

THE OFFICIAL MAGAZINE OF MIDLANDS AIR AMBULANCE CHARITY

Takeoff

Issue No. 10



Saving Lives by Saving Time



IN THIS ISSUE

Taking patient care to new heights

Survivor stories

Behind the scenes with the Operations Team

Our New Education & Visitor Centre Is Open!

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WIN £5,000



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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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Visit: www.midlandsairambulance.com

**PLEASE
NOTE
OUR NEW
ADDRESS**



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. In excess of £6 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 four in ten 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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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 our latest edition of Take Off

I can't believe we're already half way through the year, and what a year it's been so far! The events calendar has never been so busy, we've been inundated with news of your fundraising events and activities, and I am humbled on a daily basis by the generosity and dedication of everyone who supports our great charity.

Our own team of fundraising managers, coordinators and volunteers have been working tirelessly to create events and challenges to inspire you and your fundraising efforts. From endurance walks, go karting races, abseils and sky dives, you've certainly been taking part in your droves!

Talking of well attended events, we celebrated our best ever Bike4Life event at our Cosford airbase. With over 2,000 bikers the atmosphere was fantastic and we were delighted so many of you joined us on the ride out. On a serious note although a fun day out was had by all, unfortunately up to 50 per cent of the incidents MAAC attends are road traffic accidents and a vast number involve motorcycles, so the support of the biking community continues to be greatly appreciated.

I'd like to take this opportunity to share a few of our more recent achievements. We recently opened our new Education and Visitor Centre at our Strensham airbase thanks to an extremely generous donation from businessman, Andrew Ruhan. Without his support we wouldn't have such a great facility, nor would we have been able to launch the centre so quickly, so I can't thank him enough for his contribution. Thanks also go to the children at Small Heath School, Tewkesbury C of E Primary School and Holy Redeemer Catholic Primary School for helping us to open the centre, they were a wonderful addition to the day. See page 23 to read more about the launch.

Since the last edition of Take Off we extended our summer flying hours, so that all three of our aircraft are now operational for 12 hours a day, seven days a week. This not only demonstrates our commitment to patient care and our life saving service provision, but also highlights just how far we have come in developing and extending our Patient Transfer network with major hospital Trauma Centres across the six counties we cover.

I'd like to say a warm welcome to our four new trustees, Nicholas Whale, Tim Rice, Ian Graves and Robert Fulton who joined the MAAC board in April and bring with them a wealth of experience to help drive the strategic direction of the charity forward. Find out more about them on page 13. I'd also like to thank our outgoing trustees, Anthony Arrowsmith, John Lancaster and Tony Murrell, their hard work and contribution to the charity was second to none.

Hot off the press is our office move! Although it's still early days, we're settling in well. The new facilities are a great improvement on our current office facilities and will significantly reduce the charity's office costs.

As you can see there's an abundance of progress across all areas of the charity, all of which we're very proud of, and we wouldn't be in this fortunate situation without your support, so thanks go to each and every one of you.

Enjoy this edition of Take Off and I wish you all a wonderful summer of fundraising!

Hanna Sebright
Chief Executive

WELCOME TO THE 2013 EVENTS DIARY

Our fundraising team has 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, dance 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 an evening at the theatre, a relaxing game of golf, or a valuation day? Whatever your hobby or chosen challenge, make sure you don't miss this year's Open Day at the Strensham airbase. So read on, sign up and do something amazing this year - help save lives.

JULY 2013

Zumbathon

Station Hotel, Castle Hill, Dudley
7th July



Come and join us for a full two hours of Zumba and help us raise funds. All proceeds from the ticket sales, sponsors and raffle will be donated to Midlands Air Ambulance Charity. The event takes place between 2pm and 4pm at Station Hotel, Castle Hill, Dudley, DY1 4RA.

For your ticket or more information, contact
Andrea: 07719 807544 or Bernie 07855 350378.

Drakes Broughton Classic Car and Bike Show and Village Fete

Drakes Broughton, Worcestershire
13th July

Bring the whole family along to the playing fields on Walcot Lane in Drakes Broughton for a fun day out.

Food and drink, including a licensed bar, will be available together with live music, family entertainment and stalls.

For more details visit www.drakesbroughton.com.
Alternatively contact Ken Skillern on 01905 841 296,
Richard Durrant on 01902 840 386 or Michelle Elliott on 01905 841 564.

JULY 2013

Concert at The Grand Theatre

The Grand Theatre, Wolverhampton

21st July

The concert will unite three of the best male voice choirs in the area, with the inspiring sound of 100 men singing both traditional and patriotic songs together in harmony.

Adult tickets are £15/£16, Children (U16) £10, Family (min. one adult) £40.

Tickets must be purchased direct from Wolverhampton Grand Theatre's website: www.womvc.org or from their booking office. Tel: 01902 429212.

Charity Golf Day

Blackwell Golf Club, Worcestershire
26th July



MAAC is calling keen golfers to take part in the annual Golf Day, which takes place at Blackwell Golf Club

Organised for the charity by corporate supporters, EBC Group, the Golf Day will see businesses, organisations and individuals take to the fairways for a bit of healthy competition and a great day of fundraising.

Individuals can play for £142.80, while teams of four can sign up for just £474. For further information and to sign up to the event, please contact EBC on 0121 585 4400 or email golf@ebcgroup.co.uk. Find out more at www.ebcgroup.co.uk/charitygolf.

AUGUST 2013

The Roaring 40s

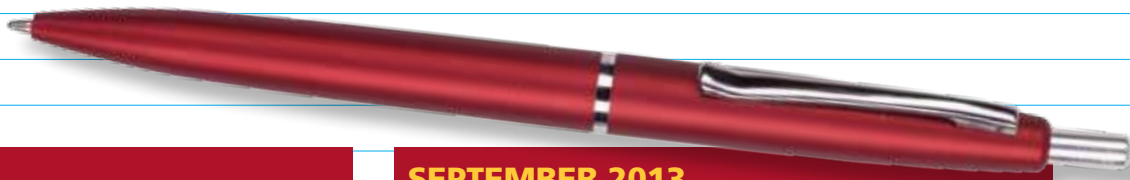
Cordingley Hall,
Donnington
17th August



Fundraise in style at this 1940s dance being held at Cordingley Hall in Donnington. Everyone who attends is encouraged look the part by wearing clothes from the era. Doors open at 6.30pm and dancing will commence at 7.30pm with music from Sarah Reynolds, a local 1940s singer.

Admission is just £6 with £1 going to MAAC. There will be a raffle on the night to help raise extra funds for the service and refreshments will be available to purchase.

For more information, please contact MAAC's regional fundraising manager, Maria Jones on 07785 623 383.



SEPTEMBER 2013

Carver Wolverhampton City Marathon

West Park, Wolverhampton
1st September

Wolverhampton City is hosting its annual marathon events to include a full marathon, half marathon, Banks' 10K run, 20k cycle event and children's mini marathon event.

All races start and finish at West Park, Wolverhampton WV1 4PS, where there will be family activities throughout the day. MAAC will be in West Park with the demonstration helipod and Maac, the mascot, so come along and say hello!

For more information please go to www.wolverhamptonmarathonevents.co.uk to download your entry form. Closing date for entries is 24th August.

Airbase Open Day

Strensham, Worcestershire
7th September



MAAC is already busy preparing for this year's Open Day at the Strensham airbase and is inviting you to join them in what's set to be the best year yet! The day takes place from 10am until 4pm and will launch in style with the charity's celebrated ambassadors opening the event.

This year, visitors will be able to see MAAC's recently unveiled Education and Visitor Centre and take a close up look at the famous EC135 aircraft, plus take a look around the host of displays, exhibitions and a selection of classic cars and other vehicles. Plus there's an abundance of refreshments to take advantage of and fun activities and attractions on offer throughout the day to keep the whole family entertained!

For more information about the Open Day contact 0800 8 40 20 40 or visit www.midlandsairambulance.com

SEPTEMBER 2013

Go Karting Challenge

Priory Park, Tamworth
15th September



This challenge will see 24 teams competing for the coveted title of MAAC Champions. 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?

For more information on the event and how to book your place, email events co-ordinator Michelle McCracken via michelle.mccracken@midlandsairambulance.com or call on 0800 8 40 20 40.

Bonhams Charity Valuation Day

Malvern Theatre, Malvern,
Worcestershire
17th September

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.)

If you would like to find out more about the Valuation Day, please visit: www.midlandsairambulance.com or call the team 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**. 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 and we have highlighted just a few.



A charity evening with Boycie and Mr Bond...

Exclusive Shropshire chauffeuring experience company White 7 staged a special charity viewing of the James Bond film Skyfall, at Cineworld in Shrewsbury.

The event was sponsored by Rybrook BMW of Shrewsbury who hosted a reception in its Battlefield showrooms beforehand, with over 70 invited guests being chauffeured in a fleet of BMW saloons to the cinema, returning again to the dealership after the screening for refreshments.

Shropshire-based actor John Challis, who rose to fame as 'Boycie' in the television series Only Fools and Horses was guest of honour for the event, which raised £2,500 for MAAC. A raffle and auction of donated gifts included a signed David Beckham England shirt, a Cornish holiday, helicopter flight and two copies of books by John Challis, signed on the night.

John Challis said: "It has been a terrific night, we were collected from our home at near Ludlow, by a gleaming white chauffeured BMW limousine, but after travelling up and down our farm track it wasn't quite so sparkling! I am delighted to have come along to lend my support to help raise valuable funds."

MAAC fundraiser, Maria Jones, commented: "We are so grateful to White 7 for organising this event and for raising such a large sum of money for our charity."



Fundraising is picture perfect for local artist

Acclaimed Shrewsbury artist, David Walker, is planning to raise over £20,000 for MAAC through the sale of his collection of prints especially commissioned for the service.

David has worked as an artist for nearly 30 years and during this time he has created a number of special prints, which he is starting to sell to help raise money for our vital life saving work. David comments: "It's incredible that such a heavily relied upon public service is dependent on fundraising. As one of my son's close friends has been airlifted twice by air ambulance, I wanted to do whatever I could to assist the charity. Among my passions I enjoy painting aircraft and therefore started depicting the iconic red and yellow helicopter over key landmarks in the area, such as Ironbridge." In addition, David has produced a beautiful painting of the famous helicopter against a dusky sky.

Jason Levy, fundraising and marketing director for MAAC, states: "We rely solely on donations from the public to raise the £6 million each year to keep the service in the sky, so it's wonderful to have such unique and long lasting support from people like David. His masterpieces have already brought a great deal of joy to those who have bought them, and we expect his paintings to continue to help raise a significant amount for our cause."

If you are interested in viewing David's gallery of paintings for MAAC, visit www.midlandsairambulance.com and visit the picture gallery on our online shop.





Burton couple get into gear for fundraising

Most couples celebrating their 25th wedding anniversary would choose to go out for a meal, host a party or perhaps go away for the weekend, but James and Helen Wolfe from Burton on Trent decided to do something a little more adventurous as they have entered the Mongol Rally to commemorate their stirring year.

The Mongol Rally is an epic challenge across 10,000 miles of desert, mountain and remote terrain. There are 300 teams taking part, all starting on 14th July and it is expected to last between four and six weeks, making it one of the toughest endurance challenges on the planet.

James Wolfe and his wife Helen will be undertaking the trip to help raise vital funds for two deserving charities – MAAC and the Lymphoma Association. James comments: "I have undertaken several incredible adventures in the

past, but this time Helen and I wanted to do something together, especially as we're celebrating such a special anniversary. We're driving to the start point and back again, so it's likely our trip will be 20,000 miles in total. We just hope the 25 year old Ford Fiesta we're taking will survive!"

Helen adds: "There are easier ways to celebrate an anniversary, but we don't do anything by halves. We really wanted to do something extraordinary together to help two very worthy causes; you never know when you may need to rely on MAAC, and we have friends who have been affected by lymphoma, so this is our way of showing our support. We're hoping to write a blog with our progress on route, to show those who've donated just how we're doing."

Two decades of support for MAAC

The Hanley Swan Royal British Legion Club has been fundraising for MAAC for over 20 years and has raised over £40,000 in the process. During this time, the fundraising efforts have been led by Legion members Mike Soley, George Pitman, Graham Price and Colin Tyler and the club's crib players have raised more than £35,000, while Lyn Merrick has led the skittles teams and raised over £5,000 in the last three years.

The club, situated in Hanley Swan (between Upton-Upon-Severn and Malvern), is now looking for more teams to take part in the crib and skittles events to help raise further funds for the charity, and is therefore welcoming interest from the local community.

Crib is played on a knock-out basis each week, on Wednesday and Thursday evenings at 7.00pm. Meanwhile, skittles are played on Sunday evenings with teams of six players, each paying £1 to play.

If you are interested in joining the crib or skittles teams, please contact the club for further information on 01684 310650, or Colin Tyler on 07768 255 916.



WPD's network services manager Lee Wallace with paramedics wearing new kit that has been sponsored by WPD.

Our paramedics received new kit donation

Western Power Distribution (WPD), the electricity distribution network operator for the Midlands, South Wales and South West, has donated £2,000 to MAAC. The cash is being used to fund new hi-vis jackets for paramedics at the Strensham air base.

Lee Wallace, WPD's network services manager for the West Midlands area said: "The work of the air ambulance is widely regarded and it is fantastic to know that our funding will help the charity to save many lives across the Midlands. As a company we take safety very seriously so we are always keen to support organisations committed to helping to protect the public and to raising awareness of safety."

Grand Summer Prize Draw

Midlands Air Ambulance Charity is offering you the chance of winning a fantastic cash prize in their Grand Summer Prize Draw.

The Draw, which takes place in September, is a fun way to help raise money to support the 3,000 life-saving missions that the charity carries out each year.

You can make a real difference between life and death, because without your support none of this would have been possible. Last year Midlands Air Ambulance Charity raised over £75,000 from its bi-annual Raffle, funding countless airlifts.

Again we are asking for your support and offering you the chance of winning a fantastic cash prize in the charity's Grand Summer Prize Draw. Please remember the deadline for the return of your stubs, payment slip and payment is 4th September 2013.

Thank you for your support!



1st prize: £5,000
2nd prize: £500
3rd prize: £200
4th prize: £100
Ten x £20 Runners-up prizes

Draw to take place Friday 6th September 2013. To order your raffle books, please call our hotline now on 0844 567 0844

To order your tickets call
0844 567 0844

Saving Lives by Saving Time



MIDLANDS
AIR AMBULANCE CHARITY®

Registered Charity Number 1143118, (formerly 1001064)

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

Gloucestershire • Herefordshire • Shropshire • Staffordshire • West Midlands • Worcestershire

SURVIVOR STORY

“I’m eternally grateful to everyone at Midlands Air Ambulance, I’m still here because of them.”



The 14th February 2012 is one day David Hart will remember for the rest of his life. Unfortunately not because it was Valentine’s Day, but because it was the day he had a heart attack.

David, from Westbury in Shropshire, led an active lifestyle keeping fit with his passion for walking and gardening, plus he had a healthy diet, so when he felt discomfort in his chest, it was easily misdiagnosed for indigestion.

Retired teacher David recalls the day of his heart attack: “I was having some renovation work done to the house and thankfully the decorator was with me that day. I didn’t feel well for over a week, and on the actual day of the attack I felt extremely weary and my chest pain started to worsen, so I went for a lie down and that’s when it happened. It came on very quickly and was a pain like no other.”

Thanks to the swift reaction of the decorator, a land ambulance was quickly on the scene. David was given immediate treatment and attached to a cardiogram to assess his condition, but paramedics knew that David wouldn’t survive the hour and half journey to New Cross Hospital in Wolverhampton by road – that’s when the Midlands Air Ambulance, based at Tattenhill was called.

David adds: “I was conscious for the entire time, so remember everything very vividly. The paramedics were fantastic and kept talking to me to reassure me about what was happening. It was very surreal being taken to the famous red helicopter and then airlifted to the hospital, the transfer took just 12 minutes and I felt like I was on a film set as the doctors and nurses were ready and waiting for me when we arrived.

“I certainly took advantage of the ‘Golden Hour’ – if I hadn’t been airlifted and taken to the hospital so quickly, I know I wouldn’t be here today.”

David was operated on immediately and fitted with a stent to help prevent any further problems. He spent a few days on a ward recovering before being discharged and allowed home.

“One of my sons lives in Dubai and flew back to pick me up and look after me. Although I enjoy seeing him, I wish it was under better circumstances,” David notes.

Like many fit and healthy people who’ve suffered a heart attack, in the aftermath David found it difficult to trust his body again and was signed up as an outpatient at the cardiac rehabilitation unit. He spent time in the exercise room slowly regaining his health and confidence.

David continues: “Little over a year on and I’m now going to the gym two or three times a week, which is very satisfying and I’m able to enjoy the garden and walking again. Although I feel back to my old self, I don’t take anything for granted, especially the work of the team at the Midlands Air Ambulance Charity. They literally saved my life with their swift actions, I never thought I’d need to rely on them, but unfortunately I did, and for that I’m extremely grateful.”

To support the service, David has written a collection of poems which he aims to sell for donations of £2 or more to raise funds. As part of his on going fitness regime David has been walking in the Shropshire countryside, which inspired his delightful writing. If you’re interested in finding out more about how you can purchase the folio of poems, please email info@midlandsairambulance.com



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CHARITY NEWS...

FIND OUT WHAT WE'VE BEEN UP TO IN THE LAST THREE MONTHS

It's been a very exciting spring season for MAAC. Our aircrews, fundraisers, volunteers and staff have all been busy doing what they do best, and the service is continuing going from strength to strength.



Moving on up!

As you may already be aware, the charity has recently moved its headquarters to new premises in Stourbridge. It's very early days, but everyone is settling into the brand new offices well. The move is testament to the continued success of the charity and the new facilities were required to provide a much improved working environment for the expanding fundraising support team.

The decision has also helped to improve the charity's efficiencies as office costs will reduce as a result of the move. In addition, the Dudley Road location enables the charity to maintain its close working relationship with West Midlands Ambulance Service NHS Foundation Trust. Chief executive Hanna Sebright comments: "The fact

that we've invested in new facilities highlights just how far we've come in our 22 year history. The charity started in a portacabin and has grown from strength to strength ever since, which wouldn't have been achievable without the on going commitment and donations from the local communities we serve."

The charity's new address is:
Midlands Air Ambulance Charity, Hawthorn House, Dudley Road, Stourbridge DY9 8BQ.

The telephone and fax numbers will remain the same, and in the short term post sent to the old headquarters at Enterprise Trading Estate will be redirected to the new offices.

Celebrating our unsung heroes

Volunteers are vital to any charity, but our volunteers go above and beyond to represent MAAC. They are the backbone of the service and without them MAAC wouldn't be what it is today – one of the region's most recognised and well supported charities. It's for this reason the charity hosts an annual Volunteer Luncheon to celebrate their great work and share the on-going plans for the service. This year MAAC hosted the prestigious and much-anticipated event at Hagley Hall, a very fitting setting as the charity started at that very location over 22 years ago.

Over 80 volunteers attended the social occasion and enjoyed a buffet luncheon, followed by the arrival of the famous red aircraft. To celebrate another successful year of fundraising by the volunteers everyone enjoyed a slice of cake and a cuppa and received a heartfelt thank you by chief executive Hanna Sebright. Thanks go to everyone who attended and for their continued and unrivalled support. Here's to another great year of fundraising across the six counties.



Volunteers' Handbook now available

Hot off the press! MAAC has now launched the brand new Volunteers' Handbook, which has been specifically designed to guide the charity's unsung heroes, the volunteers, in their fundraising and awareness building efforts. It also provides important facts and background information about the charity, and key principles and policies concerning volunteering and what is expected of the service's growing family of volunteers.



If you're interested in volunteering for MAAC, and making a real difference to help save lives across the region, do get in touch with the volunteer co-ordinator, Alison Hill on 0800 8 40 20 40, or email alison.hill@midlandsairambulance.com

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 38,000 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



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

Unit 16 Enterprise Trading Estate, Pedmore Road, Brierley Hill, West Midlands DY5 1TX



MIDLANDS
AIR AMBULANCE CHARITY®

Registered Charity Number 1143118, (formerly 1001064)

THE CHARITY WELCOMES FOUR NEW TRUSTEES TO THE BOARD

MAAC has recently appointed four new trustees to the Board who bring with them financial, business, commercial and aviation acumen along with a drive and determination to further reinforce the Board's commitment to the charity's long term sustainability.

Meet the new Trustees

Ian Graves



Ian initially studied electrical engineering at Sheffield University and went on to study management, leadership and development in Manchester, Warwick and London.

Ian started his management career in the Worcestershire area, where he was responsible for the electrical distribution network in Worcestershire, Gloucestershire and Herefordshire. He held a number of senior posts in E.ON, before joining the Board of a Warwickshire-based business, Promanex (now a wholly owned part of Costain). Ian currently holds the position of power sector director for Costain.

Nicholas Whale



Living in Walton in Warwickshire, Nick has developed his career around the motor trade, working with BMW in the UK during the 1980s, Nick then became a director of Ryland Group in 1988. Having successfully steered the company through the recession he then oversaw the company floatation on the UK stock market in 1996. At the end of 1998 he left the original family business in order to pursue a life-long ambition to start up on his own.

Nick Whale Toyota Ltd was established in March 1999 and he went on to sell the group to Listers PLC. In 2002 he opened a highly-successful Porsche business in Solihull and Nick Whale Sports Cars in Bromsgrove specialising in Lotus cars. Also in 2002, in partnership with 1996 Formula One World Champion Damon Hill, Nick opened a BMW / Mini business in Leamington Spa which was eventually sold to Rybrook Holdings Ltd 2008.

Nick has run successful UK franchises for a variety of UK manufacturers including Porsche, Ferrari, Maserati, BMW, Mini and Audi. Nick continues to own Nick Whale Sports Cars in Warwickshire.

Tim Rice



Tim lives in Winchcombe in Gloucestershire and studied mechanical engineering at Coventry University. He subsequently went on to complete an MBA at the University of Warwick and is a chartered engineer, and a fellow of the Institution of Mechanical Engineers and the Royal Aeronautical Society.

Tim has spent most of his career in the aerospace industry moving from stress engineer through to general management positions including managing director of Vector Aerospace – a business maintaining the MoD's helicopters. Previous positions include managing director / head of Airbus at Messier Dowty, managing director of Messier Services UK, executive vice president of Spirent Systems, and commercial and product support manager at Dowty Aerospace Wolverhampton.

Following his successful career in industry, Tim now operates in non-executive/advisory roles, focusing on business strategy development, stakeholder engagement and partnership, and facilitating the development of high performing teams.

Robert Fulton



Rob lives in Stourbridge in the West Midlands and studied law at the University of Sheffield and went on to complete his professional exams at Chester Law College.

Since 1990 Rob has developed extensive experience and knowledge of the aviation sector. Rob currently holds the position of director European legal affairs at UTC Aerospace Systems, providing advice on general commercial and legal matters and most recently on the sale of UTC's Power Systems business and supporting the sale of the 50 per cent share in the engine controls joint venture with Rolls-Royce plc. Rob is also a member of the Product Safety Review Board.

Other positions include; chief European counsel – Goodrich Corporation, chairman of the Goodrich UK Pension Scheme, solicitor at TRW Limited and in 1990 he supported the divestment of the TRW Aeronautical Systems business to Goodrich.





“With a little help from our friends”

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

- 1 The wonderful fundraising efforts of the Stoke On Trent Methodist Singers raised £1,000 for the charity.
- 2 The lovely ladies at Little Lakes Golf Club in Bewdley dressed to impress and took over the men's corner in the bar. They ran a raffle and raised an impressive £220.
- 3 Stafford Rangers Social Club have been a continual support of MAAC.
- 4 Blacks Head Pub Does Talent ran over six weeks and helped to raise over £1,500.
- 5 The wonderful team and patrons at the Black Cock Inn raised £3,380 for MAAC with a range of fundraising activities in memory of Steve Swinton.
- 6 The blooming marvellous fundraisers at Tutbury Flower Club raised a grand amount, well done ladies!
- 7 David Cottee and Emma Francis of the Worcester Concert Brass Band presented David Hamilton with a cheque for £600 for MAAC following a number of tuneful events in Tesco stores, thanks guys.
- 8 A big thank you to Bill and Emma Cooper from Air Systems Group for choosing MAAC as the charity at their open day at Manx Trophies & Sports. £150 was raised through a brilliant raffle.
- 9 Isa Lloyd visited the Strensham airbase to present our crew with a cheque for £3,040. Isa chose MAAC as his captain's charity at Rhosgoch Golf Club and also climbed the Brecon Beacons and Snowdon to raise further funds, well done to Isa and everyone involved.
- 10 Our very own David Bowie held a talk at the Shropshire Aero Club at Sleaf Airfield about his round the world flight and why he had to abandon his trip. He raised £500 in the process.
- 11 A big thank you goes to Stuart Jones and family for choosing MAAC as the chosen charity for the open day held at Ridgeway Rentals in Oswestry. They made a fantastic £500 for the service.
- 12 As lady captain of Hill Valley Gold Club near Whitchurch, Brenda Siertsema chose MAAC as her chosen charity and raised £700.
- 13 Along with the Lifeboats MAAC was presented with a cheque for £300 by the Prees Fire Station after they held a charity quiz.
- 14 Residents of Roden Lodge in Wem raised £210 from a coffee morning and merchandise sales.
- 15 Steve Jennings, area manager for M&S and the team at the Oswestry store were very supportive during a bag pack fundraiser and collected a total of £1,241.
- 16 TWPGS local golfing group chose MAAC as their charity for 2013 and have already raised £500! A big thank you to Graham Mills, who organised the fundraising effort.
- 17 Patrons of the Shropshire Chambers presented a cheque for £1,400 at a recent meeting at Hadley Park Hotel.
- 18 President Geoff Lloyd and vice president Gareth Watkins from Shawbury and Mid Shropshire Rotary donated £2,357 from their Tree of Light Appeal.
- 19 The RAOB (Royal Antideluvian Order of Buffaloes) in Oswestry chose MAAC as the charity of choice for 2012/2013 and raised £5,000 through the year, with various fundraising events, including and six weeks of Santa sleigh collections over the Christmas period.
- 20 In loving memory of his son Lee, Kevin Bates organised a fabulous night of music and entertainment, with proceeds going to two charities, including MAAC. Thanks to a great turn out, Kevin and the team raised £1,425 for the service.
- 21 Dorothy Hughes has been fundraising for MAAC for several years and has raised over £25,000 through organising sponsored walks, pig roasts, plant sales and talks. Thanks Dorothy for all your hard work and support!
- 22 Although it was a cold April day, supporters at Birmingham City Football Club helped to raise over £1,255 in bucket collections.
- 23 Keith Barratt, 2012 captain of Ingestre Park Golf Club, presented fundraising manager Jo Bailey with a cheque for over £2,520.
- 24 Former Mayor of Tamworth Tina Clements and her husband Mayor of Fazeley Simon Clements have been great supporters and Simon has chosen MAAC as his chosen charity for 2013/2014.
- 25 As a reward for raising £55 for the MAAC through a sponsored walk, sixth form student Ayden Beards from North East Wolverhampton Academy was treated to a guided tour of the service's RAF Cosford airbase.



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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 approximately £2,500.

Charity of Choice: Our team of fundraisers can help you bring your employees together and will offer a range of fundraising ideas. This is a great way to get the whole team involved and boost staff morale.

Special events: Sponsorship opportunities are often available or our team can help you organise your own event.



If you want to know more about corporate partnerships contact sarah.arnold@midlandsairambulance.com



Local business professionals raise funds for MAAC

Members of Telford and Wrekin Professionals Golf Society recently presented a cheque for £500 to Maria Jones, community fundraising manager for MAAC.

The funds were raised by way of donations received from the 30 members, who are predominately made up of business professionals based in and around Telford.

Graham Mills, chairman of Telford and Wrekin Professionals Golf Society, commented: "We recognise the invaluable service MAAC provides to many local communities. The charity receives no Government grants or National Lottery funding towards its annual operating budget of £6 million and therefore we are delighted to help by donating these funds."

Palletforce members raise £5,000

During Palletforce's AGM, members hosted an evening event complete with a charity auction and raffle, and MAAC was one of two nominated beneficiaries. Sarah Arnold said: "The charity relies on public generosity to operate and the support of key businesses is vital in ensuring the lifesaving charity can continue. The monies raised will directly save lives. Thank you to Palletforce for their wonderful support and a fantastic fundraising evening."

Prizes in the auction included a signed Mo Farah photo montage, a McLaren cap signed by Jenson Button and Lewis Hamilton and VIP tickets to an England V Australia cricket match. Raffle prizes included a case of champagne, Apple iPad and a supercar experience.

"Once again our members have been incredibly generous and helped us to raise funds that will make a real difference to the two charities that do such brilliant work," said Michael Conroy, chief executive of Palletforce.



PALLETFORCE

M6 Toll drives funds for MAAC

This year's M6toll SuperCar Day, hosted by Midland Expressway, attracted over 30 drivers to the prestigious event, held at the Roadchef Norton Canes services.

A number of impressive cars took part in the day, including Ferraris, Porches and Lamborghinis, and after being given the chance to view all the SuperCars on display, the owners took part in an organised drive out, travelling south to M6 J3 before returning to the motorway services, raising over £600 in the process.

Tom Fanning, CEO for Midland Expressway, said: "As a business we are always willing to assist fellow organisations with fundraising events. As a charity MAAC critically needs the support of businesses and I would urge other regional business leaders to assist too."





Jaguar Land Rover gets into gear for fundraising

Since 2011, employees from Jaguar Land Rover's advanced manufacturing plant in Solihull have raised in excess of £24,000.

This has been raised through a variety of means including collections and hosting several Land Rover Driving Experience days at the Lode Lane facility and MAAC was one of the charities chosen by employees to support.

"We are delighted to have raised this sum. It is a fantastic cause and our staff have been committed to supporting the charity," commented Sharon Gray, chair of the Solihull plant's Charity Committee.

Sarah Arnold, corporate fundraising manager, added: "The generous support from Jaguar Land Rover employees in Solihull has been tremendous. The monies raised equates to nine missions, which is on average, how many times Midlands Air Ambulance are out each day."

Karndean Employee of the Year makes a charitable donation

Since 2006, Evesham-based flooring company Karndean Designflooring has been running an Employee of the Year charity donation scheme. Throughout its history, Karndean has been known for making annual local and national charitable donations, though for the past six years they have allowed the employee recognised as 'Employee of the Year' to donate to a local or national charity of their choice on behalf of the company.

Karndean Designflooring's current Employee of the Year, Helen Temby from Offenham, chose to donate her £2,000 winnings to MAAC. When asked why Helen said: "I always support MAAC when I can. Fortunately, neither I nor my loved ones have ever needed to use the service, but with a husband, friends and family who are into mountain biking and hiking, I know just how important it is to keep the service running and will do my part to support whenever I can."



Wilkinson staff are high street heroes

Ever since Wilkinson made MAAC the chosen charity for the Midlands area for 2013, employees across the nine stores have got their fundraising activities off to a flying start! The staff hosted a heroes and villains day, complete with bake sale and bucket collections. It looks like a lot of fun was had by everyone who took part!



Capgemini funds eight missions

Staff at Capgemini, whose offices are based at Stafford Park and Telford town centre, raised over £20,000 for MAAC through the company's IT equipment recycling scheme. It costs £2,500 every time MAAC attends an incident so this donation will go a long way to saving lives across the region.

Louise Hosker, head of asset management at Capgemini, said: "We now have closer links with our local community because of the scheme. It also ensures that all our old kit is not going to landfill and is still being used by those who need it most."

MAAC joins forces with TraderPost

The air ambulance often attends incidents in difficult to reach areas that are too remote for land ambulances to get to, which is why it's imperative MAAC raises awareness of its charitable status with rural communities, such as Herefordshire. For this reason MAAC is working with the county's number one magazine, TraderPost, to highlight the important work of the service and why it's vital to help raise funds to keep the crews flying.

TraderPost is widely distributed throughout Herefordshire – available at many supermarkets, shops, hotels etc and as such the regular MAAC features in it are sure of reaching a wide local audience.



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SURVIVOR STORY

“Biking was my life, then Midlands Air Ambulance had to save it, I can’t thank them enough.”



Little over a year ago, Tom Milligan’s life was dramatically changed when he was thrown from his motorbike in a road traffic accident in Atcham, near Shrewsbury.

It was a normal Friday afternoon in May 2012 and like so many people finishing the working week, Tom was looking forward to the weekend. Just five minutes into his commute home on his Suzuki and the weekend was the last thing on his mind as he came off his bike on a bend. The accident was so severe that he was thrown into the air, crashing into a road sign and through a hedge before finally landing unconscious in a field adjacent to the road.

31 year old Tom from Telford comments: “One minute I was on my bike just about to take the bend, and the next I woke up in a field with people all around me. It was quite scary as I couldn’t move and was in a lot of pain.”

Passing drivers saw what happened and came running to Tom’s aid amid the carnage. A land ambulance crew was deployed and tended to Tom, but it was soon established he required urgent hospital attention. The Midlands Air Ambulance, from the Cosford airbase was at the incident scene in under ten minutes.

Former warehouse zone leader, Tom, explains what happened next: “I could hear the helicopter coming and knew I must have been in a bad way to need the air ambulance. As I high-sided and hit so many objects before landing, I fractured three vertebrae, fractured eight ribs and tore the tendons in my left foot.”

Tom was taken to the aircraft by the land ambulance and flown to University Hospital of North Staffordshire in just eight minutes. He adds: “I remember being looked after by one of the doctors on board, but it was all so surreal, I never expected to need an air ambulance, but there I was being given urgent treatment on route to hospital, it was an experience like no other.”

Unfortunately Tom’s incident isn’t uncommon, as up to 50 per cent of MAAC’s missions involve road traffic accidents, with a vast number involving motor bikers. Due to the often severe nature of motorcycle incidents, the speed at which patients are transferred to

hospital can make a big difference in terms of recovery, which is why the air ambulance is so heavily relied upon.

Tom spent a total of three months in hospital and required physiotherapy to help him walk again. “I was one of the lucky ones, I’d been told other patients who’d broken the same vertebrae had been paralysed from the neck down. It just doesn’t bear thinking about,” says Tom.

Due to his injuries and on going rehabilitation Tom hasn’t been able to return to work or ride a motorbike since his accident. He states: “To begin with I didn’t miss the bike at all as the crash really shook me, but a year on I’m starting to miss the thrill it. I’ve been given the all clear by the consultant, which was a long time coming, but demonstrates how far I’ve come since the crash.

“I attended this year’s Bike4Life event at Cosford, which was a great day for bikers whether they arrive on two wheels or four. You never know, I may have a bike again next year and take part in the ride out as that looked like a lot of fun.”

He adds: “Midlands Air Ambulance Charity is amazing, I’m so thankful that the crew came to my rescue, and I honestly don’t think I would be here without them.”



Former England captain and Gloucester centre backs coach Mike Tindall MBE and former England and Worcester fly half Andy Goode



AMBASSADOR UPDATE... ENGLAND RUGBY STARS JOIN MAAC'S TEAM OF AMBASSADORS

Two of the biggest stars from the world of rugby are the latest high profile names to champion the life saving work of MAAC.

Former England captain and Gloucester centre backs coach Mike Tindall MBE and former England and Worcester fly half Andy Goode have been appointed as ambassadors.

Both professional rugby players are the latest high profile sporting ambassadors to support the charity following on from the appointment of London 2012 Team GB equestrian champions Carl Hester MBE, Nick Skelton OBE and Paralympian Lee Pearson OBE. Mike Tindall and Andy Goode will support the charity with its national and local fundraising and awareness with the rugby communities as well as the wider general public. The charity and its cause is particularly close to both players as the helicopter emergency medical service covers the counties of Gloucestershire and Worcestershire where both players live and play.

Injuries sustained on the rugby pitch can often be life threatening and serious. Due to the physical nature of the sport, the service often attends to incidents where players have serious head, neck and spinal trauma. These types of serious injuries require the fastest possible medical attention and care. Mike Tindall MBE, who recently donated his fee from Hello Magazine to the charity, comments on his appointment as an ambassador: "I have always been an advocate of the amazing work of the air ambulance charities and our military search and rescue services of the RAF and Royal Navy. Throughout my rugby career I have all

too often been reminded of the potentially life threatening injuries that can occur on the rugby pitch. The Midlands Air Ambulance is particularly important for me to support as it serves the county of Gloucestershire where I live and play rugby. It is also vital that we support their life saving work, as it is the only local air ambulance aircraft of its type in the region that can land and airlift from the helipad at the trauma unit of Gloucester Royal Hospital. It's vitally important that we help raise awareness of this invaluable emergency service that really makes a difference and helps saves lives."

Andy Goode, added: "The Midlands Air Ambulance has a strong connection serving the county of Worcestershire and Worcester Warriors has been a strong supporter of the charity. I am honoured and delighted along with Mike to be able to play a small part in supporting the great work and to help raise awareness to the general public and the wider rugby community. It's a service that many of us take for granted, yet it is vital that we all support this amazing service, that saves lives day in day out."

Commenting on the ambassador appointments, chief executive Hanna Sebright, said: "I am delighted to welcome Mike Tindall MBE and Andy Goode as ambassadors of the charity. Having the support of two professional rugby players of such repute and standing from Gloucester and Worcester rugby clubs provides us with a real connection between the lifesaving work that we do and the sport of rugby."

MAAC has unveiled its latest ambassador, thoroughbred racehorse Qualitee from Claire Dyson Racing in Cleve Prior, Evesham.

The horse was donated to local vet Becky Rowlands, who is based at Claire Dyson Racing, by a fellow owner who has now retired. Becky would only accept the offer if she could run Qualitee in Midlands Air Ambulance Charity's distinctive red and yellow colours and logo, as the organisation is very dear to her heart.

Two years ago the service airlifted Charlotte Cole, the former head girl at Claire Dyson Racing, after a tragic accident. Despite every effort to save her, she unfortunately passed away in hospital two days later. This is Becky and Claire's tribute to honour Charlotte and to boost awareness of the fantastic work of MAAC.

Hanna Sebright states: "Horse riding incidents account for almost ten per cent of the missions we attend, which is why it's imperative that we raise awareness of our

charity status within the equestrian and equine arenas. Having Qualitee, who is such a special and unique ambassador, on board will certainly help with our cause and we wish her all the very best during this year's racing season!"

Due to the often remote areas horse riders have accidents, land ambulances often can't tackle the difficult terrain and are therefore unable attend the scene, which is why MAAC is frequently called out to equestrian incidents.



AMBASSADOR UPDATE... MAAC SHOWS OFF A 'QUALITEE' NEW AMBASSADOR



Thoroughbred racehorse Qualitee runs in MAAC's distinctive red and yellow colours



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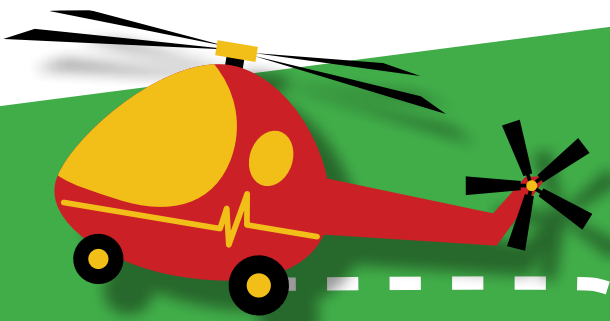
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CHECK OUT OUR NEW CENTRE!



A generous donation meant we could build a new Education and Visitor Centre at the Strensham airbase

Leading Midland's businessman, Andrew Ruhan, pledged a five figure donation to MAAC to build an Education and Visitor Centre at the Strensham airbase after the service's helicopter emergency medical service saved his life following a horrific helicopter crash.

The official opening in May was a day to remember, the sun shone and a good time was had by all. The event was attended by Andrew and his wife Tanya, MAAC ambassador Mike Tindall, and children from Small Heath School, Tewkesbury C of E Primary School and Holy Redeemer Catholic Primary School, who all helped to make the day special.

Andrew said: "I am hugely indebted to the amazing life saving work of MAAC and its staff. I owe my life to the incredible work of the air ambulance, the pilots and paramedics who saved my life and airlifted me speedily to hospital before I had life saving surgery. Had it not been for the rapid response of the air ambulance and the lifesaving care I received at the scene of the crash I may well have not survived." He added: "We all take this wonderful life saving service for granted and it is only in our hour of need that we truly appreciate the amazing work of the air ambulance and their dedicated staff. The pilots, paramedics and doctors who work on this crucial life saving service are truly incredible people."

Commenting on the MAAC Education and Visitor Centre unveiling chief executive Hanna Sebright said: "We are truly grateful for the personal donation made by Andrew Ruhan, which has funded our new Education and Visitor Centre. This wonderful donation will help educate visitors and children to our Strensham airbase on the lifesaving work of the charity. It is always humbling to hear how we have helped to make a difference to someone's



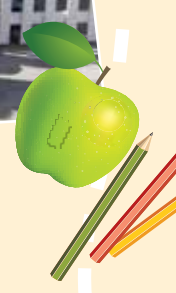
L-R: Mike Tindall, Hanna Sebright and entrepreneur Andrew Ruhan

life. Andrew's story is a truly remarkable one of recovery and survival."

Specialist equipment such as flight suits, helmets and vital medical equipment are all on display in the centre. There are also various educational items and giant pictures on the wall of the helicopter and its equipment as well as a TV screen and computer, where videos and slides can be used as part of the educational experience.

Now that the facility is fully open, the team at Strensham is looking forward to welcome classes of all ages. In addition, MAAC crews often attend school assemblies, giving pupils an interactive presentation with the charity's mascot Maac and the demonstration helipod.

If you would like to find out more about how your school can get involved with MAAC and how to book your place at the centre, please call the team on 0800 8 40 20 40. Businesses are also being invited to enquire about the space as the Education Centre can be used as a fully functional meeting facility.



Pupils from local schools learn about MAAC's lifesaving work



Priorslee's Got Talent!

Staff and pupils at Priorslee Primary School in Telford put the 'fun' into fundraising, hosting a 'Priorslee's Got Talent' competition to find the school's next big thing. Jacob Bryceland was named as the 2013 winner and the event raised funds for MAAC so thanks to everyone who took part!



TAKING PATIENT CARE TO NEW HEIGHTS

As a further commitment to patient care MAAC recently extended the operating hours of its fleet of three air ambulances.

The helicopters, which are strategically located at airbases in Tatenhill in Staffordshire, Strensham Services in Worcestershire and RAF Cosford in Shropshire, previously operated in daylight hours across a shift pattern to ensure there was always availability of an aircraft during daylight hours.

The new schedule will ensure that all three of the MAAC fleet will be available across all airbases for extended hours throughout the summer months. Becky Tinsley, air operations manager for MAAC, says: "The announcement demonstrates our commitment to patient care and the Helicopter Emergency Response Service (HEMS). The decision was taken after a review to better understand patient outcomes from the previous 12 months data

on Midlands Air Ambulance life saving missions. After assessing these outcomes it was agreed that extended flying hours would have a positive impact on saving lives thereby improving patient outcomes. This represents an additional operating cost of £50,000 for MAAC, which would not be possible without the generous support of the public and local businesses."

TYPES OF RESCUE – 2013 TO DATE

Road traffic collision	34%	Trauma	5%
Medical	25%	Agricultural	2%
Sport/leisure	11%	Hospital transfers	2%
Fall	11%	Industrial	2%
Other	7%	Drownings	1%



OPERATIONS – DID YOU KNOW...

- There are Critical Care Paramedics (CCP) at all three bases who have been trained to an advanced level and are able to administer advanced medicines.
- In addition to the CCP, Cosford also has a flight doctor on board, known as MERIT (Medical Emergency Response Incident Team)
- Each base has a rapid response vehicle which is deployed to support the helicopter crews during the extended hours of service or when the aircraft is offline due to poor visibility.

Behind the Scenes

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

Robert Till, flight paramedic, joined in 2008

Hobbies outside of MAAC: Flying helicopters.

Hidden talent: Does wiggling my ears count?

Scared of: Believe it or not heights.

Interesting fact: I played drums on a track for a very famous artist's album – but I can't tell you who it was!



Steven Mitchell, flight paramedic, joined in 2008

Hidden talent: I do make concrete gnomes but only for friends and family!

Hates: Cauliflower, although I had cauliflower soup at a friend's house and being polite I tried it – and liked it!

Bad habits: Putting something down in a safe place and then totally forgetting where I put the item.

Interesting fact: I've been informed by my colleagues, that I "do it differently"! What ever that means ;-)



Ivan Burgess, flight paramedic, joined in 2008

Hobbies outside of MAAC: I am interested in and own classic Italian scooters.

Hidden talent: I can write with both hands.

Scared of: Crocodiles and broccoli.

Hates: Wasting money and getting wet when I'm out on my scooter.



James Benson, pilot, joined in 2012

Hobbies outside of MAAC: I make things out of metal and wood, and riding "Twinkle" (my motorbike).

Loves: Warm sunny mornings.

Hates: Smelly people, green veg and foreign call centres.

Bad habits: I get ratty when I am hungry.



Clare Brookes, flight paramedic, joined in 2005

Hobbies outside of MAAC: Running, keeping fit, photography, sewing.

Loves: I love my son George, my really close friends and not forgetting Alfie the dog!

Bad habits: Watching trash TV.

Interesting fact: I stayed at the Waldorf Astoria the same time as Michelle Obama.



Andrew Elliott, flight paramedic, joined in 2011

Hobbies outside of MAAC: My main passion is running; no matter how stressful the day, putting my trainers on and pounding the roads enables me to switch off and make sense of things.

Hidden talent: I am pretty nifty in the kitchen and can turn my hand to almost anything, whether it's a full-on dinner or knocking up a batch of mouth watering muffins.

Loves: Life, make the most out of every day, every opportunity, every situation; life is not a rehearsal.

Hidden talent: I took part in the Great British Bake Off at Malvern and won a rosette for my muffins, but sadly I didn't reach the finals.



Ian Walley, aircrew supervisor, joined in 2005

Hobbies outside of MAAC: Bagpiping, I'm pipe sergeant at the Scots Guards Association Manchester Branch Pipes and Drums.

Scared of: Frogs (it's a childhood phobia) and heights. Yes, you read it correctly – I'm not keen on climbing ladders or things like that, yet I have no problem at all with sitting in the aircraft at a thousand feet or so!

Loves: My wife, children and family.

Bad habits: Towel straightening, I do it everywhere I go...



Stuart Richardson, part time flight paramedic, joined in 2011

Hobbies outside of MAAC: Playing my seven string electric guitar and my keyboard. I am a bit of an 80's stadium rock star wannabe on the quiet.

Scared of: I'm a scaredy cat with horror films (even Harry Potter films require a big cushion to hide behind).

Loves: Spending my time with my wife and two girls (yes I'm a sappy old thing). I also love the countryside. A massive perk of flying from Tatenhill is our proximity to the Peak District.

Hates: Inconsiderate road users really make my blood boil.



Matthew Wood, pilot, joined in 2004

Hidden talent: I can touch my nose with my tongue!

Hates: I hate soaps, reality shows and housework.

Bad habits: Not listening; according to my wife, but the doctor says I have perfect hearing, very strange!

Interesting fact: I was interviewed for TV by Lisa Snowden!



Ian Jones, aircrew supervisor, joined in 2003

Hidden talent: I can fix anything except IT.

Scared of: Scorpions and TV cameras.

Loves: My wife, my job, my life, my dogs and my vehicles (in that order). Also I've a new love of Country and Western music after a recent trip to the States.

Interesting fact: I was part of a team who restored a Land Rover ambulance then drove it from RAF Cosford to Bansang Hospital in The Gambia in Africa in 2007. It was a journey that changed me.



Fay Pollock, flight paramedic, joined in 2011

Hobbies outside of MAAC: I perform in a local amateur dramatics company, love growing my own vegetables, crafting and going for long scenic walks.

Loves: Caramel Snack A Jacks, I could eat them for breakfast, lunch and dinner! I also love James, the pilot, it's still young love, but its love!

Hates: Frogs are little devils and people who drive in the middle lane of the motorway irritate me.

Hidden talent: I can play the trumpet with my mouth without actually having a trumpet!!





RETAIL THERAPY PROVES TO BE A SUCCESS!

Since the launch of MAAC's very first charity shop in Wellington, near Telford, in December 2012, the store has gone from strength to strength.

Just six months on store manager, David Adams, highlights the shop's instant success: "The launch day was like no other, the public were such a great support, we were truly overwhelmed with how well it went and it hasn't stopped since! We're receiving a wonderful amount of interest from shoppers looking to bag a bargain, as well as those donating a wide variety of items for us to sell, it's been a terrific response to our appeal.

"Surprisingly bric-a-brac has proved to be a really popular seller. I think programmes such as Kirstie Allsopp's *Homemade Home* has really invigorated the public's interest in the 'shabby chic' interior design look and therefore more traditional crockery, glassware and ornaments have sold extremely well. Also, clothing is appealing to a great number of shoppers, as is our own charity merchandise.

"Our volunteer retail assistants are proving to be invaluable assets, and without them we just wouldn't keep up with demand. I'm really delighted that we're doing so well and can't thank the local community enough for their unrivalled support."

Due to the success of the shop, David is appealing to the public for good quality donations, including bric-a-brac, furniture, clothing and electrical goods. He adds: "If you have anything you'd like to donate, please do get in touch as we can collect your unwanted things, supporting the charity couldn't be simpler."

Items the shop can't take are: Safety equipment including car seats and helmets. Also any soft furnishings without current fire safety standards labels, mattresses, underwear, bicycles, pushchairs and large old style TVs can't be accepted.

The MAAC shop is located at 16-18 New Street, Wellington, Telford and is open Monday – Saturday from 9.30am until 5pm. If you would like to find out more or have items to donate, please contact MAAC on 0800 8 40 20 40 or email info@midlandsairambulance.com.



Ahead for Business >>

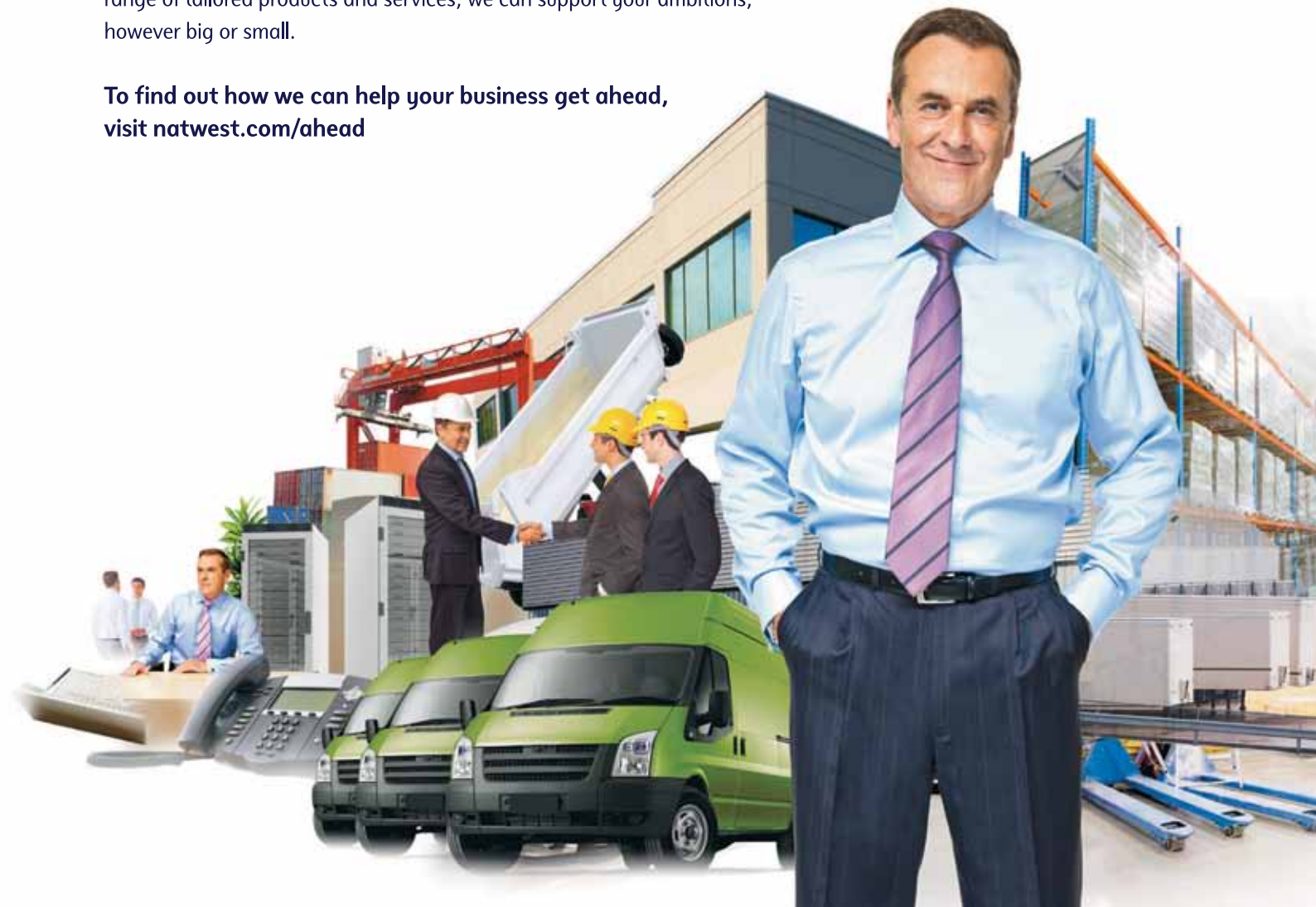
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Come along to our Open Day!

**Saturday 7th September
from 10am - 4pm**

**FREE
ADMISSION**

**TOUR
OUR
EC135
AIRCRAFT**

**VISIT
EXHIBITIONS
AND WATCH
MEDICAL
DISPLAYS**

**ENJOY
REFRESHMENTS
AND
ENTERTAINMENT
THROUGHOUT
THE DAY**

Midlands Air Ambulance Charity, is already preparing for this year's Open Day at the Strensham airbase and is inviting you to join them in what's set to be the best year yet!

Venue Strensham airbase, M5 Services (northbound), Strensham, WR8 0BZ

Information Call 0800 8 40 20 40 or visit www.midlandsairambulance.com

