Medic of the Year – paramedic Colin Apps from Worcester

Bravery Award – Oliver Fernihough from Herefordshire

Special Recognition Award – Members of MAA's aircrew: Ian Walley, Katherine Ellis, Fay Pollock, Dr David Balthazar and pilots James Benson and Graham Cannell.

Strensham Open Day

Over £5,400 was raised at the 2014 Strensham Airbase Open Day, an increase of 65 per cent in donations year on year, making the event one of the most successful to date.

Over 1,800 people attended the day, which is a firm highlight in the charity's fundraising calendar, as it gives the public a chance to meet the life saving flight paramedics and doctors, and get up close to one of Midlands Air Ambulance's helicopters.

Jason Levy, fundraising and marketing director for MAAC said, "This year we were overwhelmed by the

level of support and would just like to thank everyone who joined us on the day and made it so special. We'd also like to thank all the exhibitors and our volunteers for their support on the day, without them it wouldn't have been such a success."





“With a little help from our friends”

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



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- 1 26-year-old Elliot Evans has suffered from cerebral palsy all his life. He is a huge supporter of MAAC and raised £1,190 by undertaking a skydive for the charity.
- 2 Harry Delves and the team from Tuffins ran the Shropshire Mud Run and raised £2,500 – enough to fund a life saving mission.
- 3 Andy Powell (pictured in the lorry), along with many of his lorry driving comrades, raised a staggering £10,000 at two annual Hereford Truck Shows held at Hereford Racecourse.
- 4 Mayor of Bromyard, councillor Alan Sheldon and his wife, Mayoress Mary Sheldon, have chosen two charities to support including MAAC and they hope to donate £2,000 to the service at the end of the year.
- 5 The Riders Association of Triumph (RAT), otherwise known as Gloucester Meteors Triumph Owners Motorcycle Club, (Gloucestershire Branch), supports MAAC in memory of one of the riders, Debz Leaverland's daughter Corrina. The club has been supporting MAAC for many years and has raised in excess of £4,000.
- 6 Thank you to the ladies from the Rangemore and Tatenhill WI group organised an afternoon tea which raised £750 for MAAC.
- 7 Pupils at Stanford College, part of Clayton Hall Business and Language Collage have been supporting MAAC for over four years, and have undertaken a number of fundraising activities including hair straightening, the ice bucket challenge, cake bakes and sales, a summer fayre and spare change donations. On average they raise £65 per term, and have raised over £830 in total.
- 8 Team Cock from The Cock at Hanbury public house in Staffordshire raised £9,133 by cycling from the pub to the Isle of Man TT course and back to again. It was a gruelling 250 miles in just 2.5 days!
- 9 The Drunken Monkey Rock Festival, which was held at the Drum and Monkey near Upton-on-Severn, raised £5,300 for MAAC. The festival was headlined by Worcester's Bon Scott AC/DC Tribute band RIFF/RAFF and 300 people attended, many of whom camped overnight. The organisers would like to thank Paul Harker for allowing the festival to take place.
- 10 Thank you to the children, parents and staff from Upton-On-Severn Primary School for hosting a fundraising BBQ. A group of Year 5 children visited the Strensham airbase to present a cheque to the charity for £910.80
- 11 With a family interested in cycling, horse riding and motorbikes, Rupert Barnes took on the London 100 Mile Bike Ride to help raise funds for MAAC. He joined over 25,000 other keen cyclists and raised over £360 for the charity.
- 12 Joan Williams held an open garden weekend at her home in Burton On Trent and raised £1,181, what a 'blooming' marvellous effort!
- 13 The organisers of the Bretforton Open Gardens event had a fantastic day with over 400 visitors enjoying the gardens and raised £1,000. They'd like to thank all the garden owners for all their hard work in making the event happen and to all of those who helped out on the day.
- 14 The 'Heli-Hoppers', a team of police officers from Solihull Police Station, including PC David Evans who was airlifted by MAAC, cycled 400 miles to Brussels and raised a fantastic £5,500.
- 15 East Staffordshire Flying Club raised £1,700 from their 2104 Charity Fly In at Tatenhill Airfield in July.
- 16 Francis Foley & friends from Halesowen Cricket Club's Walking Club walk weekly and donate to their favourite charity, MAAC, and have raised £1,079.
- 17 Motorcycle Mart in Kidderminster hosted an Open Day and raised £1,287 for the charity.
- 18 A £500 donation has been made by Sainsbury's Wolverhampton Interchange to kick start their year of fundraising for MAAC, a big thank you to goes to Gareth, Sue and all the team at the store for their support.
- 19 The Co-operative store on Warstones Lane in Wolverhampton selected MAAC as the charity of choice for the year. The store hosted a number of fundraising activities, including an Open Day, and has raised £2,200 so far this year.
- 20 Volunteer Jeff Williams and his daughter Becky, are terrific supporters of the charity, but they couldn't do it without some additional help from their four-legged friend, Milo. Among his fundraising duties, Milo undertook a sponsored walk and assists with handing out copies of Take Off!
- 21 At the age of 82, Betty Swindlehurst undertook a wingwalk at Gloucestershire Airport with Tiger Airways, because she likes to challenge herself and support MAAC. She raised £1,330 in the process.
- 22 Cineworld at Shrewsbury hosted an Emergency Services Day for the launch of Planes 2 and raised £150.
- 23 South Shropshire Motorcycle Club presented £1,300 following a year of fundraising activities.
- 24 Landlord David McCarthy, and patrons of The Plough Inn in Weston Rhyn, hosted a charity day and raised £310, which they presented to MAAC volunteer Gina Constable.
- 25 Louise and Richard Woolgar from Ye Olde Inn in Pound Green held a charity fun day and raised £1,050. The couple are pictured with MAAC volunteer Bruce Ferguson who hosted the merchandise stand at the day.
- 26 The Staffordshire Freemasons' continue to be strong supporters of the charity and presented a cheque for £4,000 while visiting the Cosford airbase.
- 27 Mr Keith Lowe and family gave their mother, Joan, a surprise 90th birthday party in August, held at Richard Rimel's farm and fishing lake in Broughton Hacket. Along with a collection on the day, and a separate collection at Joan's residence, they raised over £440 for MAAC.

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.



The charity is also pleased to welcome Jon Cottrell to the team as corporate fundraising assistant. Jon, pictured on this page with Esos and M6 Toll, will work alongside our corporate fundraising manager, Sofia Voutianitis. If you want to know more about corporate partnerships and how we can support your CSR programme, please contact, Sofia via sofia.voutianitis@midlandsairambulance.com or call on 0800 8 40 20 40.

Fundraising hits the road

As part of Jaguar Land Rover's corporate social responsibility programme, the leading automotive manufacturer donated three 4x4 Defenders to local charities in need of transportation, including MAAC. The donation of the three vehicles, which is worth nearly £100,000, was raised by the Land Rover Community Committee, which all employees at the Solihull manufacturing plant contribute to.

On the day the keys were handed over to the three charities, each vehicle arrived in style at the Land Rover Experience in Solihull. Critical care paramedics, Ian Jones and Rob Davies attended the event, and as keen Land Rover enthusiasts, were also given a special behind the scenes tour of the factory.

Peter Gray, manufacturing manager at the Jaguar Land Rover plant who sits on the Land Rover Community Charity forum officially handed over each vehicle to representatives of each charity. "On behalf of the employees at the Solihull plant, we are hugely proud to donate these vehicles to such worthy causes local to us."



Corporate event success

The Charity's Business Networking Event held at the Regency Hyatt Hotel in Birmingham was attended by over 100 Midland business leaders, many of whom are the charity's supportive corporate partners.

This was the Charity's second networking event which was specially designed to give corporate partners the opportunity to meet with one another and also allow new companies to see how working with the charity can benefit their business.

On the night, guests embraced the opportunity to network before sporting ambassador, ten times Paralympian gold medallist, Lee Pearson MBE OBE CBE, gave an inspirational talk on his pathway to success.

Sofia Voutianitis, corporate fundraising manager for MAAC, said: "I would like to thank those who attended our evening, who I'm sure will agree was a very engaging networking event and Lee's speech was extremely motivational. I would also like to extend a very special thank you to Wall James Chappell for sponsoring the evening."

The next Business Networking Event will take place on Thursday 26th March 2015, so put the date in your diary now.



ESOS Charity Committee Award

Leslie Lambert was awarded the Pertemps' Community Award on behalf of the ESOS Charity Committee, and as her charity of choice, the team at MAAC was delighted to receive a cheque for £1,000. Leslie presented the cheque to corporate fundraising assistant, Jon Cottrell, at ESOS' Wild West Summer Party, which raised a further £1,300.

In addition, chairman of Pertemps and High Sheriff of the West Midlands, Tim Watts, made a personal donation to the charity of £1,600.



Friends take on Kilimanjaro

A group of friends, some of whom work at Capula, one of our corporate supporters and an automation and real time IT company, are heading to Tanzania to attempt to climb one of the impressive but daunting Mount Kilimanjaro in a bid to raise £10,000 for MAAC. The 'Rock Bottomz' will be ascending Mount Kilimanjaro's highest point, Uhuru Peak, which sits at an altitude of 5,895m (19,341ft) above sea level. The week long climb, will see them take on drastically contrasting conditions from forestry and savannahs to volcanic rocky outcrops and glaciers. Good luck to everyone involved!



Recruitment firm has a great 'Concept' of fundraising

The team from Concept Resourcing has selected MAAC as its lifetime charity, and organised a number of events to support the life-saving charity, including a quiz and raffle held at the Village Hotel in Dudley, which was a highly-competitive evening and enjoyed by all who attended.

In addition, the organisation sponsored the Volunteer of the Year Awards at MAAC's Recognition Awards in June. And as if that wasn't enough, members of the Concept team took on the mighty Three Peaks Challenge, which they completed in just 22 hours and 29 minutes.

Jon Cottrell, corporate fundraising assistant for MAAC, commented: "It's been a pleasure supporting the team at Concept Resourcing with their fundraising activities. They have really got behind our charity, and have already raised just under £10,000."

Palletforce makes a record-breaking donation

More than £17,000 has been donated to two major charities, including MAAC by Burton-based Palletforce. MAAC received £8,850 following a number of fundraising activities, including an auction and prestigious raffle, which took place at the company's AGM earlier this year.

Michael Conroy, chief executive of Palletforce, said: "We are absolutely delighted at the amount raised, although not surprised at the generosity of Palletforce members. In a year of record-breaking volumes it is fitting that we went on to break our own record for the amount of money raised for our chosen charities."



M6 Toll's drive for charity

The official launch of the M6 Toll's 'Drive For Charity' took place in August and the main aim of the event was to raise awareness of the 'Drive for Charity' initiative, and to promote the great work of MAAC. The M6 Toll continues to be a fabulous supporter of the charity, and made a further generous donation of £10,000.



'Check out' Wilkos fundraising

High street giant Wilko's support has never faltered in the two years the company has partnered with MAAC. From in-store cake and book sales to sponsored walks and cycle rides, plus a daredevil skydive, the company has raised in excess of £23,000 in just three months.

Sofia Voutianitis states: "Thank you to all of the Wilko's stores that are supporting our charity this year. What they have achieved for us is absolutely superb and we can't thank them enough for Wilko's commitment."

Ahead for Business >>

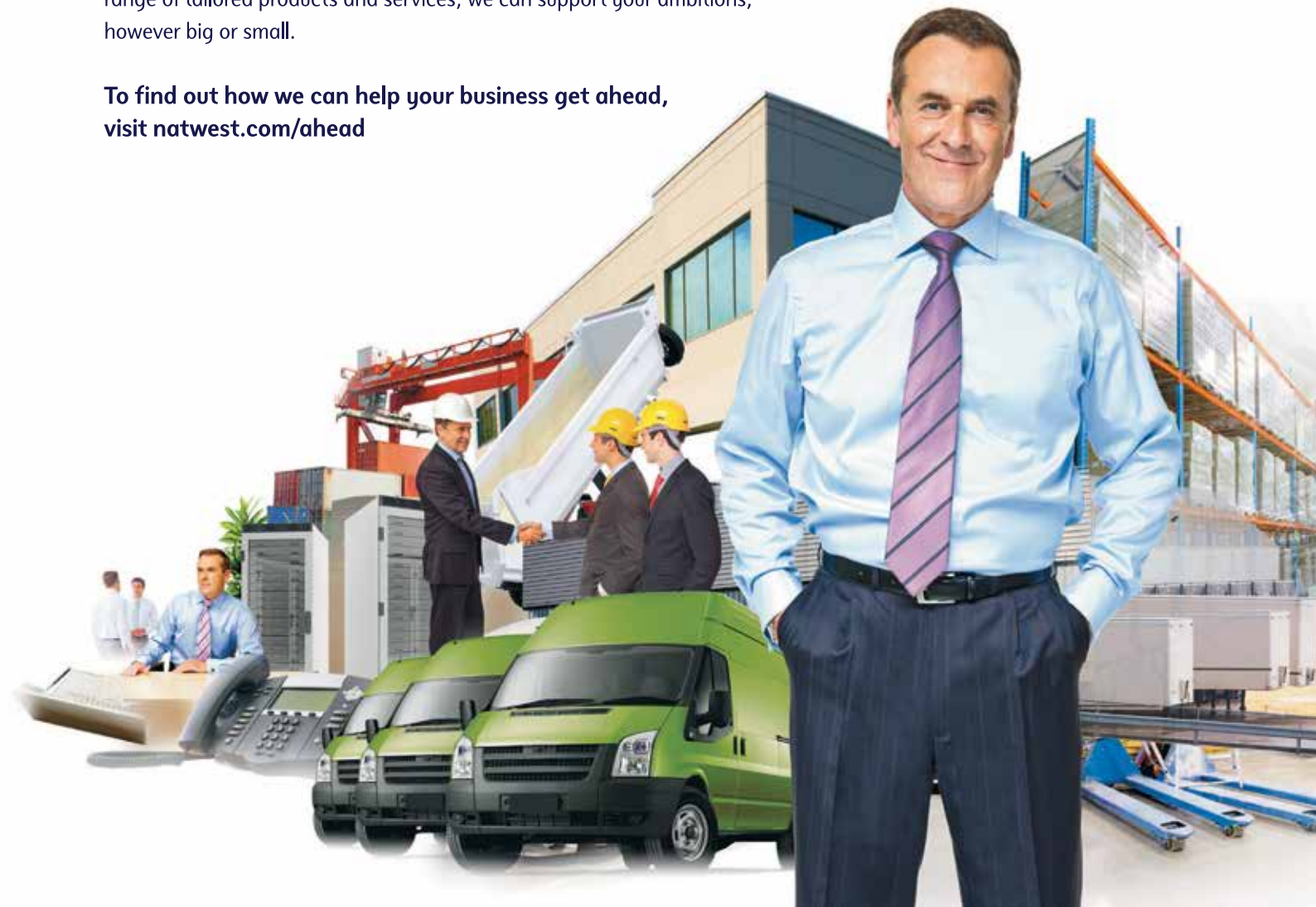
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To find out how we can help your business get ahead, visit natwest.com/ahead



FUNDS ARE ON THE RISE, THANKS TO THE PHOENIX GROUP

Each year, Phoenix Group staff vote for a charity to support throughout the year. In 2013, at a Phoenix staff event, an air ambulance attended the company's Wythall offices to administer life-saving care to one of their colleagues. So, when it came to select the 2014 charity partner, the result was never in doubt, and the air ambulance won the popular vote by a landslide. Because Phoenix Group has offices in the West Midlands and in London, all funds raised are being split evenly between MAAC and London's Air Ambulance (LAA).

In April the company held launch events at both sites. Representatives from both MAAC and LAA, alongside special guests who had experienced the support of the air ambulance first hand, talked to staff about the vital importance of the work of the two charities.

Since then, staff from across the business have thrown themselves wholeheartedly into doing all they can to raise awareness and cash. Some people have taken on individual challenges, such as Chris Charman, who raised over £2,000 for his sponsored cycle ride from John O'Groats to Land's End.

Phoenix also encourages teams to raise money together. These fundraising opportunities help develop teamwork and can lead to whopping amounts of money being raised! For instance, a group of hardy individuals from the company's Change team took on the Three Peaks Challenge, climbing the highest peaks in Scotland, England and Wales in under 24 hours. Whether climbing or not, the whole team got involved and together they raised an incredible £11,000!

The Phoenix Group also likes to come together as an organisation to support MAAC and LAA. In September employees held the 'Phoenix Mile', where over 500 staff ran or walked a mile around the fields at the Wythall office, or through central London. Some staff even completed their mile outside of work and for every person who finished their Phoenix Mile gave £10 to the charities. MAAC and LAA make a difference in the lives of those they help; and the team at Phoenix Group want to make a difference for those charities, helping them in their essential work.



PHOENIX GROUP



SURVIVOR STORY

“You never know when you may need the Midlands Air Ambulance. Thankfully they were there for me when I needed them the most.”

While mountain biking increases in popularity in the UK, inevitably so does the number of accidents. Adam Jackson, a hire manager at Travis Perkins from the Vale of Evesham in Worcestershire, knows all too well that while mountain biking is a fantastic sport, it does have its dangers.

Adam often rode with a group of friends and colleagues, taking in the views, tackling the tough terrain and enjoying the challenge the sport presents. The 11th March 2012, was just such a day, when Adam and a group of friends decided to take a trip to the Malvern Hills.

“The weather was fine and sunny and it promised to be a good day’s riding,” Adam recalls. “It was my first ride at the Malvern’s but I had ridden with the same group at various other locations. I remember being at the top and taking in the breath-taking views before being one of the last of the group to take on the steep descent.”

Adam adds: “The ride had been fantastic with great climbs combined with quick descents. I recall riding along a gradual decline on a track close to Gullet Quarry on the return run. The next thing I knew, I woke up in hospital.”

Friends who were close by said he appeared to lose control of his bike with no obvious sign, and was catapulted into the air before landing on his head. Despite wearing protective clothing and a helmet, he suffered a number of injuries including a severe head injury as well as a broken eye socket and nose, and trauma damage to his lungs.

Due to the remote location of Adam’s accident, it wasn’t possible for a land ambulance crew to attend the scene quickly, so the Midlands Air Ambulance from the Strensham airbase in Worcestershire was dispatched to assist.

Piloted by captain Wayne Goudie, the aircraft landed as close as safely possible to the accident scene. Critical care paramedics Jim Hancox and Greg Ambler made the run to Adam and arrived at the incident scene within a matter of minutes. They could quickly see the seriousness of Adam’s injuries and were faced with the immediate challenge of stabilising him so that they could start to treat his head injury.

Jim Hancox states: “When we arrived on scene it was clear that Adam had sustained a serious head injury.



He had a reduced level of consciousness so our priority was to manage Adam’s airway, assess him for any other injuries and immobilise him to ensure that he didn’t suffer any further trauma.”

As time was of the essence, the MAA aircrew transferred Adam to the aircraft and flew him to the QE Hospital in Birmingham, one of the country’s major trauma centres, a journey that took just 15 minutes.

At hospital, Adam was placed on life support and remained in a coma for three weeks. He was later transferred to Moseley Hall Hospital, and remained there for a further three months while he recovered from his horrific injuries.

Adam continues: “I had to learn to walk and verbalise again but I still believe in pushing myself to the limit in other ways because I’m a driven individual and every day is a great one!

“I feel because I am personally quite a driven individual it has helped me to achieve my goals, but I can honestly say that without the help and support I have received, who knows where I’d be. While there are still daily struggles, I know without Midlands Air Ambulance, it would have been a very different story.”

His wife Judith shares Adam’s sentiment, and said: “You all do a fantastic job without you my husband would not be alive.”



MAAC GRABS THE BULL BY THE HORNS!



The charity has teamed up with rugby legend Phil Vickery, MBE, and his leading clothing brand, Raging Bull Sportswear, to offer a selection of charity-branded high quality leisurewear, to help raise further funds for the life saving emergency pre-hospital service.

The team at MAAC believe the new relationship with Raging Bull Sportswear will drive greater clothing sales, helping the charity undertake further emergency missions across the six counties covered by the service.

Jason Levy, fundraising and marketing director for MAAC, explains the collaboration: "Ever since our initial meeting with Phil Vickery and the team at Raging Bull Sportswear it was immediately apparent that there is terrific synergy between our two organisations. Raging Bull Sportswear is a rugby heritage clothing brand and on average we airlift people with sporting injuries every three days, a great proportion of which relate to rugby accidents."



The Raging Bull Sportswear clothing range includes a variety of men's and women's polo shirts, fleeces, hoodies, hats and jackets.

Phil Vickery MBE, rugby legend and founder of Raging Bull Sportswear, comments: "I am thrilled to be working with Midlands Air Ambulance Charity, both with the clothing partnership and personally as an ambassador. Throughout my career I have been acutely aware of the potentially life-threatening injuries that can take place on the pitch, so I am keen to help raise awareness of this incredibly vital emergency service."

If you are interested in the new range of clothing on offer, visit the online shop on the website – www.midlandsairambulance.com.

NEW VOLUNTEERING DRIVE

MAAC has launched a new marketing campaign to encourage further volunteers to join the charity by demonstrating just how important volunteers are to supporting the great work of the vitally-important emergency service.

The campaign, which stars life saving flight paramedics stood shoulder to shoulder with some of the charity's dedicated volunteers, highlights that they both help save lives in the region and asks the question 'could you?'

Alison Hill, volunteer manager for the charity, explains the campaign: "We have an extremely supportive family of 80 volunteers, who assist in our shops, at fundraising events, cheque presentations and talks. As we operate the largest air ambulance region in the UK, unfortunately there are still some areas of the Midlands where we have very few, if any,



volunteers living locally, which is why we are launching our new volunteering drive.

"We want to demonstrate that everyone associated with Midlands Air Ambulance helps save lives, whether they are one of our highly-skilled doctors or paramedics or choose to support the charity. Each life saving air ambulance mission costs £2,500 and our volunteers are hugely important in helping us to raise awareness

of our charitable status and assisting our fundraising efforts around the region."

If you are interested in donating some of your spare time to supporting the Midlands Air Ambulance Charity, by volunteering even just a couple of hours per month, you can help to save lives in the region. To find out more, visit www.midlandsairambulance.com, or call volunteer manager, Alison Hill, on 0800 8 40 20 40.



WHAT HAPPENS TO YOUR CHARITY SHOP DONATIONS?

With two charity shops located in Wellington near Telford, and Newcastle-Under-Lyme in Staffordshire, we are blessed with tonnes of donations every week from people like you.

Last year alone, your unwanted goods raised £125,000 for our service, and enabled us to undertake over 50 more life saving missions in your region.

Have you ever thought about what happens to your donations before being taken to one of the shops?



1

Although several people take their unwanted goods to our two shops, many more chose to use our free collection service. This is especially useful if you have furniture to donate. Call us on 0800 8 40 20 40 to take advantage of this service.



2

All donations are taken to our warehouse in West Bromwich, where they are sorted, and checked.

Did you know?
We had to source a larger warehouse unit to store all the donations for our shops as we have been overwhelmed with support from the local community.



3

All clothing is steamed and furniture is checked for fire regulations, while electrical goods are PAT tested.

Did you know?
Furniture is our best seller at both shops as we sell items at an extremely competitive price.



4

Our staff and shop volunteers dedicate their time to supporting the charity in our retail outlets. They are always there to help, so why not pop in, have a chat about the charity, and grab a bargain while you're there.

Did you know?
Across our two shops, we have 40 volunteers.



5

The items are displayed on the shop floor for customers to come and browse.



6

Find just what you were looking for – at a bargain price – and you're helping us save lives too!

Did you know?
Our two shops are open six days a week.

These days, we fix fewer IT problems than ever before... because now we prevent most from ever occurring

Introducing Priority ProActive Assistant

If you run a busy company, keeping your servers and workstations performing at their best – and minimising any downtime – is a must. Therefore, at Priority IT, when considering the best way to deal with IT problems, we believe that prevention is better than cure.

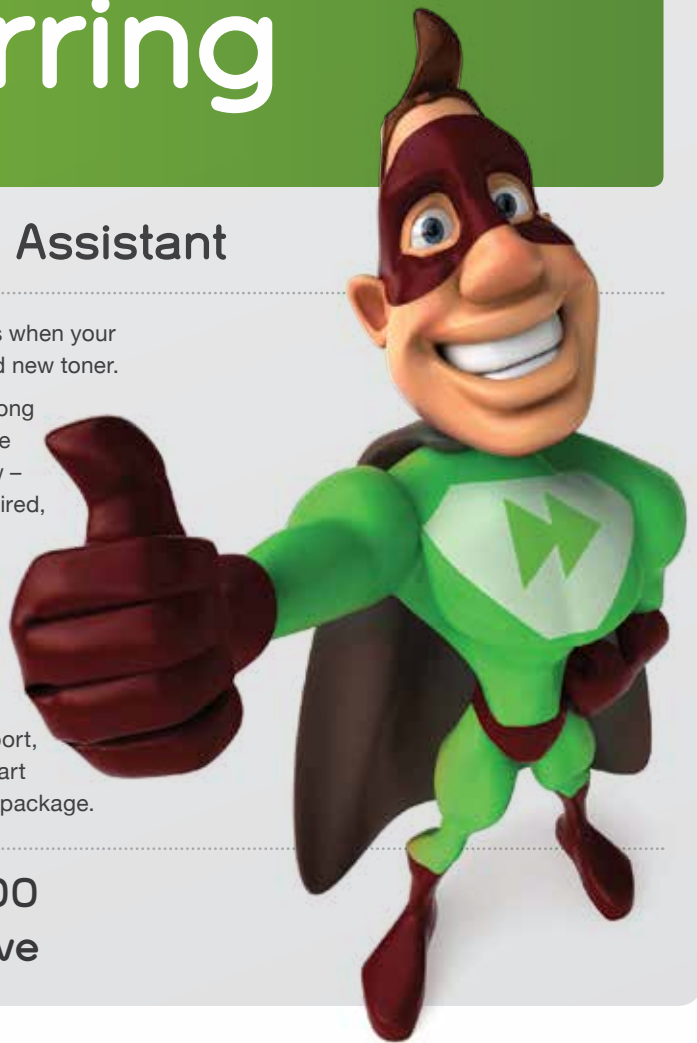
Priority ProActive Assistant is a virtual system that monitors more than 400 different aspects of your IT set up.

It will spot everything from a slow-running server or a failed backup, to a disk that is running low on space or in need of replacement. It knows if unfamiliar computers are added to your

network, and even knows when your printers are going to need new toner.

The system fixes issues long before they have a chance to interrupt your workflow – and if human help is required, it alerts a member of our dedicated team.

Priority ProActive Assistant is just one more reason that people call us the superheroes of small business IT support, and is available now as part of our **Priority Premium** package.



For more details, call 01225 636000
or visit www.PriorityIT.co.uk/proactive



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Behind the Scenes

Have you ever wondered who is responsible for the behind the scenes work of our emergency service? When a 999 call comes in to West Midlands Ambulance Service NHS Foundation Trust, if it is deemed suitable to send an air ambulance, it is the responsibility of the Air Desk team to ensure one or more of our three helicopters is dispatched immediately to those in need of our lifesaving service.

Meet the team from the Air Desk, who form an integral part of the MAA team.

Jane Round, Air Operations Supervisor, joined the Air Desk in 2006

How would your best friend describe you?

Loyal and game for a laugh.

What do you do for fun? I love rollercoasters, the faster the better as I'm a real adrenaline junkie.

If you could be granted three wishes, what would they be? More money, that my family and friends stay healthy, safe and happy and a nice house.
What do you enjoy most about your work on the Air Desk? Every day is different, and I enjoy being part of a fantastic team of people. I also love the feeling of making a difference to someone's life in their time of need.



Pippa Young, Air Operations Dispatcher, joined the Air Desk in 2008

Who was your childhood idol?

My granddad.

What do you do for fun? I go to bingo with my daughter and I like walking my dog Scruppie.

What makes you laugh? Bad jokes and the people I work with.

If you could be granted three wishes, what would they be? Win the lottery, to be famous for a day, and health and happiness for my children.



Sheelagh Withers, Air Desk Dispatcher, joined the Air Desk in 2014

Who was your childhood idol? Elvis Presley.

How would your best friend describe you?

Inappropriate!

Can you divulge an interesting fact about yourself? I got 'kidnapped' in Austria when skiing by two Germans.

What do you enjoy most about your work on the Air Desk? Working with fantastic people whilst helping all sorts of folk when they need it most.

What song best sums you up? "Always Look On The Bright Side Of Life" by Monty Python.



Matthew Boddison, Air Desk Dispatcher, joined the Air Desk in 2009

How would your best friend describe you?

Kind, honest, fun, mischievous, football mad and the king of board games!

What do you enjoy most about your work on the Air Desk? Working with my colleagues (both on the Air Desk and on the MAA helicopters) and the challenges we get through as a team on every job. Nothing beats the feeling of knowing you have helped a patient in their time of need.

Can you divulge an interesting fact about yourself? I have never had an alcoholic drink, ever!

What song best sums you up? "Don't Wake Me Up" by Chris Brown, I like my sleep.



Let's get social!

Thanks for helping us to maintain our position as the most liked air ambulance in the world on Facebook. We're also on Twitter too – follow us at @MAA_Charity.



Here are some of our favourite posts:

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



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- Cider Mill Tours - 11.00am, 12.30pm, 2.30pm and 3.30pm
- Cider Shop and FREE Tasting (over 18's only)
- Scrumpy House Restaurant and Bottle Museum Tea Room
- Located on the A449 between Ledbury and Ross-on-Wye
- Open 7 days a week

Call 01531 660108 or visit www.westons-cider.co.uk for further information and to arrange your visit.








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T: 01531 660108
E: enquiries@westons-cider.co.uk

Please enjoy responsibly. drinkaware.co.uk for the facts

Christmas Collection 2014



Last year your support of our festive merchandise raised over £10,000 which funded four life saving missions in your area. Please do support us again.

<p>1. </p> <p>2. </p> <p>3. </p>	<p>4. </p> <p>5. </p>	<p>7. </p> <p>2015 Diary Size 85mm x 170mm</p> <p>2015 Calendar (Includes 12 tear off postcards) Size 170mm x 330mm</p>
<p>Twin Pack Christmas Cards, 5 each of 2 designs Size 150mm x 150mm</p>		<p>Gift Wrap, 2 sheets and 2 tags Size 500mm x 695mm</p>
		<p>8.  Midland Air Ambulance Model Helicopter (Beautifully presented in presentation box) Size 140mm x 40mm</p>

Ref	Product Title	Price	Quantity	Total
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2	Letter In The Snow / The Robins	£3.50		
3	Hey Pudding / Ho Ho Ho	£3.50		
4	Christmas Trees Gift Wrap	£2.50		
5	Reindeer Gift Wrap	£2.50		
6	Official 2015 Diary	£2.50		
7	Official 2015 Calendar	£4.00		
8	Official Midland Air Ambulance Model Helicopter	£6.00		

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Full Home Address _____

Postcode _____

Telephone _____

Email _____

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Subtotal	£
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Total	£

Signature _____ Date _____

Please send this order form, together with payment to:
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Midlands Air Ambulance Charity fully complies with the Data Protection Act (1998). We respect your privacy and will not pass your details on to any third party. We would like to keep you updated on our work.

If you would rather not be contacted, please tick this box

I would be happy to be contacted by email

Email address _____

If you would like to receive a receipt with your goods, please tick this box

I enclose a cheque/postal order payable to **Midlands Air Ambulance** for £ _____

Please debit my Mastercard/Visa/Delta/Switch/CAF Charity Card/Other (*delete as appropriate)

Card Number

Start Date / Card Expiry Date /

Issue No (Maestro Only)

Card Security code* *The security number/code is the last 3 or 4 digit number printed on the security strip found on the back of the card.

Name on Card _____

BIKE4LIFE 2015 LET'S RIDE!

FREE
ENTRY TO FESTIVAL

SUNDAY APRIL 26TH 2015
BIKEFEST & RIDE OUT

Take part in the biking event to kick start the motorcycle season.

Bike4Life Festival

- Arena displays
- Stalls
- Exhibitions
- Biker tutorials raising awareness of road safety
- Live music and more!



The Ride Out starts from Meole Brace in Shrewsbury, riding 23 miles to the RAF Museum Cosford, home to Bike4Life Festival.

Registration for the Ride Out is £5 and donations to the **Midlands Air Ambulance** are encouraged on the day. Simply visit www.bike4lifefest.com

If you don't want to take part in the Ride Out, join us at the Festival, it's free entry and a great day out for the whole family!

For more information about the Bike4Life Ride Out and Festival, visit the website, email bike4life@midlandsairambulance.com or call on **0800 8 40 20 40**

Keep up to date with all the latest event information

@Bike4LifeFest Bike4LifeFest



IN WARWICKSHIRE AND WEST MERCIA

Promoting biker safety, while supporting two good causes



In association with



ROYAL AIR FORCE **museum**
COSFORD

Registered Charity Number 244708

www.rafmuseum.org



Registered Charity Number 1143118, (formerly 1001064)

www.midlandsairambulance.com