

THE OFFICIAL MAGAZINE OF MIDLANDS AIR AMBULANCE CHARITY

Takeoff

Issue No. 11



MIDLANDS
AIR AMBULANCE CHARITY®

Registered Charity Number 1143118, (formerly 1001064)

Saving Lives by Saving Time



IN THIS ISSUE

Meet our eight new flight paramedics

Read supporters' social media messages to MAAC

Grand Opening Of Our New Headquarters!

**PLUS
FUNDRAISING
EVENTS FOR
AUTUMN &
WINTER**



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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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Since 1991, the charity has completed over 40,000 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 a pilot, two paramedics or flight doctors plus full life-support medical equipment. Operating from strategically located regional air bases, the maximum flying time to hospital from anywhere in the region is less than 15 minutes.

What is not widely known is that Midlands Air Ambulance Charity receives no Government or National Lottery funding. In excess of £6 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 missions funded by gifts in wills.

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

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



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For Christmas and New Year

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

It is my great pleasure to introduce you to the latest edition of Take Off.

Well, what an exciting time it's been at Midlands Air Ambulance Charity. We have a great deal to celebrate in this issue, which demonstrates the wonderful progress our charity is continuing to make. But we cannot afford to rest on our laurels. By extending our operational hours in April we now attend a greater number of missions on a daily basis. This coupled with an additional increase in demand for our service means our operating costs are on the rise, so we need your continued support to keep our aircraft operational.

In this edition you can read all about our Recognition Awards and Charity Ball in June, which was a fantastic night and an outstanding success. I think I speak on behalf of everyone who attended in saying how moved I was by the stories of bravery and incredible fundraising efforts, and it was lovely to recognise so many people who have made such a difference to our service. Thanks to everyone who joined us on the night and helped to make it such a special evening – view the picture gallery on pages 12 and 13 and find out how much the evening raised for the service!

Other recent news to share with you is the official opening of our headquarters in Stourbridge with the Mayor of Dudley, councillor Alan Finch and celebrity supporter, actor John Challis, in attendance. We gave them a tour of our new offices at Hawthorn House and highlighted some of the progress we've made since the move.

Talking of improvements to the service we have been reinvesting your generous donations into air operations. Our RAF Cosford airbase in Shropshire is currently undergoing renovation works, which will complete our trio of airbase refurbishments. The new accommodation will provide a much improved environment for the air operations crew to return to after undertaking life saving missions. It will also enable us to provide overnight accommodation when we start to operate a night time helicopter emergency service, which is our plan for the future. We'll be launching our appeal for this soon, so watch this space!

Do read on to find out about what's been happening in the last three months at Midlands Air Ambulance Charity, and all that's left for me to say is an enormous thank you for your tireless and on going support. Each year we start from zero and must raise in excess of £6 million to ensure our fleet of air ambulances keep flying, and we rely entirely on your generosity and dedicated support to deliver our life saving service.

Hanna Sebright
Chief Executive



WELCOME TO THE 2013 EVENTS DIARY

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



In the lead up to Christmas there's a number of fantastic fundraising events you can get involved with. Whether you like running through mud or prefer to don a glamorous outfit to fundraise, we have a selection of events to suit you, so get involved and help save lives in your region!

OCTOBER 2013

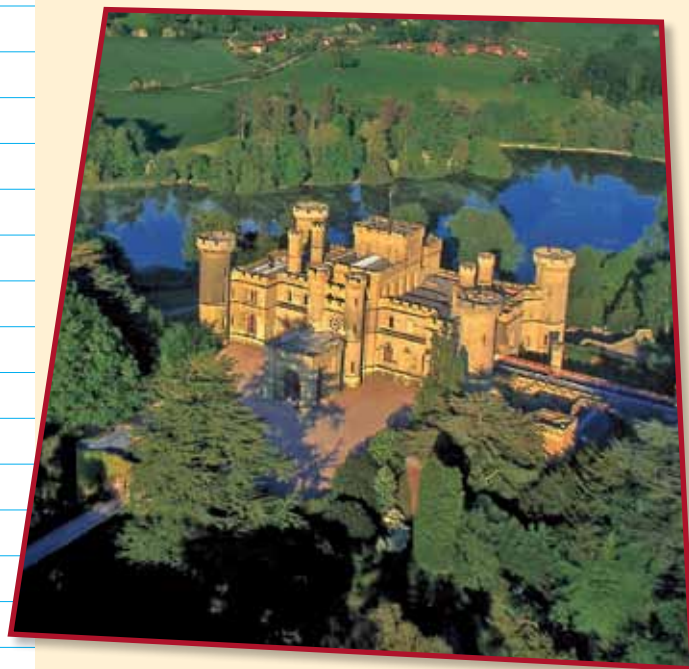
Eastnor Castle Mud Run

Ledbury
20th October

Runners and outdoor pursuit enthusiasts should take part in a fun, yet gruelling challenge this autumn to help raise vital funds for MAAC.

Entrance is just £32 and runners are being encouraged to get sponsorship from family and friends while they take part in this muddy fundraising activity.

For further information and to book your place, contact michelle.mccracken@midlandsairambulance.com or call her on 0800 8 40 20 40.



NOVEMBER 2013

Business Networking Event

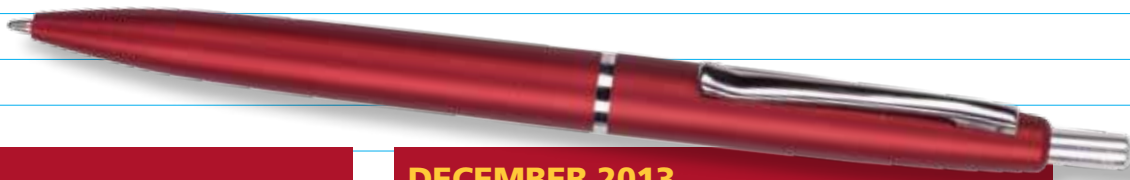
Hyatt Regency, Birmingham
7th November

We are hosting our first business networking event at the Hyatt Regency, with guest speaker, chief executive of Birmingham Airport, Paul Kehoe.

The airport is in a period of change and its continued growth and expansion plans will have a far reaching effect upon the Midlands, which Paul will update guests on. There will also be a chance to network with representatives from a broad range of industries based in the region.

For further information and to book your place at our inaugural business networking event, please contact michelle.mccracken@midlandsairambulance.com or call on 0800 8 40 20 40.





NOVEMBER 2013

Shropshire Mud Run

Marshbrook Mud Run at Church Stretton
30th November



Here's another chance to get mucky to raise funds for MAAC. The Shropshire Mud Run, organised by outdoor activities company – Ultimate Fitness Experience, is a 10K challenge which takes participants through ditches, caves and trails, and of course, plenty of mud!

The event is expected to attract over 250 entrants and interested parties are being encouraged to raise sponsorship money for MAAC.

The event is £26 to enter and if you would like to find out more about the Shropshire Mud Run, visit www.shropshiremudrun.com or email Ultimate Fitness Experience via info@fitnessexperience.co.uk

Christmas Tree Carry

Birches Valley Christmas Tree Centre in Cannock
30th November, 1st, 7th, 8th, 14th and
15th December



While you select your real Christmas tree and take advantage of the traditional refreshments on offer at Birches Valley Christmas Tree Centre, our burley volunteers will carry your chosen festive spruce to your car for a small donation.

Come to the Centre on the selected days MAAC will be there and help support our service this Christmas.

DECEMBER 2013

MAAC Christmas Wrapping

Telford Shopping Centre (situated outside Debenhams)
2nd – 8th December



If your gift wrapping looks more like an attempt by the kids, why not let the team at MAAC take care of it for you this Christmas? Our volunteers will be on hand during shopping hours and will turn your thoughtful gifts into good looking presents.

In addition, we are currently looking for donations of good quality wrapping paper, gift tags, bows and other accessories.

If you are a perfectionist and want to help out with our gift wrapping service, please contact our regional fundraising manager Maria Jones for further information via maria.jones@midlandsairambulance.com

Young Heroes Christmas Party

Strensham Airbase, Worcestershire
14th December

We will be hosting a party for all the young airlift heroes in the region, so if you are 16 or under and have had to rely on our air ambulance, we want to hear from you.

To find out more about the festive party and to book your place, please email michelle.mccracken@midlandsairambulance.com



Celebrate Christmas with MAAC!

Copthorne Hotel,
Brierley Hill
19th December

Celebrate an evening of fundraising and Christmas festivities with four decades of great music in the fantastically themed Earls Suite at the Copthorne Hotel in Brierley Hill. After a scrumptious three course meal, let the live band 'Ultimate Cover Up' along with the hotel's resident DJ present you with a Christmas party to remember.



Tickets are just £33.95 and £15 from every ticket sold will be donated to the charity. To find out more call the hotel on 01384 482 882 or email events.merryhill@millenniumhotels.co.uk and quote MAA when making your reservation.

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.



Heartfelt tribute raises thousands for the service

Family and friends of much-loved Uttoxeter lady, Lisa Oldham, who tragically passed away following a fire at her home last year, decided to embark on a charity expedition to raise money for the three organisations who looked after her; Dove Valley First Responders, the QE Hospital in Birmingham and MAAC.

The group, named '3PeaksForLisa', aimed to raise a total of £15,000 for the charities and took on the gruelling Three Peaks Challenge this summer, which they completed on the 15th June.



This memorial to Lisa Oldham lies at the top of Scafell Pike

But it didn't stop there as the whole community got behind the campaign to fundraise for 3PeaksForLisa. The

group sold wristbands, hosted a prestigious raffle and organised a variety of local events including a day at the races, a charity football match and a golf day. Thanks to support from a great number of people and local businesses in and around Uttoxeter, 3PeaksForLisa has now raised a staggering £92,000 for the trio of good causes!

Glyn Douglas, Lisa's brother, comments: "We have been overwhelmed by the level of support we've received from our community, the local press and the general public. We never thought we'd manage to raise so much in Lisa's memory for the three charities, so to know we're able to give each cause over £30,000 is an incredible achievement, and one I know Lisa would have been extremely proud of."

Jo Bailey, fundraising manager for MAAC, adds: "Lisa was extremely well loved by everyone who knew her so it comes as no surprise that 3PeaksForLisa received so much support. I'd like to thank everyone involved for donating their time and money to the three charities, including the air ambulance, we really wouldn't be the service we are today without their wonderful support."

#GoRed – A new generation of fundraisers

Five students from the University of Birmingham are leading the way for a new generation of fundraisers with MAAC's #GoRed campaign. The project was assisted by corporate supporters, Capgemini, who worked with the students and MAAC to create an innovative campaign to involve and engage a younger audience.

Inspired by MAAC's three famous red helicopters, the #GoRed campaign made its debut at University of Birmingham's 'Welcome Week' in September.

Between now and the end of the autumn term, students are being asked to take pictures of the aircraft as they fly into the world renowned QE Hospital in Birmingham, which is situated next to the university campus. They should upload their pictures to Facebook and Twitter using the hashtag #GoRed and the photographer of best picture will receive a brand new laptop courtesy of Capgemini.

Sisters make a woolly appeal!

Two sisters have raised over £37,000 for the charity by knitting and selling various items, and due to their great success they're appealing for more yarn to help their woolly cause. Yvonne Smart from Kingswinford and Cathy Glear from Netherton, along with over twenty volunteers, have been knitting crafts and baby clothes on behalf of MAAC for the last eight years. They sell their produce at a monthly stall at Russells Hall Hospital and because of the on going demand for their knitwear, they are making a plea to the public to donate any unwanted wool and craft items such as beads, buttons, broken jewellery and unwanted gifts.

Yvonne speaks on behalf of the siblings: "We are truly passionate about the charity and really enjoy knitting, so we thought selling our knitted goods was the perfect way to fundraise for the service. We must have used enough wool over the years to reach to the moon and back!



"So far, the public has been very generous in donating their unwanted wool, but our supplies are running out, which is why we're making this appeal. If you can spare any wool or crafts, we'd be extremely grateful, as would our customers!"

If you have any spare wool or craft items to donate, please get in touch by calling us on 0800 8 40 20 40 or emailing info@midlandsairambulance.com.

Fundraiser is an online success

When Lynne Beckett started selling items on eBay to boost funds for MAAC, she never envisaged raising over £75,000, but that's exactly what she's achieved after four years of dedication to the vital life saving service. Lynne, from Stourport on Severn, has sold over 33,550 items online for the charity and as each mission costs an average of £2,500, Lynne's tireless work has directly helped to fund 30 missions.

"When I started selling goods, I thought I'd make a small but worthy contribution, but I never thought my fundraising venture would be such a success and I'm really delighted to have raised so much already," states Lynne.

She adds: "Before becoming a volunteer fundraiser I worked as a theatre nurse at Kidderminster & Redditch Hospitals and often helped to treat patients who had been airlifted, so I know all too well the invaluable work of the air ambulance."

Due to her thriving fundraising efforts Lynne's house could be mistaken for a packing warehouse as she has hundreds of boxes in every shape and size. In addition, every room is filled with an abundance of bric-a-brac, toys, clothing and other items donated by kind-hearted people in her local community.



Brits conquer the Tour De France!

We're not talking about Bradley Wiggins or Chris Froome, but a team from the Midlands who cycled all the way from St Malo in north west France to St Tropez in the south east corner, all in aid of MAAC. Andrew Bridge and Matthew Barker of chartered surveyor firm, Fisher German, along with two of Fisher German clients, James Molden and David Bridge, set themselves the grueling challenge to cycle in excess of 100 miles a day for seven days across the French countryside.

The four decided to undertake the challenge for MAAC in memory of one of the company's managing partners, Henry Sale, who passed away earlier this year. The air ambulance was very dear to Henry's heart, which is why the ride was such a fitting tribute. Andrew comments: "Midlands Air Ambulance is such an incredible charity that we were only too pleased to fundraise for the service during our ride."

After a week they reached their glamorous finish line in St Tropez, safe in the knowledge they had smashed their fundraising target by raising over £3,700, and sponsorship money is still coming in! "It was a huge relief to finish, but also very satisfying that we'd raised so much for the charity," says Andrew.

Fundraising manager for MAAC, Sofia Voutianitis, adds: "The cyclists have put blood sweat and I'm sure tears into their fundraising efforts and I can't thank them and their support car driver, Matt Hodgetts, enough for their hard work and generous donation which will go towards saving lives in our region."



Thanks for making our

Now in its 11th year, the Open Day held at our Strensham airbase in September was a great day out.





r Open Day a success!

Thankfully the sun shone and the atmosphere was fantastic as over 1,500 supporters joined us on the day. As well as taking advantage of the stalls and refreshments on offer, everyone had the chance to see our famous red aircraft close up and meet with our aircrew to find out more about the life saving work of the Midlands Air Ambulance.

Among the attractions on offer, children were treated to rides in emergency vehicles from the Police Enthusiasts Club and several people petted our very good natured horse ambassador, Qualitee.

In addition, celebrity ambassador and Paralympic gold medallist Lee Pearson took time out of his training schedule to join us and spent time chatting to visitors and the aircrew.

Over £3,000 was raised at the event, so thank you to everyone who came along and helped to make this year's Open Day the best one yet!

A big thank you also goes to all our volunteers who offered their assistance, and to our displays and attractions, everyone's invaluable support really helped make the day a great success.



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CHARITY NEWS...

The summer months have been brimming with activity at MAAC. Here's an insight into what the team has been up to in the last three months.



We open our new headquarters

To officially unveil the charity's new offices at Hawthorn House, MAAC's administration and fundraising support team was joined by the Mayor of Dudley, councillor Alan Finch and the service's celebrity supporter, John Challis.

Together with chief executive Hanna Sebright, and former patient, nine year old Sam Aston, they cut the ribbon and announced the brand new headquarters 'open'.

Hanna states: "We were delighted councillor Finch and John Challis were present at our official office opening. The fact that we'd outgrown the old facilities signifies just how far we've come as a charity since our humble beginning in a portacabin little over 22 years ago and as a team we are all extremely pleased with the new building."

In addition to a much improved working environment for the team, the new building has also helped to improve MAAC's efficiencies as office costs have reduced by 50 per cent as a result of the move.

MAAC attends significant training exercise

Our chief executive, Hanna Sebright, and air operations manager, Becky Tinsley, attended a significant emergency services training exercise to test the service's response to a major mass casualty incident. They joined representatives from West Midlands Ambulance Service NHS Foundation Trust and teams from eight other land ambulance organisations, plus fire and rescue services, police forces, the military and voluntary groups.

The training, named Exercise Amber 2, was held at Swynnerton Training Camp in Staffordshire and run by the National Ambulance Resilient Unit. The day included live role play of a major incident with 130 'casualties' who were played by paramedics and nursing students from Staffordshire University, the University of Worcester and Coventry University.

Hanna comments: "Although we all hope situations like this won't ever become a reality, it is essential that all emergency services collaborate, including air ambulances, so that they are fully prepared to deal with such an event."



RAF Cosford airbase upgrade gets underway

Now that our Strensham and Tatenhill airbases have been fully renovated, improvement works have started on our remaining RAF Cosford airbase near Wolverhampton in Shropshire. The renovation project will include the provision of a clinical training hub and crew rest facilities.

As the paramedics and flight doctors attend some very traumatic incidents, the service is keen to provide them with a quiet and suitable retreat to take time out to cope with the stresses of the job.

The new airbase will include a dedicated clinical training room, larger open plan kitchen and lounge area, an air operations office, pilots' office and utility room. In addition, as

the service is looking into flying during the hours of darkness, there will be overnight rest facilities for the flight paramedics and doctors plus a separate bedroom for the on duty pilot.

The old airbase building is being donated to our neighbours RAF Cosford, which they plan to use as a training facility. In return, the team at RAF Cosford has offered the MAAC aircrew temporary accommodation while the build takes place.

Airbase build timetable

October: Ground works, foundations and utilities in place.
November: Arrival of new accommodation, interior fit out.
December: Aircrew move back into the new airbase.



HIGHLIGHTS FROM THE GLITTERING

*Recognition Awards
and Charity Ball*

HELD AT EDGBASTON STADIUM



The prestigious black tie event attracted over 350 guests and stars from the world of business, sport and entertainment. Thanks to everyone's support the night raised over £20,000 for the charity!

The Recognition Awards highlighted some of the great work of our supporters, staff and former patients. [Here are our amazing winners:](#)

Volunteer of the Year
Geoff Woodford from Rowley Regis

Young Fundraiser of the Year
Matthew McLean from Rugeley in Staffordshire

Fundraiser of the Year
Eddie Heath from Dilhorne in Staffordshire

Extreme Fundraiser of the Year
Claire McQuoid from Warstock in Birmingham

Business Partnership of the Year
Capgemini, based in Telford

Medic of the Year
Matt Boylan from Tewkesbury and Claire Bosanko from Penkridge

Airlift Hero
Claire Davies from Hereford

Special Recognition Award
Midland Expressway, operators of the M6 Toll





“With a little help from our friends”

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



- 1 A big thank you goes to the team at The Once Removed Theatre Company (TOR) as they nominated MAAC as their charity of choice and raised £250.
- 2 Thanks to everyone from the Gaudet Luce Golf Club. MAAC was the captain's chosen charity and the club raised a fantastic £4,300 for the service.
- 3 Mary Roberts created some wonderful knitted Christmas tree decorations, which she sold to raise funds for the service and made £100. Creative and crafting fundraising is always welcome!
- 4 Congratulations to Ivy Stone who has been awarded an MBE by Prince Charles for her services to charity. She also presented our very own Pete Barnes with a cheque for £1,000 from her latest fundraising efforts.
- 5 Many thanks go to the team at Wombourne Funeral Services, as part of their on going support they took part in a charity 10K walk and raised over £500 for the service.
- 6 In his year as the chairman of Lichfield District Council, councillor Ken Humphreys raised £1,200 for MAAC through a variety of events including a charity dinner dance and charity night. Thank you councillor Humphreys for choosing MAAC as one of your chosen charities.
- 7 Fundraising was a runaway success for Jessica Bennett, Mitch Bailey and Georgina Hooper-Keeley, who all completed the 8.5 mile Great Midlands Fun Run, raising over £600 in the process.
- 8 Pupils from Thomas Russell Junior School in Barton-Under-Needwood raised a terrific £500 as a thank you to the service after we airlifted one of the pupils.
- 9 A great day was had by all at the Midland Karting event, with a 2.5 hour endurance race competition was high and so was the fundraising total, which stood at £700. Thanks go to the organisers and all the teams involved.
- 10 In memory of their colleague, Andrew Watkins, Nestle employees went to great heights to fundraise for MAAC by undertaking a skydive, which raised over £2,600.
- 11 As Penn Singers' chosen charity for 2012/2013, the tuneful group raised £1,500. A cheque was presented by Anita Morris to our West Midlands fundraising manager Sofia Voutianitis.
- 12 Boldmere Methodist Church Ladies' Clubs raised £750. Thanks to everyone who supported us.
- 13 By hosting a family fun day at Highfield Social Club in Stafford, Joyce Hickman and the team collected £645 for MAAC.
- 14 The team at the Holiday Inn in Solihull chose MAAC as their charity of choice and raised over £1,850 through a sponsored 60 hour cycle ride and a quiz.
- 15 The Vintage Military Plane and Vehicle Weekend at Sleaf Airfield, organised by the Shropshire Aero Club, raised £1,100.
- 16 Liz Lewis, along with family and friends from Clungunford, organised a secret party for her uncle Brian to celebrate his 80th birthday. Instead of presents they asked for donations to MAAC and collected a fantastic total of £740.
- 17 Thanks goes to Weston Rhyn and District Gardening Club who presented a cheque for £300 from a recent plant sale.
- 18 Thanks to everyone's fundraising efforts at the Severn Lodge and Forester Lodge, a cheque was presented to regional fundraising manager Maria Jones for £2,260 at the Elizabethan Pub in Madeley.
- 19 Members of the Ironbridge Lions presented a £500 cheque to the air crew at the Cosford airbase.
- 20 Wem and Nescliffe YFC presented a cheque for £1,200 at Packwood Haugh School to Maria Jones. The money was raised from a drama production performed at the school. The play 'Stags and Hens' won them second place in the National Final of YFC drama contest!
- 21 Land lady of the Compasses Inn in Shrewsbury, Jane Hughes, organised a race night in memory of Alison Downes' husband and raised a total of £1,205 for the charity.
- 22 Shropshire Housing Group chose MAAC as their charity of choice and have already hosted a dress down day, cake sale and lots more, raising £800.
- 23 A big thank you goes to everyone at Crossroad who presented regional fundraising manager Annie Newell and paramedic Greg Ambler with a cheque for £5,000. The fundraising group has raised in excess of £50,000 for the charity over the past 15 years.
- 24 Rachel Dawson and Nat Burkitt, made a leap of faith and raised over £800 for MAAC by doing the world's biggest bungee jump in Switzerland. Rachel decided to raise money for the charity after the service airlifted her brother.
- 25 Thank you to the ladies of the Inner Wheel Edgbaston Convention who made MAAC their charity of choice and raised over £1,750.
- 26 Jerry Charles and the team at the Stumble Inn in Bridgtown have continued their support of the service, and raised over £4,000 at this year's 'Rock Week' event. Overall they have raised a massive £35,000 for MAAC.
- 27 To celebrate his milestone 80th birthday, selfless Bob Carter asked friends and family to donate money to MAAC rather than buy him presents. Thanks to his guests' generosity over £385 was raised.

BUSINESS MATTERS

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

Fund a mission: Every time one of the aircraft takes to the sky it costs approximately £2,500.

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

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



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



MAAC cashes in with Virgin Money



Virgin Money's Wolverhampton Store has chosen to support MAAC as part of the company's latest fundraising drive. The support from Virgin Money comes as a great boost for the service, as Sarah Arnold, corporate fundraising manager, explains: "I can't thank the staff at Virgin Money's Wolverhampton store enough for naming us as their chosen charity. Having their support really is great news. Each mission costs £2,500, for which we rely entirely on local donations."

Shenaz Malvanker, Wolverhampton's store manager, adds: "We are delighted to be raising funds for Midlands Air Ambulance and look forward to welcoming our customers, their friends and family in helping us to support such a great cause."

"Online giving is an easy way for people to make donations to charity and people can find out more and donate at our Virgin Money Giving fundraising website, which is www.virginmoneygiving.com."

EBC Group goes a fairway

EBC Group hosted a corporate golf day for the charity, and with 76 competitors taking part, £6,000 was raised for the service. The event, which took place at Blackwell Golf Club, started off slightly differently to your average golf day, as everyone took part in a warm up exercise routine led by physio and keen golfer John Price. After limbering up they took to the course for a friendly, yet competitive 18 hole round. One lucky golfer, Keith Yates from Lumsdons Solicitors, achieved his first ever hole in one on the tenth. To celebrate he bought all the competitors a glass of champagne and donated part of his prize money to MAAC.

Sarah Arnold, commented: "This really was a golf day with a difference, from the exercise routine and Keith's hole in one early in the day, right through to the dinner, the prize giving and auction, everyone had a terrific time. We raised an incredible amount for the service and I'd like to thank those who took part and our corporate supporters, EBC Group, for organising the day."



MAAC goes wild in the aisles!

Sainsbury's Maypole has chosen MAAC as the supermarket's charity of choice for 2013. Following a presentation by the charity's regional fundraising manager, Sofia Voutianitis, staff at the store couldn't believe the vital life saving service doesn't receive any Government or Lottery funding and is solely funded by public generosity to keep the three aircraft operational across the Midlands.

Amanda Nightingale, PR ambassador for Sainsbury's Maypole, said: "Learning more about the work of the charity was extremely insightful, and the fact that each and every one of us may need to rely on the service one day was a big factor in making our decision to select them as our chosen charity for the remainder of the year. The staff at Sainsbury's Maypole are planning to take part in the charity's sky dive, abseil and go karting events as well as undertake bag packing days for the service."





One man's trash is the charity's treasure

The team at the Birmingham depot of waste services organisation, Biffa, has raised over £1,300 for the service. For every week there were no reported 'lost time incidents' where drivers are injured and are unable to work, the organisation donated money to the depot's chosen charity pot.

Biffa's Birmingham depot, which is based in Tipton, decided to donate their funds to MAAC as it is a charity dear to many employees' hearts. Andy Turner, senior traffic dispatcher for Biffa's Birmingham depot, had to be airlifted when he suffered serious injuries following a road traffic accident. He comments: "I had to rely on the Midlands Air Ambulance back in 2007 when I had a car accident. I was rushed to hospital within the 'Golden Hour' and without such swift treatment from the crew, I know I wouldn't be here today, so I'm eternally grateful to the service. One of our lorry drivers was also airlifted after an allergic reaction to a bee sting, so the charity is one we're all keen to support."

Sarah Arnold adds: "Support from Biffa has been tremendous. Our service just wouldn't be able to operate without companies like Biffa making us as their charity of choice, so I'd like to thank all the team for their commitment and continued fundraising efforts."



MAAC is on cloud 'nine' thanks to Wilkinson stores

With all nine Wilkinson stores across the West Midlands supporting MAAC, the charity's fundraising total is going from strength to strength. Staff have taken part in an abundance of fundraising activities since the relationship started in April this year. With fancy dress days, bucket collections, bake sales, an auction and a gruelling 180 mile virtual bike ride, the company has already raised over £14,500 for the service, which equates to six life saving missions.

DP Design goes on a mission to fund a mission

A number of employees at interior fit out and refurbishment firm, DP Design, took on the challenge to walk 40 kilometres, reaching the highest point of the Malvern Hills – the Worcestershire Beacon which stands 1,395ft above sea level. The walk took a gruelling ten hours, but they raised over £2,000 in the process for MAAC. Well done to the everyone who took part!



Staples take on the Three Peaks



Sixteen members of staff from stationary giants, Staples, decided to embark on a charity adventure. The team consisted of Claire Skinner, Oliver Storr, Richard Shannon, Jennie Williams, Andy Boulcott, Andy Le Butt, Deborah Weiss, Ade Karim and Louise Overton, plus a number of Staples' business partners. The Three Peaks Challenge is a tough endurance climb that involves climbing three mountains in 24 hours: Ben Nevis, Scafell Pike and Snowdon, the tallest in Scotland, England and Wales respectively. Put simply, it's over a third of the height of Everest in just 24 hours!

The team started climbing Ben Nevis before nightfall, travelled overnight to the Lake District to climb Scafell Pike as the sun rose, then journeyed to Snowdonia in North Wales and climbed Snowdon. Thanks to their efforts they raised £2,000 for MAAC, which will help the charity continue its life saving work.



Greenvale makes a 'grand' donation



Congratulations to the team at Greenvale, who undertook not just one, but four rounds of golf on the longest day of the year, all in aid of MAAC. The team, which included Paul Jackson, James Lee, Martin Lewis and Kevan Armstrong, completed four golf courses in less than 24 hours, and raised over £1,000 for the service.

British Gas turns up the heat on fundraising



As part of British Gas' two year commitment to MAAC, the team undertook a two hour endurance karting race to help raise funds for the vital life saving service. There was much healthy competition on the track, with tactical crashes and pit stops galore, making it a great day out for everyone involved. So far the company has raised £500 and has pledged to host cake bakes, dress down days and other fundraising activities for the charity.



Christmas Prize Draw

Imagine winning up to £5,000 this Christmas. Well, if you take part in the Midlands Air Ambulance Charity's Christmas Prize Draw, your dream could soon turn into reality.

The raffle not only gives you the chance to win a number of amazing cash prizes, but also means you are helping to fund the life-saving work of the Midlands Air Ambulance as the Christmas Prize Draw helps fund several of the 3,000 life saving missions undertaken each year in your area.

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 £200,000 from its bi-annual Raffle, funding countless airlifts.

We are asking for your continued support and in return are offering you the chance to win a fantastic cash prize in the charity's Christmas Prize Draw. Please remember the deadline for the return of your stubs, payment slip and payment is Friday 20th December 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 Monday
23rd December 2013. To order
your raffle books, please
call our hotline now on
0844 567 0844**

To order your tickets call
0844 567 0844

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SURVIVOR STORY

“Thank you for coming so quickly and helping to save my leg, and for looking after me in the air ambulance.”

Like many children his age, outdoor adventurer eight year old Sam Aston was enjoying the long hot summer holidays outside his home in Saltwells, but a nasty accident with a car meant Sam had to rely on the Midlands Air Ambulance to save his leg.

Sam and his two brothers were outside making the most of the summer sunshine on Friday 10th August 2012. The boys were having a water fight and Sam was on his way back to his house to reload.

Sam's mother Jo explains what happened next: "Sam's dad Mark and I were in the garden when we heard a screech of brakes and a bang and we just had a terrible feeling it was one of our boys. We ran to the front of the house to see our two older sons screaming 'It's Sam, mum!'. I can't tell you how worried we were."

The driver did his best to stop, but unfortunately it was too late and Sam's leg got caught in the wheel arch of the car, breaking it in six places, plus he sustained an open fracture.

"Sam was so brave, he was sitting up and just kept saying sorry to everyone for what had happened," Jo adds. "The police and land ambulance arrived very quickly and Sam was given immediate pain relief. It wasn't until flight paramedic Tom from the Midlands Air Ambulance came and spoke to us and said Sam would need to be airlifted to the Birmingham Children's Hospital that we realised just how seriously injured he was."



"Tom and Greg were brilliant, while looking after Sam they also made sure the whole family was ok and explained what was going to happen. Although we were all scared, Tom assured Sam that he would look after him all the way to the hospital in the helicopter. I was so grateful and relieved as Sam started to smile and Tom certainly kept his promise, he was wonderful."

The Midlands Air Ambulance aircrew transferred Sam to the hospital in under ten minutes, where he spent six hours in A&E before being transferred to a ward. The following morning Sam had a three hour operation to attach an external fixator to his leg while the breaks healed. He had a further skin graft operation before spending 12 days in the hospital recovering.

Jo continues: "Sam is such a fighter, after the first few days he didn't even want pain relief, he's amazing. The care he received at the scene of the accident and in the air from the Midlands Air Ambulance, and the treatment he had from the staff at the hospital staff was fantastic."

The fixator was in place for seven months, and Sam went through several sessions of physiotherapy to help him walk properly again.

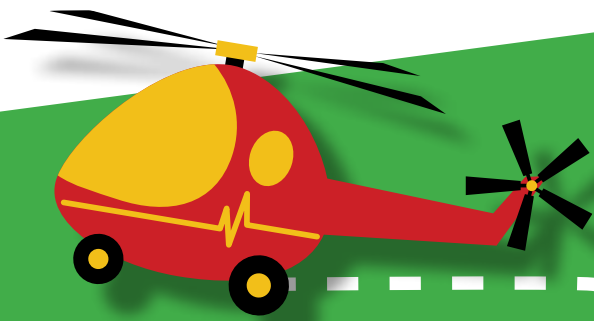
As a keen Manchester City fan, Sam has made a remarkable recovery and is now back on the football pitch as goalie, and he can't wait to get his roller skates on soon too.

Jo says: "To everyone at the Midlands Air Ambulance Charity, you are an amazing team, it's not just the paramedics that count, it's all of you. I have a collection tin and we're always keen to assist the amazing people who came into our lives and supported us."

Since Sam's accident, he and his family visited MAAC's Strensham airbase in Worcestershire and met up with Tom. Sam was also one of the special guests who helped the charity open the new headquarters in Stourbridge.

Sam has this message for his hero, flight paramedic Tom: "You will always be my hero and I will never forget you."





MAAC IS TOP OF THE CLASS!

Several classes from Small Heath School and Sixth Form Centre have helped develop our new experience-based education programme



Following the opening of our state of the art Education, Training and Visitor Centre, we have now started to develop an education programme to further demonstrate the service's commitment to children's learning and development.

The High Flyers education programme is being produced in line with the national curriculum and will give children at all Key Stages vital skills in various subjects including maths, English, geography, science, technology and business. Each of the modules uses areas of the charity to provide practical learning examples, meaning the classwork is not only fun, but also provides some relevancy to the real world.

Richard Riley, whose role includes work related learning enterprise education and business and industry links and marketing for Small Heath School and Sixth Form Centre, is intrinsic in the development of the High Flyers education programme. He comments: "Experience-based education with practical class work is well regarded as a fantastic way for children to learn key skills, which is why I was delighted to assist the air ambulance with the programme.

"I am extremely proud to be able part of the programme and look forward to sharing it with our classes and other schools across the region in due course."



Jason Levy, fundraising and marketing director for MAAC, adds: "We are dedicated to supporting children's development, not only to educate them about the importance of staying safe, but also providing them with some fun, yet important life skills to help them enter the real world. We've been extremely privileged to have support from Small Heath School in the development of our High Flyers programme, their expertise has been invaluable.

"Any schools or parents interested in finding out more about High Flyers are being encouraged to visit our website for further details."

Maths Challenge + Cake Bake = £4,208

The pupils at Moor Park School in Ludlow have been hard at work raising money for the charity. Over the course of two terms every year group in the prep school

held a themed cake-bake sale in the morning break, with treats such as brownies or cookies on offer. This fantastic fundraising effort raised over £300.



All these goodies then fuelled their brains and every child in the school took part in a sponsored maths challenge. According to age, they were set times tables to complete from 2x for the little ones in reception up to 24x for those at the top of the school. This raised a staggering £3,898! Jonathan Bartlett, head teacher for Moor Park School, said: "This is an amazing amount for the children to raise for such a worthy cause. We have had reason to call the air ambulance on a couple of occasions, and with the school being a long way from either Hereford or Shrewsbury Hospitals, we are very aware of the importance of the service."

CELEBRATING OUR UNSUNG HEROES

At MAAC we pride ourselves on a terrific level of support from our volunteers, who truly are the backbone of the charity. They bring a range of skills to the table and assist with a whole host of fundraising activities. Ultimately their support keeps the charity in the hearts and minds of the communities we serve.

Bill and Linda Snaith from Rugeley are two of our 80-strong family of volunteers. They attend a great number of events throughout the year, manning the charity's merchandise stand among their responsibilities.

Bill comments: "We got involved with Midlands Air Ambulance Charity four years ago and have found the experience very rewarding. We enjoy working with Alison and the staff at HQ as they're always helpful and friendly and make us feel part of the team."

Linda adds: "The work we do for the service gives us both a great sense of satisfaction as we know we're making a real difference. I'd seriously urge anyone who is

thinking about becoming a volunteer to get in touch with Alison Midlands Air Ambulance to find out more."

As Bill and Linda demonstrate, volunteering is a rewarding way of getting involved with your local community. If you'd like to volunteer some of your time to MAAC, contact Alison Hill on 0800 8 40 20 40 or email alison.hill@midlandsairambulance.com. Even if you can only spare a couple of hours a month, we'd greatly appreciate your assistance.



A SAD GOODBYE TO TWO OF OUR STALWART SUPPORTERS

Volunteers are important to any charity, but ours are like family and we are particularly fortunate to have such a wonderful group of people who support us, so everyone at MAAC was extremely saddened by the news that two of our long-standing volunteers recently passed away.

Reg Box

95 year old Reg Box from Malvern was well known and loved by everyone at the charity. He volunteered for the service for over 17 years and raised over £130,000 through various events. He was especially renowned for entertaining residents at retirement homes with his old-time songs, while wearing his trademark hat and waistcoat and he also hosted frequent bingo nights to help raise funds for the service.

Annie Newell, regional fundraising manager for Worcestershire, said: "Words can't express our gratitude to Reg for his hard work over the years. He kept going long after most people would have reckoned they'd done their bit and put their feet up. We will always be grateful to him." As a tribute to Reg, our Strensham-based aircraft performed a fitting fly past at his funeral.

David Hart

Our thoughts are also with volunteer Jeanette Hart MBE whose husband David sadly passed away. David previously volunteered with MAAC and continued to support Jeanette with her voluntary work right up until his death in August.

Both Reg and David will be sadly missed by the whole team at MAAC.



SURVIVOR STORY

“I am very grateful for the amazing life saving treatment I had from Midlands Air Ambulance, at the end of the day I wouldn't be here if it wasn't for them.”



A day out with friends started off with great intentions for Oliver Fernihough, but unfortunately a tragic accident meant he was fighting for his life by lunchtime.

On the 26th May 2012, just one day after his 20th birthday, Oliver and his friends were attending a Young Farmers' Rally in Rock, near Kidderminster. Oliver comments: "We were having a great morning, it almost feels surreal looking back – I didn't have a care in the world and was having such a good time."

By lunchtime the friends decided to go to the local shop and in great spirits they hopped into his friend's Land Rover, Oliver taking his fateful position in the middle of the bench seat.

What happened next would change his life...

Unfortunately the driver lost control of the 4x4 on the country roads, veering over the white lines and into an oncoming car. The impact was so severe Oliver was thrown through the windscreen. Not surprisingly he doesn't recall what happened next.

An eye witness reported Oliver was travelling so fast through the windscreen that he rolled down the road at speed, with the 4x4 close behind.

The driver of the other vehicle involved in the accident suffered a broken wrist, while the 4x4 driver escaped with minor facial injuries and a broken foot. The second passenger miraculously walked away unscathed.

Oliver wasn't so lucky. He suffered traumatic head injuries, with three bleeds on the brain and a fractured skull. Two land ambulances and two rapid response vehicles were on the scene within minutes to treat everyone involved and the Midlands Air Ambulance from the Strensham airbase was deployed to take Oliver to University Hospital in Birmingham, the most appropriate specialist Trauma Centre for his injuries.

The flight paramedics gave Oliver emergency treatment on the roadside, and although he was initially conscious, his head injury was so traumatic the crew decided to sedate him and immobilised him with a neck brace and spinal board. Oliver was at the hospital within the 'Golden Hour', which meant his chances of survival were greatly increased.

On arrival at the hospital he was rushed in for surgery to stem the bleeds on his brain and relieve the pressure. Oliver was only given a 30 per cent chance of survival from the operation, but thankfully due to his great fighting spirit, he pulled through, spending five days in a coma in the intensive care unit and a further three weeks in hospital recovering.

In January this year Oliver was fitted with a bespoke titanium plate to finish the reconstructive work to his skull. He got his driving licence back in April and is working full time in the family business as an agricultural engineer.

To pay thanks to Midlands Air Ambulance for saving his life, he visited the Strensham airbase in Worcestershire. Oliver says: "It was a great honour to meet the crew who took such good care of me, I can't thank them enough. It's amazing to know they attend incidents like mine each and every day, and the fact that it's all funded by charitable donations is incredible. To make a difference to peoples lives – not just the patients, but their entire families is something none of us can afford to take for granted."



MAAC RECEIVES A LARGE LEGACY DONATION

Up to 40 per cent of the incidents MAAC attends are funded by legacies or gifts in wills. We recently received a very generous legacy of £1.4 million from Mr Derek Bullivant's estate, which will go directly towards funding the purchase of a new aircraft. Find out more about the man who wanted to share his successes with worthy causes, including MAAC.

Derek Jim Bullivant, 1922 – 2011

Born on 16th February in Hockley, Birmingham, the son of a railway worker, Derek was educated at George Dixons Grammar School. After leaving school he worked as a trainee pharmaceutical chemist before moving to Manchester where he became chief chemist and metallurgist with Deutche & Brennan, where he worked for a number of years before returning to Birmingham in the 1950s to start his own metal recycling company, Shardal Castings Limited. From small beginnings the company grew and became one of the leading aluminium recycling companies in the UK, exporting its products all over the world. The company was sold in 2000 and Derek retired at the age of 78.

Throughout his life, Derek was a very active Freemason, being a member of a number of leagues and becoming a Freeman of the City of London. From a young man, Derek was keen on sport, particularly rugby and football. During his time in Manchester he played for Sale Rugby & Football Club and when back in the Midlands he was a season ticket holder at Aston Villa Football Club. In addition, he had a great interest in music and up to his death was still taking lessons on the piano and organ.

It was always Derek's intention that his success should be shared between worthwhile charities of which the Midlands Air Ambulance was one.

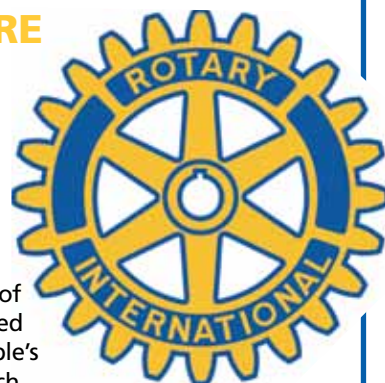


ROTARY CLUB OF SHAWBURY AND MID SHROPSHIRE 'OWN' A LIGHT IN MEMORY OF A LOVED ONE

★ The Rotary Tree of Light has been a regular feature of Christmas in Shrewsbury for the last 18 years. For the third consecutive year Midlands Air Ambulance Charity will be one of the beneficiaries of this popular fundraising event, which raised £3,000 for the service last year alone.

Rotary is inviting Take Off readers to 'own' a light in memory of a loved one for which a minimum donation of £5 is requested.

In Shrewsbury's Darwin Shopping Centre, a beautiful tree will be illuminated with hundreds of lights to commemorate loved ones or causes dear to people's hearts. The Mayor will switch on the 2013 Tree of Light on Wednesday November 20th followed by a short carol service at 7.30pm.



If readers would like to sponsor one or more lights, they are invited to complete the sponsor form below. For donations from UK taxpayers an extra 25p for every £1 given can be claimed from the Inland Revenue.

ROTARY CLUB OF SHAWBURY AND MID SHROPSHIRE TREE OF LIGHT SPONSOR FORM

Name or cause to be remembered (block capitals):

Quantity of lights required at £5 minimum each:

Total donation enclosed: £

Name: Mr/Mrs/Miss/Ms

Address:

Postcode:

I am a taxpayer: Yes No . Please treat all donations made since 6th April 2000 and all donations I make from the date of this declaration until I notify you otherwise as Gift Aid donations.

Signature

Date

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Please send a cheque or postal order in favour of Rotary Tree of Light to:
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Operational News

Each year the service welcomes a new intake of flight paramedics. This year eight new members of the team joined us and are now located at our three airbases across the region.

Working on the air ambulance is highly sought-after for a great number of paramedics, so the interview process is extremely competitive. The new members of the aircrew beat off stiff competition from over 60 applicants and have now completed their HEMS aircrew course successfully. They began their three year secondments with the service in August and have already become a great addition to the team.

Becky Tinsley, MAAC air operations manager, said: "I am very pleased to welcome our new recruits to the Midlands Air Ambulance and will be working closely with them during their time with air operations."

"I'd like to take this opportunity to thank all of the staff who have just finished their secondments for their hard work and dedication and would also like to thank all the aircrew, paramedics and doctors who assisted me throughout the duration of the selection process and with the new recruits' subsequent training."



Pictured from (l-r) top row: Rob Davies, Tom Davies, Oliver Ayles and Jason Newman. Bottom row: Kat Ellis, Stuart Evans and Candice Mansell. Giles Griffiths has also joined the team.

Let's get social!



With over 5,000 likes on Facebook and followers on Twitter, social media has become a great way to keep you up to date on our charity activities. We've also been overwhelmed by the amount of support and lovely messages you've posted, here's some of our favourites!



Hannah Palmer

I just wanted to say a massive thank you to your guys for what u did for my dad calvin palmer on monday just gone he was injured at a grasstrack meeting in bewdley not only did u guys help to save his life but the service you gave was above outstanding I honestly cannot thank you enough you gave such an amazing service and u dont get enough credit for what you guys do on a day to day basis once again thank you so much x



Sandy Russell

Many thanks for your care and attention when you lifted my 7yr old son to Birmingham Children's on Monday afternoon. Great guys! Much appreciated.



Linz Hancox

I hope the Poor OAP who you took to Hospital From Desperser Road, Priors Park, Tewkesbury, Gloucestershire is ok. You all do a Fantastic Job & I admire the work you all do. Keep Up the Good Work Guys



Sara Fawdrey Keeley

I'd like to thank the air ambulance crew who picked me up from Southfields Farm in Coleshill last Wednesday after I was thrown from my horse and left unconscious and fitting. I'm still in the QE but getting better every day. I shall be eternally grateful to you even though I was oblivious of everything and am now gutted that i missed so my much wanted helicopter ride 😊



Caroline Griffiths

You all do a fantastic job, one year ago this week you saved my son Rickylees life. Forever grateful xxx



Ducati Desmo Daz

You guys are awesome, a big pat on the back coming your way, thankyou for keeping us safe



Trish Louise Bee

They were great when I needed rescuing from top of kinder scout in the peaks. Never flown before and they all helped reassure me etc. They do such an amazing job and really aren't recognised enough for what they do x



Steve Wolfie

hi guys and girls, i would like to thank you all for the work you did on wednesday night when you attended my bike crash and took me to hospital. i am so grateful for the care and assistance you provided



Rachel-Sarah Holmes

Thankyou for saving my Uncle's life, without your skills and taking him to North staffs hospital, Hanley so quickly so he got the medical Team he needed he wouldn't be here now 🙏🙏



Annie Henry Mears

Thanks for your help today at Dunton Stables, we are all very grateful for everything you did for Chelsea she is recvering well in hospital with a broken cheekbone awaiting an operation!



Sam Meek

Thank you so much to the Midlands Air Ambulance for organizing my Friend Claire Davies to receive the Air Lift Hero Award 2013 and then to go on Central News to speak about it, she received a lovely surprise when she got to meet the paramedic that was called to the scene in 2008 and that helped to save her life. Here is a picture of Claire, her 5 year old daughter (also in the car crash at 13months old) and the air ambulance paramedic Colin Apps. Thank you so much.



Caroline Evans

Think it was you guys I saw today when you landed in Cae Glas Park in Oswestry opposite my office, you attracted quite an admiring audience. Fair play to you all, an amazing job done landing in a crowded park x



georgia bennett @1992_georgia

A year ago 2day @OFFICIALWMAS @WestMidsFire @MAA_Charity got me from under that car to the trauma centre giving me another chance at life xx



Sophie Shorthouse @Neenawwsoph

@MAA_Charity would just like to take the time to say a big thank you for the service you provide. The team is an inspiration to many of us!



What's on in Gnosall? @whatsonGnosall

@MAA_Charity May I say on behalf of the many and those whose lives you have saved, you do an excellent job, thank you for your service.

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

Ahead for Business 

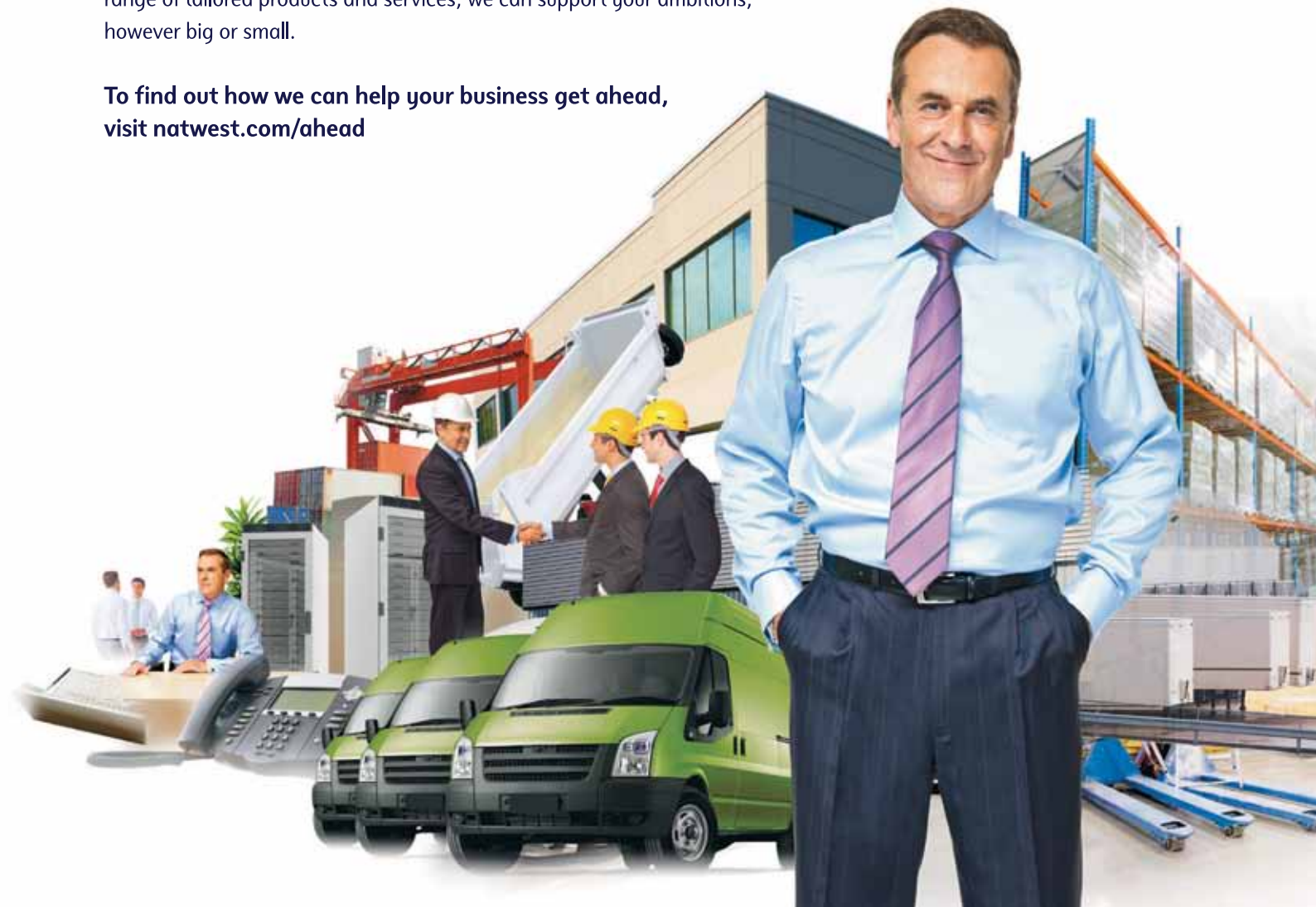
Ambitious for your business? So are we

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.

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CHRISTMAS CARDS SET 2



CHRISTMAS CARDS SET 3



CHRISTMAS CARDS SET 4



CHRISTMAS CARDS SET 5



2014 CALENDAR



2014 POCKET DIARY

Order Form

Product

Christmas Cards SET 1 – £3.50 per set of 10 with 2 designs

Christmas Cards SET 2 – £3.50 per set of 10 with 2 designs

Christmas Cards SET 3 – £3.50 per set of 10 with 2 designs

Christmas Cards SET 4 – £3.50 per set of 10 with 2 designs

Christmas Cards SET 5 – £3.50 per set of 10 with 2 designs

2014 Calendar – £4.00, each image is also a postcard tear off with 2015 Calendar on reverse

2014 Pocket Diary – £3.00, each with gold embossed logo

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Orders under £3.00 = £1.50, from £3.01–£7.00 = £2.50, from £7.01–£15 = £5.00, over £15.00 = £6.50

Charity Donation (if donating sums in addition to your order)

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- Cheques should be made payable to Midlands Air Ambulance Charity
- Goods will be dispatched within 7–10 working days upon receipt of full payment

Total £

*Please add the correct postage

Please complete your address details for delivery below

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