

THE OFFICIAL MAGAZINE OF THE MIDLANDS AIR AMBULANCE CHARITY

# Takeoff



Saving Lives by Saving Time

Issue No. 9



**Midlands Air Ambulance**  
Saving Lives by Saving Time

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Find out what's happening across the region

### Funding the future of Air Rescues

### Survivor Story

'My life was saved by the crew. I'm here today because of them.'

# Our New Charity Shop!

Launch of the new outlet deemed a 'phenomenal success'



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# 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 more than 38,000 mercy missions averaging 3,000 per year or nearly ten each day, 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 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 it is not widely known is that Midlands Air Ambulance Charity receives no Government or National Lottery funding. £6.5 million is now needed each year to keep its three Air Ambulances operational, funding which is donated entirely by the public and local businesses, with 4 in 10 of those we help 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 flight and medic crews, but those often unsung, ground heroes, its fundraisers.

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## Welcome to this edition of Take Off...

2012 was a year of many milestones for the Charity, a time to welcome in a new era, celebrate 21 years and plan ahead to ensure a sustainable future.

In January we were still settling in to our new found independence and establishing important associated support elements including finance and administration. We welcomed in new fundraisers across the counties, who have injected much enthusiasm and experience. We continued to work very closely in support of MERIT and CARE specialist teams with the strong partnership with the West Midlands Ambulance Service. In addition, we increased our Doctor lead service on the aircraft based at RAF Cosford. These clinical and operational developments have undoubtedly saved many more lives and we are committed to ensure we are always achieving the gold standard in clinical care.

June was a time to celebrate our 21st anniversary with a Gala Fundraising Ball at Edgbaston Cricket Ground, raising over £17,000 for our cause thanks to the support of guests and sponsors. The announcement in September of the intended purchase of a new state of the art aircraft, wholly owned by MAA to run alongside the other two-leased aircraft in our fleet, represented a major investment in the future of air rescues. The new aircraft will have the capability of night time operations. The year was rounded off in December with the successful launch of our first Charity shop in Wellington, Telford. Further Charity shops will be opened in 2013 that will not only generate additional Charity income, but will also allow customers in our local communities to support the Charity through buying clothing, furniture and bric-a-brac.

None of these milestones could have occurred without the hard work of our volunteers, supporters and most importantly, public donations that are vital to keep us in the air.

We have big plans in place for 2013, including exciting new ways to get involved with fundraising, a new format to the Gala Ball where we will recognise some very special people and finally a move to new office facilities. The new HQ will reduce our existing overheads and generally improve the work place environment and visitor experience. We are all aware that 2013 will continue to be challenging as the economy continues to struggle, but we are all equally confident we will rise to the challenge ahead and find ways to continue our drive forward and save more lives.

For now, I wish to thank you all for your support, hard work and loyalty and wish you a happy and prosperous 2013.

**Hanna Sebright**  
Chief Executive



# WELCOME TO OUR 2013 EVENTS DIARY

Our fundraising team have organised another action packed year of events, with activities and challenges for everyone to take part in!



Whether you want to run, cycle, walk, free fall, abseil or go karting, the list of ways to get involved is endless!

If those challenges sound like too much physical hard work, then how about a cheeky flutter at the races? A relaxing game of golf? Or a valuation day? Whatever your hobby or chosen challenge, make sure you don't miss the biggest event in our calendar – the Recognition Awards and Charity Ball. So read on, sign up and do something amazing this year – help save lives.

## APRIL 2013

### Bike4Life Bike Fest 2013

RAF Museum, Cosford



Bike 4 Life is back and better than ever! Over 4000 bikers and enthusiasts are expected at the biggest free biking event in the Midlands. The Ride Out will start at Meole Brace, Shrewsbury and end at the RAF Museum, Cosford.

This festival is one not to be missed! Backed by some of the biggest organisations, dealerships and suppliers in the UK, you will have the chance to meet biking celebrities, the crew from MAAC, join in with assessed ride outs, see special motorbike displays, buy souvenirs, and enjoy live music and good food.

The ride out is free to enter but you will be asked to make a donation. See Biker's Corner on page 26 for more details. If you would like to register, want more information or to enquire about stalls visit [www.shropshirebikefest.co.uk](http://www.shropshirebikefest.co.uk) or call the office.

## MAY 2013



### Abseiling in Brum Birmingham

Fancy climbing down a sheer drop to raise funds for charity? The perfect way to add a few nerves to your challenge and help save lives.

Venue details will be announced soon – keep an eye on our website or call 0800 8 40 20 40 to register your place today! Registration is just £20 per person, with a minimum sponsorship target of £100.

## MAY 2013



### Walk 4 Life – Pound the Bounds

Rock, Shropshire

MAAC has once again teamed up with Rock Village Hall, so walkers can take part in something they love and help raise funds for MAAC!

Taking place across some of the most beautiful walking routes in Britain, it will be a fantastic day for all the family and with walks for all abilities, there is no excuse not to get involved!

This event is open to all ages and walkers can simply match a route to their ability. You can choose from a 25-mile walk, 18 miles, 12 miles, 9 miles, a 6 mile family walk and a 3-mile treasure trail is also being organised.

For more information visit [www.poundthebounds.org.uk](http://www.poundthebounds.org.uk). To download a sponsorship form visit [www.midlandsairambulance.com](http://www.midlandsairambulance.com)

## JUNE 2013

### Recognition Awards & Charity Ball

Edgbaston, Birmingham

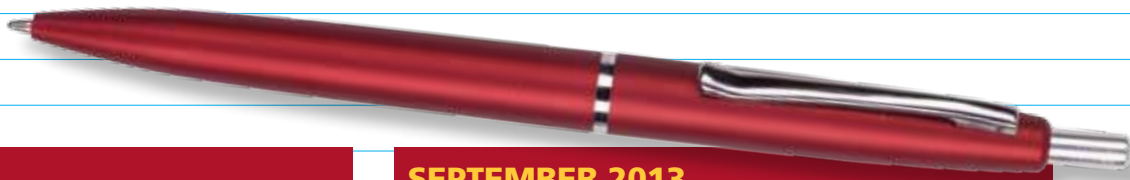


In 2013, MAAC will be recognising some very special people and organisations that have made a real difference towards saving lives in the counties we serve.

We have a wonderful evening planned with over 450 guests, including supporters, local businesses and invited guests from politics, media and entertainment. The evening will include a Champagne Reception, 3 Course Meal, followed by Coffee, Casino, Entertainment, Live Music, Prestige Raffle & Silent Auction.

The event takes place on Saturday 29th June 2013, Edgbaston Stadium, Birmingham. If you would like to attend tickets are just £55 each. For companies we have a number of sponsorship opportunities available.

We hope you will join us to celebrate our unsung heroes and raise vital funds for the Charity. Please contact Jason Levy or Jo Bailey on **0800 8402040** to reserve your table or for general information.



## JULY 2013



### Sky Dive with the Red Devils *Midlands Based*

Do you have what it takes to jump out of a plane? This is one challenge not for the faint hearted!

Experience a thrilling 45 second free-fall as you and your Parachute Regiment Red Devil instructor reach speeds in excess of 120 mph before the instructor opens the parachute for your five-minute scenic descent, landing to the cheers of your friends and family.

To reserve your place we require a £100 registration fee per person with a minimum sponsorship commitment of £450. Minimum age is 16 years old. (Dates are subject to change due to weather and availability)



### Charity Golf Day *Worcestershire*

We are staging an Amateur and a Driving Range Challenge. Sixteen teams, consisting of four amateurs from regional courses, are invited to enter the tournament, which is sure to be a day of skill, fun and

educational for the less experienced golfer.

To join in this exclusive day, team entry will cover access to the driving range and 18 hole course, breakfast in the morning, lunch and then dinner at 6.30pm when the presentations will be made. For further information visit [www.midlandsairambulance.com](http://www.midlandsairambulance.com)

## SEPTEMBER 2013



### Airbase Open Day *Strensham Air Base, Worcestershire*

The annual open day is a fantastic chance for supporters to gain access to our operational base, meet our air crew and find out about the work they do.

The free event takes place at our operational air base at Strensham Services, Worcestershire, (Junction 8 M5 Northbound)

The day will include a variety of fun activities, kids can meet Maac the Mascot and see displays including historic emergency vehicles, visiting aircraft, classic cars and the star attractions our EC135 aircraft and air crew. We hope to see you there.

### Bonhams Charity Valuation Day

*Malvern Theatre, Malvern, Worcestershire*

This highly successful event, in association with Bonhams, gets bigger and better every year!

Do you have something hidden away in the loft that you think may be worth a few pennies? Why not come along to our Valuation Day and show your uncovered antiques to BBC's Antique Roadshow expert, Henry Sandon.

A number of experts who are keen to value your family heirlooms, art, pictures, jewellery and much more will be there to value your dust covered treasure.

The event is free and valuations are just £2 per item or £5 for three. (Please note we cannot value large furniture, stamps or coins.)



## AUGUST 2013



### Three Peaks Challenge

Do you want to climb the highest peaks in Scotland, England and Wales in one weekend?

This is one of the hardest fundraising events on the calendar, climbing Ben Nevis, Scafell Pike and Snowdon!

The course will be guided by qualified mountain leaders and organised through professional bodies. Please call **0800 8 40 20 40** to book your place.



### Go Karting Challenge

*Tamworth Karting Track, Staffordshire*

This challenge will see 24 teams competing for the coveted title of MAAC Champions. To celebrate National Air Ambulance Week this promises to be a fun family day out with a competitive edge!

Places are limited so please book early. Your team can be 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! Are men really better drivers? Who will win the battle of the sexes?

## WANT TO GET INVOLVED?

Seen something you want to get involved in? Contact the fundraising team on **0800 8 40 20 40**. 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](http://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 events taking place across the region and we have highlighted just a few.



## Swimathon to thank daughter's life savers

A woman completed a charity swim to thank the aircrew who saved her daughter's life and raised over £12,000! Cathy Tench, 67, decided to raise money for MAAC after her 37-year-old daughter Lizzie was left in a wheelchair after a hit and run crash.

Lizzie was knocked off her bicycle and sustained a major spinal injury. The aircrew were pivotal in saving her daughter's life and so Cathy and her friend Suzanne Reid tackled 100 lengths at the local swimming pool cheered on by a crowd of family and friends!

Cathy said; "We were so exhilarated at the end that we did a few more lengths for good measure! The thought that so many people have supported us and Lizzie has been quite overwhelming. People have been so generous and have such respect for the work the air ambulance does."



## Game birds go global!

The phenomenal success of a naked calendar created in Herefordshire in aid of MAAC has made headlines worldwide! The 'Game Birds Calendar' is a collection of pictures of rural beauties protecting their modesty with only the smallest of country themed items and was created in honour of a local man, who died in August 2011.

Organiser Zoe Hooper explains how the idea to pose naked to raise vital funds began. She explained; "Richard was a very popular and well-loved 21 year old 'ladies' man who lost his life tragically in 2011. Rich touched so many hearts with his warm smile and extreme zest for life. However, his legend lives on! It could be said that Rich had a way with the ladies and appreciated the female form, but that would be an extreme understatement!"

Zoe added; "He loved the great outdoors and country sports, especially shooting and was always up for trying daring challenges and new experiences. 'Game Birds' Calendar 2013, is not only a fundraising campaign to thank MAAC for their outstanding efforts to save Rich and so many others, but also a concept to capture Rich's intense lust for life and everything he stood for."

The girls gained national coverage for their efforts and this caught the attention of publications worldwide! Their images have so far made the news in America, Italy and even Israel. The current total raised from orders is a staggering £22,000!

## Maggie turns 100 and celebrates by fundraising!

A remarkable woman from Rushbury celebrated her 100th birthday by raising cash for MAAC! Maggie Bright told guests at her birthday party not to buy her gifts but to donate to the lifesaving cause instead!

The 100 year old raised £915 from her birthday on September 2nd 2012 and told Maria Jones, Fundraising Manager for the area; "I organised the party myself and 100 people came. I was born in the old post office in Wall under Haywood and have lived in the area all my life."





## Remember, Remember the 5th November...

An unusual way to fundraise for most of us, but for one artist building a replica Royal home and burning it down is simply a normal days work.

Bonfire designer Edward Heath has been building bonfires based on famous landmarks for the last 20 years. Inspired by the Diamond Jubilee celebrations, Eddie created a 93ft wide, 26ft deep and 26ft tall model of Buckingham Palace. It took him five months to construct before he burnt his creation to the ground – all in aid of MAAC!

The fire starter gained permission from the Queen for the

fundraising stunt and was pleased to get a reply that wished him all the best.

He has built and burned down dozens of iconic structures, including the White House and Wembley Stadium, raising over £80,000 for charities!

Eddie raised over £11,000 from his Palace bonfire spectacular for MAAC! His bold fundraising idea attracted media from around the world and the New York Times even published an article about him!

His fundraising spectacular created such a media storm, Eddie has since been invited to Buckingham Palace for a tea party! Let's just hope he leaves his matches at home that day!

## 10 Challenges for charity



Last year we told you about a supporter who decided to set herself not one but TEN action packed challenges! Firefighter Claire McQuoid, 31 from Birmingham, completed ten different challenges in 2012 and hoped to raise £1000 for MAAC.

Claire, 31, kick started her list of gruelling events by rowing 16000m (10 miles). After breezing through her first challenge, she continued with one per month until October.

The self-named 'crazy fundraiser' then took to the steps in Birmingham's Radisson Hotel 5 times, which is the equivalent of climbing the Twin Towers. In July, Claire swam the distance of the English Channel in a local pool and in September, she ran over 40 miles covering stations in West Midlands Fire Service's C Division in South Birmingham.

Surely, this would be enough for anyone, but in addition to this, Claire signed up for the Stratford Marathon

in April, a sky dive in June, and the Birmingham half marathon in October!

She explains why she decided to take on such an impressive list of challenges, "I did it because I know a few people who, without this service, would not be here today. As a firefighter I know all about the air ambulance and I wanted to show how much it means to the region."

350 people attended the party, which she held to celebrate her achievements. Despite dancing the night away, fundraising was still on her mind, and thanks to a raffle, Claire managed to add to her already fantastic total.

Claire said; "The half marathon was amazing. It was so nice to finish on home turf. I am so pleased with the support and I never thought I could raise so much! We are still counting the final amount but I think we have reached £6,000!"

Ahead for Business 

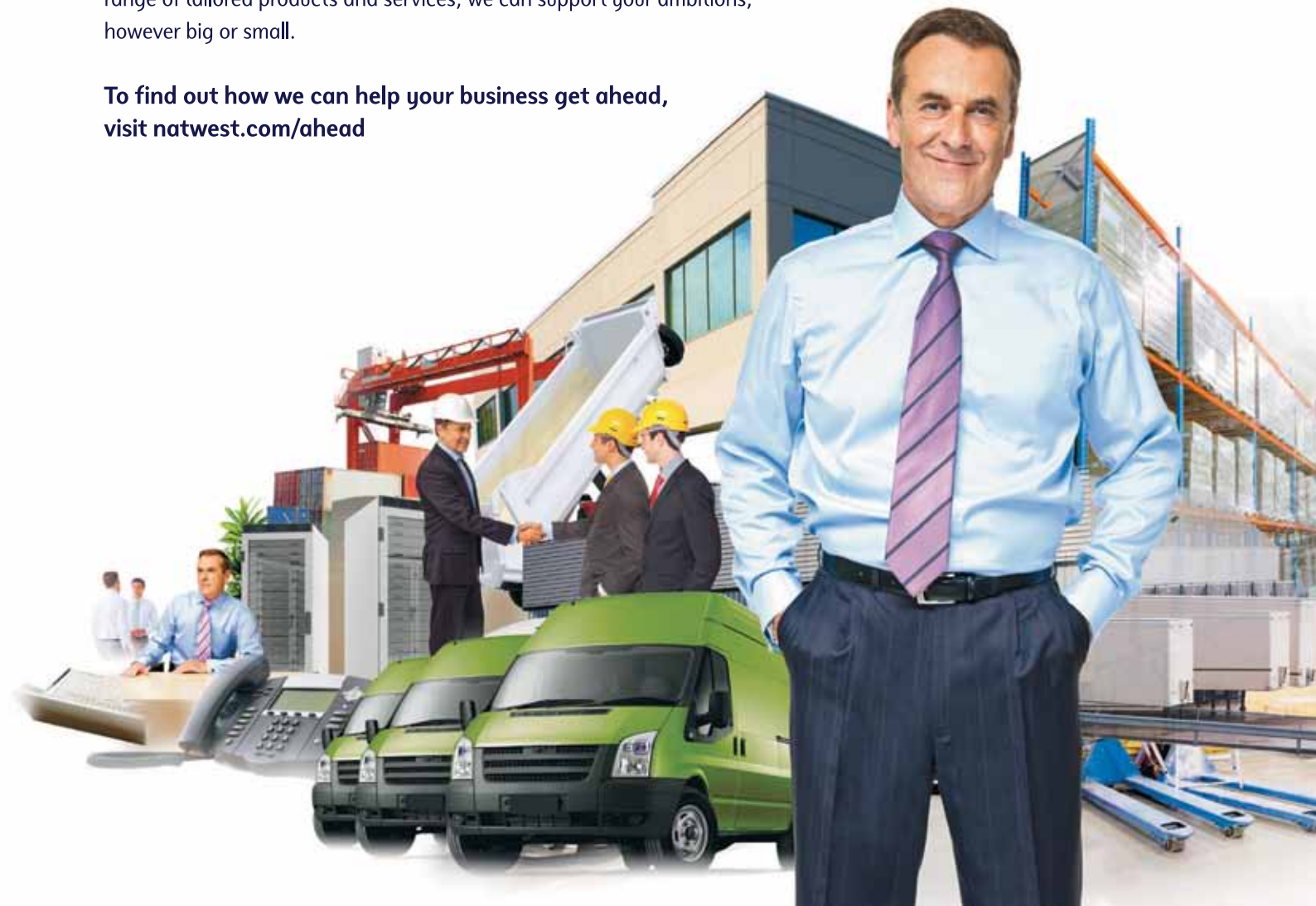
# Ambitious for your business? So are we

**Ambitions, like businesses, come in all shapes and sizes**

That's why the support we offer you isn't one size fits all. Whether you're looking to grow, protect your investment or move into new markets, our Relationship Managers are on hand with business heads, not just banking minds.

Providing access to sector and market experts, as well as a wide range of tailored products and services, we can support your ambitions, however big or small.

**To find out how we can help your business get ahead, visit [natwest.com/ahead](http://natwest.com/ahead)**





## SURVIVOR STORY

**“My son wouldn’t be here today without you. We can never do enough to repay you”**



**Gemma, from Bromyard, Herefordshire, explains the events of May 30th 2012 and how close she came to losing her son.**

Ollie Halling-Smith, then 8, had been playing outside with some friends after school. Ollie’s mum was just about to call Ollie in for tea when he ran into the house screaming the word ‘petrol’. Gemma recalls; “He had no top on and was white in colour. His dad Ryan rushed Ollie to the bathroom while I called 999. We were pouring cold water over him but he was blistering in front of us, it was horrific to watch and we felt helpless.”

A rapid response vehicle, a paramedic area support officer and the Midlands Air Ambulance from Strensham raced to the scene. Ollie had suffered severe burn injuries from a barbecue. Ollie was treated for multiple burns to his face, chest, arms and hands. His burns were dressed and pain relief was given to him as he was airlifted in a race against time to Birmingham Children’s Hospital.

Ollie’s injuries were so severe he was placed in an induced coma for five days to take the pressure of his little body. He remained in Intensive Care at BCH for a further week and on the Burns Unit for another month.

Police revealed that three teenage boys were trying to cook food and poured petrol onto the barbecue before throwing the can onto the flames, where it exploded and travelled in the direction of Ollie, setting him on fire.

The incident left Ollie fighting for his life, with 37% burns across his neck, chest, arms, hands and to his face. Ollie spent six weeks in hospital, returning twice a week to have his dressings changed and every two months to see his consultant.

Having already gone through so much and undergone numerous skin grafts, doctors have warned he will need operations until he reaches 18, when they will assess his growth and the impact on his scars.

Doctors believe the majority of his scars on his chest and arm are permanent, but may fade as he gets older. He has a long list of lasting injuries. Ollie has to wear a compression suit for 23 hours a day and the scars on his armpit restrict his movement. Ollie will need physiotherapy for life.

Gemma feels that while Ollie understands most of what has happened, he sometimes gets frustrated. She explains; “Overall, he has been amazing, he really is Mr Independent. Luckily he isn’t self-conscious but I worry about the long term, he doesn’t look at himself any differently now, but I worry about how he will cope as he gets older.”

Despite everything he suffered, Ollie went back to school in September 2012. “Going back has done him the world of good, he had missed his friends.” adds Gemma.

Family and friends wanted to thank those that saved Ollie’s life. The ‘Help Ollie’ team organised a pub-crawl, bingo night, and ‘Duran Duran’ and ‘Amy Winehouse’ tribute act. In total ‘Help Ollie’ raised £3,000, which was divided between Ollie, MAAC, Burn Aid and BCH. £600 was donated to MAAC, with more fundraising planned. Ollie and his parents met the aircrew that saved their son’s life on that tragic day.

“Ollie owes his life to the air ambulance. You are amazing people and an amazing Charity, thank you just isn’t enough”



# FUNDING THE FUTURE OF AIR RESCUES...

**The Charity is always striving to be the best Air Ambulance service in the UK. But the Charity is just one half of a partnership with the West Midlands Ambulance Service that has been running for 22 years.**



**This partnership is fundamental to the many years of success and future development of Air Rescues. Recently MAA was recognised in the industry as the gold standard service for Helicopter Emergency Medical Services (HEMS). This achievement is truly a testament to the hard work of the supporters of the Charity and the aircrews that save so many lives.**

**2011 was a year of great transition for the Charity; while our aircrews experienced a year where demand was greater than ever, the Charity had to maintain donations to keep up with ever increasing pressure to retain income to fund the service.**

**So how did we fare? Hanna Sebright CEO of MAAC, takes a look back at the last 12 months, while planning the funding of the future of air rescue missions...**

"Following two years of intense planning on 1st October 2011 MAAC undertook a transfer of all assets, liabilities and undertakings of Midlands Air Ambulance Charity (Charity No 1001064) previously under the Trusteeship of the West Midlands Ambulance NHS Trust (WMAS).

As a newly incorporated Charity the last 6 months have been extremely busy in ensuring a smooth transition whilst continuing to deliver a world class life saving Helicopter Emergency Medical Service (HEMS) to the people in the regions that we serve.

The Charity welcomed on board a new Chairman and Board of Trustees who bring a wealth of expertise and who have already demonstrated a passionate interest in the Charity's long term sustainability.

As an Independent Charity, the Management Team have undertaken additional roles, responsibilities and accountability, to include a new Finance function, HR, Governance and supervision of Air Operations. We have recruited a number of staff with financial, business and commercial acumen, and the drive and determination to secure the long term sustainability of the Charity in these uncertain economic times.

On 21st May 2012 we celebrated our 21st Anniversary and reflected on the successes and extraordinary growth of Midlands Air Ambulance, from starting out with one Air Ambulance in 1991 to becoming the largest Air Ambulance Charity in England with a fleet of three aircraft, an annual turnover of £6.5 million and serving a population of 5.5 million people across 6 counties in the Midlands.

The Charity has a commitment to support our staff, volunteers, donors and paramedic/doctor aircrew who continue to give their time and energy with dedication. While valuing the strength of the relationships, with our supporters, staff, volunteers, the WMAS, suppliers, contractors, commissioners and other charities.

Although demand for the service has increased by 10% year on year, we used all the skills at our disposal to reduce waste and improve efficiency and save money in every area of the organisation while maintaining a gold standard HEMS service. Every pound donated continues to be essential to the cause; over 90% of all donations generated directly support our operations.



# Facts & Figures

## DID YOU KNOW?

### In 2012...

The future of the Charity and air rescues is a positive one. The planned purchase of a new helicopter... with the capability for night flying including Night Helicopter Emergency Service marks another significant milestone in our history.

The new aircraft will replace one of the three existing aircraft leased through Bond Air Services. The new EC135T2e will be kitted out in readiness for full Night HEMS flying. MAAC will continue to use Bond as its Fleet Operator.

Early trials in collaboration with MAAC, West Midlands Care Team and funded by West Midlands Ambulance Service, using a Major Emergency Response Incident Team (MERIT) night response vehicle providing equivalent clinical expertise, so far indicates that there is a need for the provision of the Midlands Air Ambulance during night time hours in serious trauma incidents.

MAAC hopes to take delivery of the new state of the art aircraft towards the end of 2013, when it is anticipated the full benefits relating to the provision for night flying will be realised.

It is anticipated the cost to the Charity for an extended night service will be around £1.6 million each year. Fundraising is already underway to build further on sustainable donations that will allow the Charity to fund this expansion of the service.

I cannot emphasize strongly enough; none of this would have been possible without you, the public that support our life saving service".

West Midlands Ambulance Service   
NHS Foundation Trust

ON ENSURING OUR AIRBASES ARE MEETING THE VERY BEST CLINICAL STANDARDS

**OVER 90%** OF ALL DONATIONS DIRECTLY SUPPORT AIR OPERATIONS

**£250,000** WE SPEND ALMOST

WE WENT TO OVER **100** SCHOOLS AND MET OVER **10,000** CHILDREN

TO EDUCATE THEM ON **MAA** PATIENTS OUT OF WORCESTERSHIRE

**43** WE TRANSFERRED CHILDREN TO BIRMINGHAM CHILDREN'S HOSPITAL

**26** FROM WALES

**5.73** HOURS PROVIDING AIRCRAFT

**4** OUR DOCTORS WERE ON CALL EVERYDAY LAST YEAR

**26** COSFORD AIRBASE COUNTS FOR ALMOST 50% OF ALL AIRLIFTED

**MAA** ATTENDED OVER **700** ROAD TRAFFIC INCIDENTS IN THE LAST 12 MONTHS!

**149** PEOPLE THAT FELL FROM A HORSE!

**28** PEOPLE AIRLIFTED FROM RUGBY PITCHES

**220** PEOPLE AIRLIFTED FROM SERIOUS FALLS

**220** PEOPLE AIRLIFTED FROM SERIOUS FALLS

ALL OUR AIRCRAFT WERE RESPONDING TO INCIDENTS ON **CHRISTMAS DAY**

AS PART OF THE AIR CREW **15** DOCTORS ON CALL

**88** PATIENTS OUT OF GLOUCESTERSHIRE

WE AIRLIFTED **51** PEOPLE FROM DERBYSHIRE

WE REINVESTED **£200,000** TO MAINTAIN VITAL MEDICAL EQUIPMENT ON OUR AIRCRAFT

WE AIRLIFTED **502** PATIENTS OUT OF STAFFORDSHIRE

WE FLEW INTO THE HOSPITAL IN BIRMINGHAM ALMOST EVERYDAY LAST YEAR

**571** PATIENTS OUT OF WORCESTERSHIRE

ON AVERAGE WE RESPONDED TO NEARLY **10** INCIDENTS EVERY DAY

ALL OUR AIRCRAFT WERE RESPONDING TO INCIDENTS ON **CHRISTMAS DAY**

AS PART OF THE AIR CREW **15** DOCTORS ON CALL

**88** PATIENTS OUT OF GLOUCESTERSHIRE

**567** AIRLIFTED FROM CRITICAL TRAUMA SITUATIONS

NEARLY **4** IN EVERY TEN INCIDENTS WE ATTEND WAS FUNDED THROUGH A GIFT IN A WILL

ON AVERAGE WE RESPONDED TO NEARLY **10** INCIDENTS EVERY DAY

**10** INCIDENTS EVERY DAY

WE AIRLIFTED **143** PEOPLE OUT OF WARWICKSHIRE

**143** PEOPLE OUT OF WARWICKSHIRE

WE TRANSFER **47** PATIENTS FROM HOSPITAL TO HOSPITAL FOR VITAL TREATMENT

WE TRANSFER **47** PATIENTS FROM HOSPITAL TO HOSPITAL FOR VITAL TREATMENT

Source data – Annual accounts registered with the Charity Commission. Charity No. 1001064 & 1143118.



# CHARITY NEWS...

**WE'VE HAD AN AWARD WINNING ANNIVERSARY YEAR!**

2012 was a very busy year for MAAC, with aircrew, fundraisers and volunteers all being recognised and shortlisted for a variety of prestigious awards! The team were incredibly proud that the work of MAAC gained both national and industry recognition, a perfect way to celebrate the Charity's 21st Anniversary.

## Staff shortlisted for national awards

Midlands Air Ambulance was shortlisted for two national awards in the Charity Times Awards 2012. Staff were nominated for Fundraising Team of the Year and Charity CEO Hanna Sebright was nominated for the Rising CEO Award.

## We are on the move!



The Charity Head Quarters will be moving offices later this year. A new premises has been found which better accommodates the growing needs of the Charity's donor support services and fundraising teams. Watch this space for our new address!

## Volunteers Recognised at Awards Ceremony



Members of the public who have gone beyond the call of duty to help save lives and support the work of Midlands Air Ambulance and West Midlands Ambulance Service were honoured in a special ceremony. Pat Roberts was awarded Midlands Air Ambulance Volunteer of the Year. Pat, from Shenstone near Lichfield, has been a volunteer with the Charity since 2009. Pat is kept very busy attending numerous cheque presentations, giving talks to various groups and attending many events all in the name of Midlands Air Ambulance. Pat is also very active in the community and demonstrates a selfless commitment to the Charity.

Terry Bailey was awarded Fundraiser of the Year for the lifesaving Charity. Terry has been fundraising since March 2011 and is very active in his area. He is always finding new locations to put collecting tins and often undertakes street collections as far afield as The Black Country. Terry is out most weekends helping at various events as well as building up his personal fundraising tally, which currently stands at well over £7,000. The next project for Terry is a Six Counties fundraising walk in 2013. Congratulations to both award winners!

## Midlands Air Ambulance team scoop top award

MAA aircrews were recognised at the industry 'Oscars', the Ambulance Service Institute Annual Awards Ceremony. The top industry awards were held in the prestigious surroundings of the House of Lords and were hosted by Baroness Browning.

MAAC were awarded 'Air Ambulance Team Award' in recognition of the crew's response to an incident in Lucton, Herefordshire in February 2012 when all three aircraft formed an integral part of the team who responded to a fatal RTC.



Valentine's Day 2012 will go down as an extremely sad one in the lives of all those who attended a horrific car crash in Lucton, Herefordshire. A car with a mother and three children in it had collided with a

tractor. Sadly, one boy was confirmed dead at the scene, but two of his younger brothers and mother were airlifted to the major trauma centres at Birmingham Children's and Queen Elizabeth Hospital in Birmingham. Sadly, despite the extraordinary efforts of ambulance and hospital staff, the mother did not survive; thankfully, the boys are recovering well.

Dr Nick Crombie, one of the doctors on-board said; "To be faced with four critically injured patients, has to be the worst nightmare for any member of the ambulance service. I am incredibly proud of all of the crews and pilots who worked that day. We are also very lucky to have the support of the public who raise a phenomenal amount of money each year that allows us to keep flying. Without their generosity, it wouldn't be possible."

Hanna Sebright, CEO of MAAC added; "We are very proud of all the crews involved. This incident demonstrates the absolute necessity for an air ambulance service in major trauma situations."



# THE 2013 RECOGNITION AWARDS & CHARITY BALL

**A celebration to recognise those unsung heroes and raise vital funds**

Over 450 guests are expected, including supporters, local businesses and invited guests from politics, media and entertainment. The evening will include a Champagne Reception, 3 Course Meal, Casino, Entertainment, Live Music and Prestige Raffle & Silent Auction.

Since flying our first mission in 1991, we are firmly established in the hearts and minds of the communities we serve. As the service is funded solely by the public and local businesses, the Ball is a celebration of not just the lives we have made a difference to, but also the generosity of the local communities and businesses that help us to raise the £6 million needed each year to ensure our three helicopters remain operational.

The event takes place on Saturday 29th June 2013, Edgbaston Stadium, Birmingham. If you would like to attend tickets are just £55 each or tables of 10 at £550.00. If you are a company we have a number of sponsorship opportunities available. We hope you will join us to celebrate our unsung heroes and raise vital funds for the Charity.

**Please contact Jo Bailey or Jason Levy on 0800 8402040 to reserve your table or for general information about the event.**

**In 2013 Midlands Air Ambulance will be recognising some very special people and organisations that have made a real difference towards saving lives in the counties we serve.**

The acknowledgment of these unsung heroes will include ways in which supporters and volunteers have raised vital funds, our aircrew that have performed above and beyond the call of duty, airlift survivors that have come through situations of major trauma and organisations that have supported the cause to ensure vital donations keep the service operational.

Other invited special guests will include local heroes from the recent Olympics Games, Celebrities from local media and Charity Ambassadors. An appearance is also planned by the fleet of the Midlands Air Ambulance.





# “With a little help from our friends”

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

- 1 Staff at Patshull Park Hotel, in Wolverhampton, raised £100 for charity during a fancy dress exercise and fitness class led by Dave Corfield.
- 2 The British Motorcycle Association (BMCA) recently ran a motorcycle trial at Easthope Wood, Shropshire. Pictured is Charles Millington and £90 was raised.
- 3 Roy Quinton, President of the Rotary Club of Walsall presented £3000. MAAC was chosen as Charity of Choice for 2012.
- 4 Rachel's Academy of Dance, raised £910.10 from a dance show performed at Colton Hills Theatre.
- 5 Four-year-old Tilly Davies from Powys, sold plants at a local car boot sale with her Grandad. Her family and big sister Ella made posters to advertise the stall and they raised £11.05
- 6 Mr and Mrs Eades from Burntwood celebrated their 50th Wedding Anniversary and raised £635.00 instead of presents.
- 7 Pearly Kings and Queens raised £2200 at The Crown Inn in Wentor, Shropshire. Locals organised various Jubilee fundraising activities and street party.
- 8 Belbroughton Club hosted a horse race night and raised £765. Pictured is Paddy Eades, Gemma deBoeck and Claire Bayliss.
- 9 A brides prerogative to be late helped raised £100 after guests at the wedding of Nick & JJ took bets on how late the blushing bride would be!
- 10 The Three Peaks challenge was completed in 23 hours by Lucinda Evans and two friends who raised £1200 for MAAC!
- 11 Priorslee Motor Spares raised £1000 by cycling to each of the garages in and around Shropshire where they supply motor parts.
- 12 Michael Duffy raised £3,000 from CD sales. He recorded a selection of much loved Irish songs and performed in aid of MAAC!
- 13 North Staffs Organ & Keyboard Club presented an evening with John Cooper, raising £1100 from ticket sales and a raffle at Wolstanton WMC.
- 14 Hanley Swan Royal British Legion Club has continued to raise funds. The ladies skittles team raised £310, while the crib team raised £910. Anyone who wishes to join the teams should call 01684 899266
- 15 Mr and Mrs Walker donated £600 from their 60th wedding Anniversary celebrations.
- 16 Neil Davies organised a charity rugby match for his 40th Birthday and raised £1450!
- 17 Hereford Police Male choir raised £1000 by performing at St Stephens Church. The choir rose to fame on BBC TV show, 'Last Choir Standing'
- 18 Trev Foster and his son Josh raised £205 for MAAC when they completed the Wolverhampton Half Marathon. They have fundraised tirelessly after needing the Air Ambulance in 2007.
- 19 Hednesford Ex Soldiers Club, held a fundraising evening with two local bands Paisley Riot and Almost Easy. Pictured; Ian Hogg, Mandy Bran, Jim Hesletine and Shane Morley. The evening raised £338.80
- 20 Staffordshire Camping and Caravan Club held a family fun day and raised £1000
- 21 Chrissie Haley organised a variety night and raffle at Two Gates WMC and the event raised £2538.
- 22 Penkridge Market celebrated their 20th Anniversary in 2012 and chose MAA as Charity of Choice. So far they have raised over £1300, with more fundraising planned!
- 23 Alan and Dawn Gilson celebrated their 25th wedding anniversary and guests donated £75 to MAAC after the happy couple asked for donations instead of gifts!
- 24 Ross Roadies hosted their 6th bank holiday ride out and family fun day for owners and enthusiasts of vintage vehicles. The supporters raised another £1,000.
- 25 Ms Jen Kerrison had a coffee morning, to celebrate moving into her new bungalow and family and friends raised £125!



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## SURVIVOR STORY

# “My life was saved by the crew. I am here today because of them.”



**“A woman has been airlifted to hospital with life-threatening injuries after she was involved in a collision with a car in Wolverhampton. No car was at the scene when emergency crews arrived and no one else was injured.”**

It was 5.10pm on an Autumn evening, when Lis Berreen, then 67, was the victim of a hit and run incident. The domestic violence counsellor was at a pelican crossing when in a split second her life was left hanging in the balance. The collision happened on October 10th 2011, on the city’s ring road in rush hour. A rapid response vehicle, ambulance, incident support officer and the Midlands Air Ambulance from RAF Cosford, dashed to the scene.

Lis from Bromsgrove recalls what she remembers from that awful day; “I was on my way home from work and I remember walking towards the pedestrian crossing to where my car was parked. I am told that I was hit by a car that came towards my right hand side. I remember nothing about the impact. The next clear memory I have is seven hours later in Intensive Care.”

Lis suffered a catalogue of injuries as crews battled to save her life at the roadside. The impact left the right side of her body shattered, and caused two open wounds to the back of her head, two fractures to her right shoulder and seven rib fractures. There were contusions to her right lung which was also punctured by a broken rib. This was life-threatening because Lis is asthmatic. Her pelvis was fractured in several places, her right kneecap was dislocated and fractured as was her right tibia and two vertebrae. The whole right side of her body was badly bruised and lacerated.

Crews fought to stabilise her injuries before airlifting her to the Regional Trauma Centre at the Queen Elizabeth Hospital, Birmingham. Her injuries were treated within the golden hour which ultimately saved her life. Elizabeth explains; “There is no doubt in my mind that my life was saved by the air ambulance crew. Time was of the essence and I didn’t have time to get to hospital by land ambulance in rush hour, in a city centre.”

Elizabeth was in a critical condition for 72 hours and spent a further six and a half weeks in the Queen Elizabeth Hospital in ICU, on the trauma ward. “I was told my injuries were similar to those of someone who had been involved in a bomb explosion” she adds.

The horrifying collision was made worse because the car failed to stop and police had to appeal for witnesses and information to help trace the driver. Collision investigators searched CCTV footage in a bid to trace the dark coloured saloon car. No one came forward and after examining over 600 cars, the case was closed in January 2012 due to lack of evidence. Asked how she felt that the person responsible never stopped, Lis simply said; “They have got to live with what they did. They must think they killed me.”

It has taken Lis about a year to recover fully. She left hospital using a wheelchair with her leg in a brace and a tripod stick. Within weeks she was walking unaided. Although happy with her physical recovery, she admits the mental recovery has been much harder.

“Thankfully I suffered no brain damage but I became depressed. The little everyday things upset and frustrated me. I couldn’t host Christmas dinner and had to be careful putting pressure on my knee, which stopped me gardening. It really knocked my confidence and motivation.” Lis is now back at work, looking forward to the future and is involved in fundraising for MAAC.

She says: “Going to the airbase was a comforting experience for me. It helped me to gain closure and make sense of my feelings. I want to thank them all for their professionalism and compassion. I received the most amazing treatment and I cannot applaud them enough”.



JOIN THE MIDLANDS AIR AMBULANCE CHARITY

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**£1,000**  
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Since 1991, the Charity has completed more than 35,000 missions averaging 3,500 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 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

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**MIDLANDS**  
**AIR AMBULANCE CHARITY®**

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# SKY HIGH LESSONS



**It is a sad fact that we airlift on average 200 young people each year so any advice we can offer to help keep youngsters safe is invaluable. The education initiative provides primary and secondary schools with the opportunity to meet our aircrew, learn about the Charity's lifesaving work and receive valuable safety lessons.**

Pupils are treated to a visit and interactive assembly from our mascot and Helipod; a decommissioned aircraft that provides older students with an insight into the medical support an air ambulance can provide at the scene of an emergency, while younger children can try on the paramedic flying suits, helmets and climb aboard into the pilot seat and stretcher!

The Charity provides a special information brochure for pupils to take home to give them a unique understanding of our work and leave a lasting positive impression they can share with their parents.

## The Charity's education programme can offer your school:

- Ideas on satisfying OFSTED requirements through fundraising.
- Media support to help to raise the profile of the school and publicise your events.
  - A local Fundraising Manager to make sure your school, children and Charity gain the most from the partnership.
  - Ideas on how to fundraise in new and innovative ways, making it as fun and educational as possible for pupils and linking ideas into the curriculum.



**For more information how your school can get involved visit our website or call 0800 8 40 20 40.**



Bellan House, Oswestry



Bellan House, Oswestry

## Back to school for A\* fundraising!

The start of the academic year was bustling with fresh ideas! Staff, pupils and parents joined together to raise funds and certainly deserve A\* for their hard work!

Bellan House, Oswestry had a great day, Stafford Grammar school organised a sponsored walk raising £800, and Topcliffe Primary raised £100 and is planning lots of other activities to raise more in 2013!



Stafford Grammar



Topcliffe Primary

*"WOW! What a fun and interesting day we had at Topcliffe Primary School! The excitement kicked off with an interactive assembly on keeping safe (all 'helped' by Pup and Spike-the road safety mascot). All 241 of our pupils (dressed as super heroes) gained knowledge of the fabulous work Air Ambulance do. They looked around the Helipod, tried out the on board equipment and took part in road safety activities, all made fun and exciting by the staff from Air Ambulance and Road Safety."* Beverley Davies, Learning Mentor

**Chivenor school in Castle Vale have chosen MAAC as their Charity of Choice for 2013 and will be fundraising throughout the year. The school started with the Road Safety campaign with the council and raised funds with the 'Be a Hero for a Day' fancy dress theme.**



# Edwards Motors

## Mazda SKYACTIV technology wins What Car? Ultra-low-carbon Award

- Mazda SKYACTIV technology praised for its 'totally fresh approach' to fuel efficiency
- SKYACTIV-equipped all-new Mazda6 delivers class leading CO2 emissions from as low as 108g/km
- Mazda CX-5 compact SUV records CO2 emissions from 119g/km, thanks to SKYACTIV technology

Mazda's ability to defy convention and manufacture uniquely efficient cars was given another glowing endorsement this week by experts at Britain's biggest and best selling car buyer's guide. During the annual What Car? Awards held in London last night, judges from the influential monthly publication selected Mazda's fuel-saving SKYACTIV technologies as winner of the Ultra-low-carbon Award.

Praising Mazda's innovative technology at the awards ceremony, What Car? editor-in-chief Chas Hallett said: "Mazda wins this year's Ultra-low-carbon Award because it has taken a totally fresh approach to improving fuel efficiency and lowering emissions. We named its first vehicle with SKYACTIV technology, the Mazda CX-5, our Green SUV of the Year 2012. Mazda has shown it can deliver real improvements without resorting to more expensive hybrid or electric technology."

Describing this year's prize winners in detail, the 'Awards 2013' edition of What Car? states: "Mazda's SKYACTIV technology incorporates some of the world's most advanced petrol and diesel engines to lower emissions and improve fuel consumption without compromising the driving dynamics. The

latest version of the Mazda6 delivers CO2 emissions from as low as 108g/km – a remarkable figure which shows how a radical rethink can deliver real gains."

The latest award for Mazda SKYACTIV technology follows two accolades for the Mazda CX-5 compact SUV equipped with this technology – the 2012 What Car? Green SUV Award and the 2012 SCOTY (Scottish Car of the Year) Safety Award.

"Mazda is proud to have a high-profile publication, such as What Car?, acknowledge that our truly innovative fuel-saving SKYACTIV technology has enabled us to produce two remarkably efficient new vehicles while retaining the fun-to-drive qualities which are typical core features of our brand," comments Jeremy Thomson, Managing Director, Mazda UK.

"The introduction of our unique i-ELOOP regenerative braking system on the all-new Mazda6 is the latest additional ingredient to Mazda's long-term building block strategy for creating uncompromisingly efficient vehicles which also deliver responsive performance.

"Both the Mazda CX-5 and all-new Mazda6 offer customers a class-leading combination of a rewarding drive, outstanding fuel economy, solid environmental credentials, high specification, attractive pricing, unusually low running costs and excellent residuals – making them remarkably compelling ownership propositions," adds Thomson.

Mazda's SKYACTIV engines, transmissions, chassis and body technologies are currently available on the Mazda CX-5 SUV models, will be available on the all-new Mazda6 (on sale from 25 January) – with the addition of the unique i-ELOOP regenerative braking system, and will also be progressively introduced across the Mazda range as other new models come to the marketplace in years to come.

**For full details of the latest promotions and finance offers visit [www.mazda.co.uk/offers/offers-overview/](http://www.mazda.co.uk/offers/offers-overview/)**



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The official fuel consumption figures in mpg (l/100km) for the all-new Mazda6 range: Urban 36.2 (7.8) - 85.4 (5.1). Extra Urban 57.6 (4.9) - 78.5 (3.6). Combined 47.9 (5.9) - 67.3 (4.2). CO<sub>2</sub> emissions (g/km) 136 - 108.

# BUSINESS MATTERS

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

**Fund a mission:** Every time one of the aircraft takes to the sky it costs in the region of £25 per minute, with each airlift costing approximately £2000.

**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 contact [sarah.arnold@midlandsairambulance.com](mailto:sarah.arnold@midlandsairambulance.com)



## Law firm teams up with Air Ambulance for road safety campaign

DBS Law teamed up with MAAC to launch Road Safety Week campaign at Biffa Waste Management in Dudley. DBS Law's Head of Personal Injury Angela Fitzpatrick presented some grisly facts on road casualties caused by excessive speed on the regions roads, to over 100 of Biffa's professional drivers. The one day workshop raised awareness of the dangers of excessive speed and drivers were recruited as campaigners for the road safety message to help reduce the 2,000 casualties and 200 deaths that occur on West Midlands roads every year.

Angela Fitzpatrick said, "We need these drivers to spread the message that road collisions are not accidents, they are manmade and preventable events that destroy lives. We can all make a difference and create safer communities by passing on the facts about how speed can kill and driver distractions like mobile phones kill even more."

Biffa Depot Manager, Peter Giddings said, "We were delighted to welcome DBS and MAAC teams to speak to our staff. Biffa takes all aspects of Health and Safety very seriously. The day was a great success and appreciated by all our staff."



Sophie Atkinson, Group Head of Community Investment and Sustainability finds out what it's like to be an Air Ambulance paramedic, when the pod came to Sanctuary's Worcester offices.

## Sanctuary raising vital funds for MAA

Worcester-based Sanctuary Group is showing their support for MAAC with a series of fundraising events. Employees from the Group's Worcester offices, where there are around 750 members of staff, opted to choose MAA as their 'Charity of the Year' for 2012-2013 and have been digging deep to raise significant funds in support of their good works.

Since fundraising began in May, activities have included a strawberry tea morning, dress down days and a night at Worcester Warriors Rugby Club. The special event at Sixways Stadium helped raise in excess of £1,200 for MAAC and many more exciting events are planned this year.

## Inaugural Summer Ball held to raise funds for MAA

Sanders & Co. Solicitors of Stourbridge held their first ever summer ball to raise money for their nominated charities. The purpose of the evening was to provide a fun, relaxed evening with a three-course meal and disco.

The event was attended by many businesses and enabled guests to network and to forge new business relationships. To assist in the raising of funds, professional photographs were taken and a raffle was held with prizes donated by local businesses. Organisers were overwhelmed by the generosity of the guests who attended and will definitely be repeating the event this year!



## Berry's hill walk heroes

A challenging hill walk undertaken by a group of chartered surveyors in Shropshire has raised nearly £2,305.67.

Staff at Berrys' Shrewsbury office walked 26Km (16-miles) over the Shropshire Hills. Senior practitioner Mandy Seedhouse, who organised the walk said; "We would like to thank everyone for their generosity, this effort takes our fund raising total to nearly £4,000 this year."





# SHOP'S LAUNCH IS A 'PHENOMENAL SUCCESS'

## Thousands raised on opening day as shelves are cleared and shoppers queue outside!

The launch of the Charity's first shop was a 'phenomenal success' as hundreds of supporters spent thousands of pounds on the first day.

Large crowds gathered at New Street, Wellington on 7th Dec 2012 for the official unveiling and ribbon cutting by the Mayor of Wellington, Councillor Frank Burns.

Joined by Hanna Sebright CEO, aircrew, fundraisers and volunteers, Cllr Frank Burns said; "I am delighted to unveil this shop to the local community and I hope you will all join me in offering your full support to this invaluable Charity, which relies on our generosity to continue to save lives."

Within minutes eager shoppers had cleared the Christmas themed window display and sold signs were slapped on the majority of furniture and large goods.

MAAC, the official Mascot, greeted shoppers, while Santa handed out mince pies. By 5pm, supporters had snapped up thousands of pounds worth of goods and volunteers celebrated the Charity's latest milestone and final celebration of the 21st Anniversary year.

Hanna Sebright, CEO, said; "The Charity selected Wellington for its first shop as it represents the roots of the Charity and the strong community ties that remain in place after 21 years. This fantastic opportunity to launch a high street shop will enable the Charity to continue to raise vital funding. Donations from shop sales will make a significant contribution to the £6 million needed each year to keep the lifesaving service operational."

**The Charity shop is located at 16-18 New Street Wellington, Telford and is open Monday to Saturday, 9.30am-5pm. If you would like to donate items please call 0800 8 40 20 40.**



Alison offering a friendly greeting with mince pies





Maac with the busy crowds



Wellington Lord Mayor, Maac, and David Adams, shop manager cutting the ribbon



Hanna Sebright CEO, David Adams and Aircrew member Allister McNeill



The new shop team!



Volunteer John, our resident Santa



# Behind the Scenes

Our helicopters are a familiar sight in the skies across the Midlands, but while our crew are flying high above saving lives, there is also a hard working behind the scenes team, with their feet firmly on the ground.

The Charity has a small but hugely dedicated team based in Brierley Hill and a fantastic support network of volunteers across the six counties MAAC covers. In 2012, MAAC welcomed nine new starters to ensure the Charity can continue to fundraise, raise awareness and save lives.



**Sarah Arnold**  
Fundraising



**Jo Bailey**  
Fundraising



**David Adams**  
Charity Shop Manager



**Sue Lynch, Angela Watkins, Nicole Broadbent, Magda Chmurska,** Administration Support



The Charity relies on the good will, generosity and support of the local community and is grateful to our incredible team of volunteers. In 2012, MAAC welcomed new faces to the support network that is so vital to the successful running of our lifesaving service: **Elaine James, Simon Kirby, Judy Cheer, Sharon Plant, Sarah Evans, Bernard Knight, Barbara Collinge, Ian Lloyd, Bethany Colburn, Marissa Michalek, Bridget Owen, Elizabeth Doody, Gill Thompson, Sarah Barnes, Sheila Sinclair, Janet Mareithi, Susan Shrimpton, Bernie Cordell, Bill Snaith, Sandra Jones, John Alvey, David Beck, Margaret Penwright and Robert Grove.**

Sadly, in 2012, the Charity also said goodbye to a number of hard working members of staff: Jackie Smith, Admin Assistant, retired after 17 years dedication to MAAC. Stef Langford Brown, Corporate Manager, and Amita Patel, Fundraising Manager for Staffordshire both left to focus on their family run businesses. Theresa Baggott, Admin Assistant, left to pursue new challenges.

**There are plenty of ways to get involved with MAAC. If you would like to volunteer, please call Alison Blakeway, Volunteers Coordinator on 0800 8 40 20 40.**

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Lee Pearson CBE, Hanna Sebright and Carl Hester MBE

# TEAM GB OLYMPIANS BECOME INAUGURAL AMBASSADORS FOR MAAC

## **Paralympic and Olympic London 2012 equestrian champions LEE PEARSON CBE, CARL HESTER MBE and NICK SKELTON OBE have been appointed as Ambassadors to the Charity**

**All three TEAM GB equestrian stars who won gold medals in the London 2012 Olympics will support the Charity with its national fundraising and awareness to the equestrian and equine worlds. The Charity and its cause are particularly close to the hearts of all three equestrian champions; figures collected by the Midlands Air Ambulance show that riders account for more call-outs than all other sporting incidents combined. Road traffic accidents (RTAs) account for 50% of all call-outs, followed by medical emergencies then general falls. Equestrian incidents were fourth, coming in at 8%. MAA responds to an average of 15 incidents per month from seriously injured horse riders.**

Olympic Gold Medallist and International Show Jumper Nick Skelton sustained serious injuries from a fall at a show in the summer of 2000. The nature of his injuries was so severe, with his neck broken in two places, that the lifesaving work of the air ambulance was critical to his recovery.

Paralympian Gold Dressage Medallist Lee Pearson is also indebted to the work of the air ambulance. Lee was airlifted by the Midlands Air Ambulance following a serious fall from a horse near his home in rural Staffordshire.

Due to the very remote and rural location of where Lee was injured in the Staffordshire Moorlands, it was deemed inaccessible for a land ambulance to reach him. The Midlands Air Ambulance was dispatched and on scene in a matter of minutes.

Dressage Master and Olympic Gold Medallist Carl Hester has also witnessed first hand the valuable life saving work of the Midlands Air Ambulance when it landed in fields close to his yard in Gloucestershire to attend to a seriously injured rider, airlifting her to hospital.

Commenting on the ambassador appointments Midlands Air Ambulance CEO Hanna Sebright said; "I am delighted to welcome Lee Pearson, Nick Skelton and Carl Hester as Ambassadors of the Charity. We are truly honoured to have not one, but three Olympic Gold Medallists, all of whom were an inspiration to the country and to us all in the Olympics last year. The stature of these Olympians will help us reach out and build awareness within the equestrian world and wider equine community."

MAAC are looking forward to accepting invitations for further Ambassadors in the coming months to champion our cause.



# MILESTONE FOR RAF COSFORD



**As one of three airbases situated throughout the region, Midlands Air Ambulance Charity has enjoyed a relationship with RAF Cosford for over twenty years, having moved there from its original base in Worcestershire soon after its conception in 1991, and the airbase now accounts for 40% of all our airlifts.**

The partnership with the RAF remains strong and MAAC congratulate our colleagues at Cosford on reaching such a tremendous milestone. The 75th anniversary coincides with the MAAC's Airbase Appeal which will see the completion of new aircraft facilities, a communications overhaul and helipad improvements.

RAF Cosford was originally destined to be an Aircraft

Storage Unit, but it was soon identified as a suitable location to house one of the then much needed additional Technical Training Schools. It is now home to a number of RAF, Defence and several civilian organisations. The largest numbers of Cosford employees however, are involved directly or in support of, the delivery of military training.

The RAF Cosford Air Show is the West Midlands biggest aviation event, and this acclaimed milestone will be celebrated with a special opening sequence flown by aircraft associated with the Shropshire base.

The Midlands Air Ambulance Charity is looking forward to being part of the RAF anniversary celebrations.

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# BIKER'S CORNER

## Welcome to the biker section of Take Off magazine

Sadly, nearly 50% of the missions MAA attends are road traffic collisions, and bikers, as motorists, are some of the most vulnerable drivers on the road. The biking community are huge supporters of the Charity and our Bike 4 life fundraisers are getting bigger every year. These feel good days aim to get people out on their bikes and have fun, whilst raising money for a vital cause!

## BIKE FEST AND RIDE OUT SET TO BE THE BIGGEST BASH IN SHROPSHIRE



**Bike 4 Life is back and will be bigger and better than ever! Over 4000 bikers and enthusiasts are expected at the biggest free biking event in the Midlands.**

This year's Ride Out will start at Meole Brace in Shropshire and then head over to RAF Museum Cosford for a fantastic festival that is not to be missed by any biker. The event will include displays and exhibitions from some of the best manufacturers in the UK as well as groups and organisations that promote road safety and how to get the most from your biking experience.

The event is organised to raise funds for Midlands Air Ambulance Charity and the RAF Museum Cosford, while promoting road safety. Over 50% of the incidents we attend are road traffic related, a number of these involve motorcycles, so road safety is paramount for all the crew and staff at MAAC.

Backed by some of the biggest biker organisations, dealerships and suppliers in the UK, you will have the chance to meet biking celebrities, the crew from MAA, join in with assessed ride outs, see special motorbike displays, buy souvenirs and enjoy live music and good food.

The Festival at RAF Museum Cosford will be open from 10am-4pm. The Ride Out will set off from Meole Brace at 11.00am, arriving at the Festival around midday. You can come along to the Ride Out at anytime from 9am onwards, it is free to enter but you will be asked to make a donation.

**To register for the BIKE 4 LIFE RIDE OUT please email [bike4lifefest@rafmuseum.org](mailto:bike4lifefest@rafmuseum.org) stating your name and contact details and number of places. If you would like any more information about the event and keep up to date on the latest things going on you can go to [www.shropshirebikefest.co.uk](http://www.shropshirebikefest.co.uk) or if you are a trader that would like to exhibit please contact Mick on 07792 774 058.**



### Follow us online!



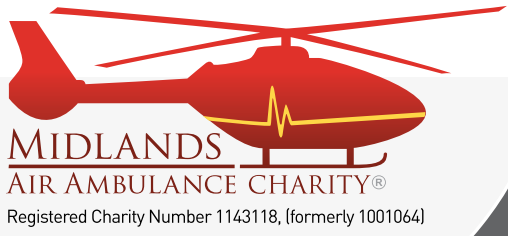
To keep up to date with Charity ride outs in your area follow us on Twitter [@MAA\\_Charity](https://twitter.com/MAA_Charity) or search for 'Heli Copter' on Facebook! For a full calendar of biker events in aid of MAA visit our website [www.midlandsairambulance.com](http://www.midlandsairambulance.com)

### Want to get involved?

There are plenty of ways you can get involved in our biking community! If you want to organise a bike event we can help support and promote your fundraiser! Contact the office on 0800 8 40 20 40 or email [info@midlandsairambulance.com](mailto:info@midlandsairambulance.com)

**FREE PUBLIC ENTRY\***

**A GREAT MIDLANDS EVENT IN AID OF TWO GREAT MIDLANDS CHARITIES**



- **Arena Displays**
- **Trade Stalls**
- **Bike Dealers**
- **Assessed Ride Outs**
- **Live Music**
- **Special Guests**
- **Special Presentations**
- **Biker Experience**
- **Family Fun**

**Sunday  
21st April  
2013**

**Bike Ride Out** Joining from 10am,  
at Meole Brace, Shrewsbury arriving  
at festival approx 12.30pm\*

**Festival** from 10am - 4pm  
at **RAF Museum Cosford**

For details on the event call: **07792 774 058**  
or visit [www.shropshirebikefest.co.uk](http://www.shropshirebikefest.co.uk)  
or email [bike4lifefest@rafmuseum.org](mailto:bike4lifefest@rafmuseum.org) to register for the ride out.

\* Registration is free to the ride out, however you will be asked to make a donation.

[www.midlandsairambulance.com](http://www.midlandsairambulance.com)  
[www.rafmuseum.org](http://www.rafmuseum.org)

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