

THE OFFICIAL MAGAZINE OF MIDLANDS AIR AMBULANCE CHARITY

Takeoff

Issue No. 12



MIDLANDS
AIR AMBULANCE CHARITY®
Registered Charity Number 1143118, (formerly 1001064)
Saving Lives by Saving Time



**NEW
EXCITING
EVENTS FOR
FUNDRAISING
IN 2014**

IN THIS ISSUE

Find out how the charity's brand new helicopter was built
Read about MAAC's new ambassadors – Mindy and Richard Hammond

PLUS

Our 2nd Shop Is Open!

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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.

CONTACT US

Midlands Air Ambulance Charity

Hawthorn House
Dudley Road
Stourbridge
DY9 8BQ

Call: **0800 8 40 20 40**

Email: info@midlandsairambulance.com

Visit: www.midlandsairambulance.com



MIDLANDS
AIR AMBULANCE CHARITY®

Registered Charity Number 1143118, (formerly 1001064)

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 £6.5 million is now needed each year to keep its three air ambulances operational, funding which is donated entirely by the public and local businesses, with 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 medical crews, but also those often unsung, ground heroes, its fundraisers.

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



Welcome to our first edition of Take Off in 2014

Now that the worst of the winter is behind us, we're looking forward to a bright and exciting year at Midlands Air Ambulance Charity. This issue is packed with news and updates from the charity, as several of our campaigns and projects come to fruition.

Firstly, I must mention the arrival of our new EC135T2e helicopter, which is due to be operational from our RAF Cosford airbase at the end of February. Named in the spirit of our commitment to delivering the very best patient care and our ability to reach a patient within a matter of minutes, G-OMAA is a much anticipated and welcome addition to our fleet. You can view the story board of our new aircraft's build programme on pages 12 and 13.

While mentioning our RAF Cosford airbase, thanks to an extremely generous grant from the County Air Ambulance Trust, the airbase has recently undergone an extensive rebuild, and is now complete. The new building completes our trio of airbase improvements, providing every member of our aircrew across the Midlands with the very best facilities as well as enabling them to take important down time in between each life saving mission.

As a forward-thinking charity, the Senior Management Team and I have developed a robust five year Strategic Plan, creating a strategy to ensure our great charity has a sustainable and financially secure future. It is imperative that we continually develop so we can continue to provide our life saving service while faced with the increasing demand for our service and rising costs.

From an operational perspective two of the more paramount objectives featured in the plan include the ability to undertake more patient transfers between hospitals and trauma centres, so that those in need of specialist care are transferred to the most appropriate centre of excellence. In addition, as part of our commitment to patient care, we will reinvest further funds in our paramedic training to extend our Critical Care Practitioner standards. I will be able to update you on these aims in future issues of Take Off.

In terms of fundraising, we are still faced with an economically challenging period and it is clear that there is less disposable income available to our donors. One of the key focuses for 2014 and beyond is to retain and grow this support through donor engagement and interaction, ensuring we look after those who selflessly give money and their time to our cause. As part of this plan we are in the process of improving our internal systems and databases to allow us to stay better connected with the great number of people, like you, who enable us to operate our life saving air ambulance service.

I can't finish without mentioning the dreadful air accident in Glasgow in November 2013 and our thoughts continue to be with the families of those involved. While news of the incident affected us all, it shook the air ambulance and overall emergency service community across the globe, and it stands as a stark reminder of the often incredibly dangerous work our pilots and aircrew undertake every day. I'd like to thank our extremely supportive aviation partners, Bond Air Services, for their tireless work and reassurances during an acutely difficult time.

Whilst Glasgow won't been forgotten, we must move forward and focus on the future of our own service, so do read on to find out more about our life saving work and how you can get involved throughout 2014.

Hanna Sebright
Chief Executive

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



WELCOME TO THE 2014 EVENTS DIARY



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

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

APRIL 2014

St George's Day Traditional Afternoon Tea

Queen's Hotel, Cheltenham
Wednesday 23rd April

Come and join us on St George's Day for a wonderful afternoon tea served between 2.30pm and 5pm at the regal setting of The Queen's Hotel in Cheltenham. In addition, there will be a pianist, magician and the Cotswold Male Voice Choir to entertain you, plus a raffle of fabulous prizes. Tickets cost £19.50 per person, and why not treat yourself to a glass of champagne at the special price of just £5 per glass. All proceeds will be donated to the charity.



Bike4Life Fest 2014

Shrewsbury & RAF Cosford
Sunday 27th April

Now in its fourth year, Bike4Life is the biking event to kick start the motorcycle season. In previous years it has attracted over 5,000 bikers and enthusiasts from across the UK, and with your help, we hope this year's is the biggest and best yet!

The much anticipated 23 mile Ride Out starts at Meole Brace in Shrewsbury and finishes at the incredible setting of the RAF Museum Cosford near Wolverhampton, which is home to the Bike4Life Festival. With support from radio station Planet Rock there will be arena displays, stalls and exhibitions, biker tutorials raising awareness of road safety, live music and more. The atmosphere will be electric, making it a great day out for bikers, the local community and families alike.



If you would like more information about the event, please visit: www.bike4lifefest.com



MAY 2014

Rock Pound The Bounds

Rock, near Kidderminster
Sunday 4th May

The annual 'Pound-the-Bounds' walks have become one of our most important fundraising events organised by the Rock Village Hall Committee.

With walks for all abilities there is no excuse not to get involved! Taking place across some of the most beautiful walking routes in Britain, it will be a fantastic day for all the family. You can take part in a 25 mile, 18mile, 12mile, nine mile or a six mile walk, and a three mile treasure trail is also being organised for youngsters. This event is open to all ages, and walkers can simply match a route to their ability.

Visit www.poundthebounds.org.uk to download your registration form and simply bring it on the day. Why not get sponsorship for taking part too, you can download our sponsorship form on the website: www.midlandsairambulance.com



JUNE 2014

Recognition Awards and Charity Ball

Edgbaston Stadium, Birmingham
Friday 20th June



Now in its second year, our Recognition Awards and Charity Ball will recognise some very special people and organisations that have made a real difference towards our life saving work across the counties we serve. 500 guests are expected to attend our glittering ball, including media personalities and number of our celebrity ambassadors. The evening will include a champagne reception, four course meal, charity casino, entertainment, live music, prestige raffle and auction.

If you would like to attend tickets are £75 each or tables of ten are £750. Please contact Jason Levy or Jo Bailey on 0800 8 40 20 40 to find out more and to reserve your place. In addition, extensive sponsorship opportunities are still available.

JULY 2014

Skydive with MAAC!

Langar Airfield,
Nottinghamshire
Tuesday 1st July



If you are keen to go to extremes to support our charity, why not take your fundraising to new heights and join in with our tandem skydive!

You will undertake a 15 minute flight before exiting the plane from a height of nearly two miles. You'll experience a thrilling 45 second free-fall, reaching speeds in excess of 120mph before the Red Devils instructor opens the parachute a five minute scenic descent.

This will be our fifth skydive with the Red Devils and numbers keep growing so book up early to secure your place!

To reserve your spot we require a £100 registration fee per person with a minimum sponsorship commitment of £450. Minimum age of participation is 16 years old.

Cycle4Life

Birmingham – Oxford
Sunday 6th July



Join us on an exciting 77 mile bicycle ride, starting out from Solihull Sixth Form College and finishing on the banks of the River Thames in Oxfordshire, where you will be greeted by family, friends, live music and much more!

This event attracts over 400 riders each year and in 2014, participants are being encouraged to get on their bike to support MAAC. The route takes cyclists through Birmingham, across the River Avon to Leamington Spa and the Cotswolds before finishing in Oxpens Meadows.

If you fancy the challenge, you can enter either as an individual or as a team with friends or colleagues.

AUGUST 2014

Three Peaks Challenge

Start point -
Stourbridge
Friday 8th August



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

SEPTEMBER 2014

Annual MAAC Open Day

Strensham Airbase,
Worcestershire
Saturday 6th September



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

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

DECEMBER 2014

Young Heroes Christmas Party

Strensham Airbase, Worcestershire
Saturday 13th December

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



WANT TO GET INVOLVED?

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

COMMUNITY NEWS

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

MAAC is walking on air!

A glittering 'Walking on Air Ball' was hosted by Caron Scudamore and one of the charity's celebrity ambassadors, Mindy Hammond, to raise funds for MAAC and the Birmingham Children's Hospital after both organisations helped save the life of their godson, Jobe Taylor-Davies.

At just 16 months old, Jobe was kicked in the head by a horse, leaving him unconscious and fighting for his life. He was rushed to the local hospital before being airlifted to Birmingham Children's Hospital by Midlands Air Ambulance, where he spent five weeks receiving treatment and a further two months recovering at home. At the time, doctors remarked on his miraculous recovery, which was down to the swift actions and skills of the aircrew and medical teams at Ross-On-Wye Community Hospital and BCH.



Clockwise from above: Jobe Taylor-Davies, Jobe's parents Helen and Ben, host Mindy Hammond with husband Richard, co-host Caron Scudamore and her husband Gem

To celebrate three year old Jobe's on going recovery, and to thank the two charities involved, Mindy and Caron decided to host a very special evening to raise funds for the two causes. The ball was a terrific success and to date MAAC has received £40,000.

Mindy Hammond said: "Caron Scudamore and I are honoured and proud to be Jobe's godmothers. We did all we could to support the family during that terrible time, yet we all feel there is a huge outstanding debt which can never be repaid to both the Midlands Air Ambulance and Birmingham Children's Hospital."

Jason Levy, fundraising and marketing director for MAAC, adds: "I was delighted to attend the Walking on Air Ball, which was a truly wonderful evening. In addition to the three course meal and entertainment, the support for the auction was incredible and I was blown away with everyone's generosity. I'd like to personally thank Mindy and Caron, as well as the Taylor-Davies family for all their support and everyone at the charity would like to wish Jobe a speedy on going recovery."

Dancers perform a perfect fundraising sequence

Led by Sandra Speck, the Dancers and Ravers line dancing group in Oswestry and Shrewsbury, are just the 'folk' we like, as they have raised over £30,000 for the service! Sandra comments: "We are blessed to have so many community-orientated people in our line dancing group. We were delighted to present a cheque for £9,500 to Midlands Air Ambulance for our 2013 fundraising efforts, and to know our activities will help to fund four live saving missions is wonderful."



Fundraising hits a high note

The Wolverhampton Orpheus Male Voice Choir concluded its 70th anniversary celebrations with a Grand Traditional Concert at the fitting setting of the Church of Saint John's in the Square in Wolverhampton. During the evening, the choir of 65 singers presented MAAC with a cheque for £1,500 for their fundraising efforts during 2013.

On the night, the choir was joined by Telford-based Hadley Orpheus Male Voice Choir, who helped to raise the roof and funds for MAAC. The audience were entertained with a full repertoire of songs led by the musical directors, Graham Hancox (Wolverhampton) and Robyn Davies (Hadley), with soloist recitals from Cynthia Bostock and the extremely talented organist and pianist, Nyko-Mickael Gregoire.



For the past two years, the Wolverhampton Orpheus Male Voice Choir has had a 'Community Compact' with MAAC to help raise funds and the charity's profile at various events. Thanks to their generous support the final cheque for £1,500 brought the final fundraising total by the choir and lady supporters to £4,100.

Paul Smith, chairman for the Wolverhampton Orpheus Male Voice Choir, states: "The citizens of Wolverhampton and organisations that have sponsored our events should be particularly proud to have contributed towards the £4,100, which we are very pleased to donate to such a vital cause."

Party recognises our young heroes



Eleven young airlift survivors were treated to a Christmas party to remember to acknowledge their bravery and courage.

The party took place at the charity's Strensham airbase in Worcestershire. The young survivors were treated to a visit from MAAC's ambassador paralympian Lee Pearson who gave a talk on his incredible Paralympic achievements. There was also a display of animals from Weir n' Wonderful, and even a visit from Father Christmas himself. The young airlift heroes, who were joined by their families, also got the chance to meet the dedicated aircrew who rescued them in their hour of need.

Julian Spiers, paramedic for the service, comments: "On average we airlift a child every four days, often in a life or death situation, and it's remarkable to see how brave they are, which is why we wanted to recognise them by giving them a fun-filled party at our airbase. It's very rewarding for the aircrew to meet our former patients again, so the party was also very special for everyone at the charity."



Fundraising gallops ahead!

Roger and Diane Cole and the team at Claire Dyson Racing in Evesham have been steadfast supporters of the charity for a number of years and raised £10,000 throughout 2013 through a variety of fundraising activities. In memory of Roger and Diana's daughter and former head girl at the livery, Charlotte Cole, Claire Dyson and her partner Becky Rowland raced thoroughbred racehorse, Qualitee, in MAAC's colours to help raise awareness of the service.

In September, Qualitee was one of the star attractions at the annual open day at the Strensham airbase, and later that month Claire and Becky opened their livery to the public for a fun filled open day. As if that wasn't enough, Becky also undertook a gruelling bike ride from John O'Groats to Lands' End to raise funds. They presented a cheque to the charity's fundraising director, Jason Levy at a prestigious afternoon at Stratford Race Course late last year. Jason comments: "We have been close friends of Roger, Diane, Claire and Becky for some time. We are incredibly grateful for all their support and I am still regularly humbled by their determination to fundraise for us."

Thank you

Christmas may feel like a distant memory now, but the result of your support of our festive merchandise will last a lifetime, literally! Thanks to hundreds of Christmas card orders, you helped to raise £10,000 for the service, which will help fund four life saving missions.

29-30 April 2014, OLYMPIA, LONDON

The Dedicated UK Ambulance and Pre-Hospital Care Exhibition and Conference



Ambition 2014, 29 – 30 April 2014, will host its 4th edition at **Olympia, London** as The Dedicated UK Ambulance and Pre-Hospital Care Exhibition and Conference.

The event will focus on delivering excellence in pre-hospital care, resilience and interoperability by bringing the emergency response sector together.

A free to attend exhibition and workshop programme will ensure you discover new innovative best practice, products and solutions to drive excellence in pre-hospital care.

Or attend The Emergency Preparedness, Resilience and Response Conference Stream at Ambition 201 to address complex questions facing first responders such as; resilience during major emergencies, interoperability, multi-agency response and CBRN preparedness

Register your attendance today at www.ambition-2014.com

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SURVIVOR STORY

“I was the first girl to be airlifted by the air ambulance in Shropshire. Although that was 23 years ago, I’m still very grateful as I wouldn’t be here today if it wasn’t for the crew who saved me.”

Case studies of patients who we have airlifted are regularly featured in Take Off, but we haven’t previously focused on one that dates back to the start. Emma Ward was one of the first people to be rescued by the service formerly known as ‘Air 5’ when she was involved in a car accident in 1991, at the tender age of 11.

Now 34, Emma is married and a mum of two with her third child on the way, but she is still very aware that she wouldn’t be here to tell the tale if it wasn’t for the first air ambulance service to cover the Midlands. She comments: “I feel very proud to be one of the first patients in Air 5 and to be the very first person in Shropshire to be taken to hospital by air ambulance.”

Going back to a hot summer’s day in 1991, 11 year old Emma was at an air show with her friend and her friend’s family. Emma had been looking forward to the day trip for ages as she’d always wanted to ride in a helicopter, and as a special treat her parents had given her the money for a flight experience. Emma adds: “I was so excited about being at the air show but my friend’s parents couldn’t afford a helicopter ride and I was gutted that my dream wouldn’t come true as I couldn’t go on my own. But as the saying goes ‘be careful what you wish for’ as by the end of the day I did have a ride in a helicopter, but it wasn’t quite what I was expecting!”

While driving home from the show, Emma’s friend’s father started to overtake a car on a straight road, instead of letting him pass, the other car sped up and wouldn’t allow them to pull back in. This reckless act almost cost Emma and the other passengers their lives.

Their car hit an oncoming vehicle head on, with dire consequences as in 1991 wearing a seatbelt in the back seat wasn’t compulsory. Emma continues: “I always remember my grandfather putting his arm out to stop me if ever he had to break heavily, so when we had to do the same, I instinctively put my arm across my friend’s sister who was sat in the middle of the back seat. I later found out this saved her life as it stopped her from being thrown through the front windscreen. Unfortunately due to the impact, I hit the head rest on the front seat, which meant I sustained a nasty head and facial injury.”

Air 5, a Bolkow helicopter branded in a distinctive red colour, was deployed from its airbase, which at the time was located

at Hagley Hall in Worcestershire, and was on the scene within a matter of minutes. Emma adds: “I only vaguely remember the air ambulance arriving, but I do know they looked after me and even let me hold their ‘flight for life’ teddy bear all the way to New Cross Hospital in Wolverhampton.”

Accidents like Emma’s were the reason the air ambulance was founded, to help people who were in a critical condition and needed urgent hospital treatment in what is now referred to as the ‘Golden Hour’. Although young Emma needed 33 stitches across her face, she didn’t sustain any lasting facial or brain damage due to the swift actions of the Air 5 aircrew.

As Emma was one of the first patients to ride in the helicopter, she was invited to Hagley Hall with her parents to meet the crew, which at the time consisted of a pilot and just one paramedic. “As a parent myself now, I can fully appreciate what my mum and dad went through when I had my accident and I know they are as grateful as I am that the air ambulance was operational when I had my accident. Midlands Air Ambulance has been a large part of my life from an early age, and funnily enough my husband Neil grew up in the house next door to one of the service’s former volunteers, Kath Evans.”

Emma concludes: “The fact that Midlands Air Ambulance has grown into the service it is today with three helicopters across the region, just goes to show how heavily relied upon it is. It’s a wonderful organisation with an amazing team, and I can’t believe it’s all charity funded. Thank you for being there and for saving my life. I still have my flight for life bear and will never forget you!”

If you would like to find out more about the early days and the first missions, visit www.midlandsairambulance.com and click on the link ‘About’.



JOIN THE MIDLANDS AIR AMBULANCE CHARITY

Life Saving Lottery

You could win

UP TO

£1,000

EVERY WEEK!



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

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

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

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



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

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



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

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MIDLANDS
AIR AMBULANCE CHARITY®

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CHARITY NEWS...

It's all go at Charity HQ, from new appointments and staff training, to fresh marketing campaigns and fundraising streams, here's an insight into what the team has been up to in recent months.

MAAC achieves Trust Corporation Status

With support from Stourbridge-based law firm, Wall James Chappell, MAAC has successfully achieved Trust Corporation Status. This means those donating to the charity through a Gift in a Will can ensure their estate is impartially divided exactly as they wished, by naming MAAC as the executor of their Will.

Hanna Sebright, chief executive for the charity, comments: "Four in every ten missions we undertake are funded by a Gift in a Will, so to have Trust Corporation Status to further support our donors and to enable us to carry out their wishes, has come as very welcome news all round."

A new insight into the service

If a picture speaks a thousand words, imagine what a film can do! To raise awareness of the vital work of the service, and to assist our regional fundraising managers at talks and presentations, we have produced a series of short videos demonstrating the amazing work of MAAC. The four films include an all round documentary, aircrew focus, insight into fundraising, and a moving case study of one youngster, 12 year old Joshua Dudley, who was involved in a terrible road traffic accident.

To view and share the videos online, head to our YouTube channel: www.youtube.com/midlandsairambulance. Thank you to everyone who took part in the films, your contributions were invaluable!

Jenny Ashman is National Volunteer of the Year

Among the winners at the first Association of Air Ambulance's Awards of Excellence was our very own volunteer, Jenny Ashman from Inkberrow in Worcestershire. Jenny was recognised for her fundraising efforts over a twenty year period. In this time she has raised over £1.7 million for the service, a staggering total which has helped to fund over 680 life saving missions. Chairman of the judging panel, Guy Opperman MP, said: "It was a wonderful night with each and every one of our air ambulance recipients striving to set the highest possible standards of excellence in the sector. It has been an honour to be involved with such an inspirational group of people."

In addition to Jenny's award win, former patient, Joshua Dudley, was shortlisted for Young Fundraiser of the Year, and our Bike4Life Fest event was shortlisted for Campaign of the Year.

Strategic appointments and promotions

- Susie Godwin has been appointed as the regional fundraising manager for Gloucestershire and West Herefordshire.
- Former regional fundraising manager for the West Midlands, Sofia Voutianitis, has been appointed as the charity's new corporate fundraising manager. As MAAC's corporate programme is a key priority, Sofia will be supported by Hieng Li, who has been appointed as corporate fundraising assistant.
- Adam Williams, formerly a collections officer for the charity, has taken on the role of regional fundraising manager for the West Midlands region.
- Rose Thomas has been appointed as the shop manager for the recently opened Newcastle Under Lyme store, while Heidi Hiscox has been appointed as assistant shop manager.

HQ team undertakes life saving training

Patient care is of paramount importance to everyone at MAAC, including the fundraising and administration support team, which is why as part of the charity's on going commitment to health and safety, nine members of staff from our head office took part in a defibrillator training day. As a result, over 50 per cent of HQ staff members now have advanced first aid experience, which could be used in the office, or at fundraising events around the region.

Employee of the Year

Thanks to his hard work, tireless dedication and willingness to help every member of the team, our events and logistics manager, Andy Southall, was named the employee of the year for 2013 – well done Andy, it was a well deserved accolade.



A landmark purchase

Last year the charity made a strategic decision to purchase outright the service's first helicopter, which will be based at the RAF Cosford airbase in Shropshire.

We currently lease all three EC135 helicopters from our aviation partners, Bond Air Services and the aircraft are situated at our three airbases – RAF Cosford in Shropshire, Tatenhill in Staffordshire and Strensham in Worcestershire. We will replace the RAF Cosford aircraft with a brand new state of the art EC135T2e helicopter, which will be operational from our RAF Cosford airbase in March 2014.

The helicopter was initially built at Eurocopter in Germany and subsequently delivered to Bond Air Services in Staverton last December. While there, it is being painted and fitted with pre-hospital medical equipment, plus additional equipment for potential night flying between lit helipads and night Helicopter Emergency Medical Service (HEMS) operations.

Brendan Connor, chairman for the charity, explains the decision: "As part of our objective to reinvest charitable donations into HEMS operations and extending pre-hospital patient care, we made the decision to purchase our own helicopter.

"The new £4.5 million helicopter has been entirely funded through public donations and an extremely generous one off Gift in a Will from Mr Derek Bullivant, demonstrating the incredible support our vital life saving service receives."

As the new aircraft will have the capability for night flying, MAAC is exploring the viability and operational requirements of flying in the hours of darkness. This includes looking into potential demand for undertaking night HEMS operations, whereby the service is called out to life saving missions at night. As the proposed extended service will cost more to operate, the charity will launch a public appeal to help raise the extra funds required.

Brendan concludes: "The new aircraft will undoubtedly help us to save more lives as it presents us with an opportunity to expand our incredible service and deliver the best possible patient care to those we airlift. But we cannot afford to rest on our laurels and although this is a milestone achievement, we need the support from the local communities we serve now, more than ever."

Our helicopter in production at the Eurocopter factory last year



Chairman Brendan Connor, air operations manager Becky Tinsley and chief executive Hanna Sebright visited aircraft manufacturers Eurocopter in Germany

ase for the service



Our brand new EC135T2e helicopter being delivered to Bond Air Services in Staverton where it will be painted in MAAC's own livery before heading to its permanent base at RAF Cosford



In the UK our EC135T2e is being fitted out with pre-hospital equipment and the capability for night flying



The new aircraft outside Bond Air Services. Its purchase means we can deliver the best possible patient care to those we airlift



“With a little help from our friends”

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



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27

- 1 MAAC's fundraising total steams ahead thanks to a donation of £625 from Alistair Campbell and family at a steam engine open evening. Pictured are Alistair's children Alex (13) and Sam (ten) with their pride and joy, a 1905 steam roller.
- 2 MAAC was one of three charities chosen as a beneficiary of auction house, Halls' fundraising efforts. Maria Jones was presented with a cheque for a grand total of £3,000.
- 3 The team at Midland Karting raised over £700 with an endurance competition. Thank you to everyone who took part and the organisers for putting on such a great day. Picture credited to Joss Musgrove Knibb.
- 4 Simon Byatt and Marc Cox set out from Wychbold in their Dumb and Dumber suits and matching Ford Mondeos, heading to Monte Carlo to help raise funds. The journey took five days, with lots of fun along the way, and they raised over £650.
- 5 The Institute of Highway Engineers kindly raised £450 at a fundraising dinner and golf day.
- 6 John Huffer was airlifted five years ago by the service, and since then, he and his wife Jenny have kindly supported us. Their most recent fundraising exploits include a BBQ and in total the couple has raised over £12,000 for MAAC.
- 7 Clair Wright and Ray Gower hosted a stunning Masquerade Ball at Tewkesbury Park Hotel and raised £796 in the process.
- 8 It was a double celebration for Keith and Carol Pittaway as they joined family and friends at their golden wedding anniversary and Keith's 70th birthday party. They generously asked guests to make donations to MAAC, which raised over £700 for the service.
- 9 Phil and Rosemary Curling are avid supporters of the service and kindly raised over £440. As well as having one of our collection tins, they also take their transport diorama to various shows, including the Stourbridge Narrow Boat Festival, which is a great attraction for visitors.
- 10 The organisers of the Three Cocks Vintage Society Annual Show raised an incredible £1,250 for MAAC. The show attracted over 5,000 visitors who were treated to a wide variety of attractions, including mountain bike displays, fairground rides and craft demonstrations.
- 11 In memory of former managing director of Hollybush Garden Centre & Aquaria, Tim Porter, bosses and staff at the centre hosted a charity dinner to raise money for MAAC. They presented fundraising manager, Jo Bailey, with a cheque for £5,000.
- 12 Members of the Philomusica of Gloucestershire and Worcestershire held two wonderful concerts at the grand setting of Pershore Abbey, raising a tuneful £800 for the service.
- 13 Pauline and Bryan Haycox from Wolverhampton recently celebrated their golden wedding anniversary with friends and family, and rather than asking for gifts, they requested loved ones donated to MAAC, raising a tremendous £900.
- 14 The Smethwick Labour Club Darts Team have fundraised for several years, achieving an incredible total of £56,000 for MAAC and the organisation which funds the helpad appeal, the County Air Ambulance Trust.
- 15 The Potteries and South Cheshire MG Owners Club is on the right road for fundraising, having collected £2,200 for MAAC.
- 16 A huge thank you goes to the team at Oruna Cuisine who raised a fantastic £1,000 for the charity while celebrating their 2nd anniversary.
- 17 Thanks to the terrific support of Hazel and Allan Leach and their Table Top tombola, the couple raised over £4,000. In addition, their good friend Pat Cressey presented Susie Godwin, regional fundraising manager with a cheque for £500, in memory of her late husband Tony.
- 18 Sharon and Jason Harvey, from Redditch, hosted a glittering masquerade ball in aid of MAAC at the stunning setting of Henley Golf Club. Thanks to their extensive planning, and support from local companies who donated raffle prizes, the night was an incredible success and raised over £5,300.
- 19 Jonathan Clarke took on the gruelling John O'Groats to Lands' End challenge on a new Hudson 1947 autocycle and raised £1,325, which far exceeded his original goal of raising £1,000. Well done Jonathan!
- 20 Run and Ride in Cannock undertook a fundraising day where participants rode either 60, 30 or 15 miles in support of MAAC, the event raised £1,015.
- 21 The team at Marks & Spencer in Burton on Trent raised £2,500 from various fundraising activities during a six month period.
- 22 Former patient, Trevor Foster, and his son Josh ran the Wolverhampton Half Marathon dressed as our famous red aircraft and a doctor. They wowed the crowds and raised £400 for MAAC.
- 23 The third annual Musica13 event, hosted by Roger and Gaye Hadley, raised over £1,250 for the service. Thanks go to the couple and everyone who helped to organise such a special event.
- 24 Stephanie Brookes raised over £4,000 for the service by organising a well attended music festival, and she is currently selling a pair of Frank Lampard's football boots to help raise additional funds.
- 25 The Ladies of Leominster Quilters presented a cheque for £3,000 after raffling of two of their beautiful handcrafted quilts.
- 26 A group from KGD Industrial Services based in Rotherwas took a break from engineering to dig deep and climb high completing the Three Peaks Challenge. The team, which raised £3,600, comprised Andrew Price Greenow, Adam Dance, Andy Price, Ben Chandler and Matthew Hyatt.
- 27 Thanks to the festive Carpenter family from Huntington near Cannock, MAAC is £954 better off, as they raised the funds from their annual Christmas light display.

PLUS... As the captain's chosen charity, the members of Upper Sapey Golf Club raised an incredible £2,000 for MAAC from various golf days, raffles and other well supported fundraising efforts.

Correction: In the last edition of Take Off, a Thank You incorrectly referred to a skydive in memory of Andrew Watkins, it should have read Andrew Watson. Our apologies go to his widow Jacqui and the team at Nestle.

BUSINESS MATTERS

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

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

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

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



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



Fundraising was on the menu at Tuffers' dinner

A fundraising evening hosted by Events with the Edge at the Copthorne Hotel in Brierley Hill raised over £2,500 for the charity.

The evening was sponsored by local solicitors Wall James Chappell, Chiltern Railways and CSCM IT Solutions. Guests were treated to a four course dinner, comedy from Josh Daniels and a charity auction hosted by BBC WM's Paul Franks. The highlight of the night was a talk from cricketing legend Phil Tufnell, who didn't disappoint as he entertained the room with stories from his past.

Jilly Edge from Events with the Edge, comments: "I am incredibly grateful to everyone who attended our Sporting Dinner with Phil Tufnell. I'm sure they, like me, all had a great night and went home safe in the knowledge they were helping to fund the life saving work of the Midlands Air Ambulance."



First networking event a success

Over 90 corporate guests joined MAAC's first Business Networking Event, held at the Regency Hyatt in Birmingham.



The evening was a sell-out success and thanks to support from DBS Law, guests were treated to a drinks and canapés reception, before the event's speaker, Paul Kehoe, chief executive from Birmingham Airport, delivered a speech on the future of the airport.

In addition to taking full advantage of the networking opportunities available, those who attended helped to raise over £1,000 for the charity, so thanks go to all our guests, and Paul Kehoe for his insightful speech.

Details of the next Business Networking Event will be circulated in due course.

MAAC's full house with Gala Bingo!



Thanks to two weeks of fundraising, Gala Bingo in Wednesbury raised over £1,500 for the service. The team at the bingo hall, along with some of their valued customers, took part in over a dozen activities during the fortnight, including a bike-a-thon, kiss-o-gram, car wash and waxing session, and there was even a gunge tank on site for managers.

Tim Dobson, presenter for Gala Bingo in Wednesbury, states: "We had so much fun during the fundraising fortnight and I'm really proud that our efforts generated £1,545 for such a worthy charity."



Hometyre keeps MAAC on the road

Shrewsbury-based mobile tyre service, Hometyre, donated a brand new set of winter tyres to regional fundraising manager Maria Jones' MAAC car, to enable her to continue her fundraising activities around the region, no matter what the weather.

Hometyre is keen to raise motorists' awareness about the importance of tyre maintenance as we enter the long winter months. Managing director, Andy Lawrence, comments: "To highlight the safety and mobility benefits of cold weather tyres, we've fitted a set to Maria's car to enable her to continue her excellent and vitally important fundraising activities throughout the winter months."

The service is secure with GMS

Security services organisation, GMS, has chosen to support MAAC with a number of initiatives throughout 2014, as Neil Male, group executive director for the company, explains: "I take our role within the community extremely seriously and I encourage our staff to do the same. When I met with the fundraising team and learnt about the financial challenges facing the Midlands Air Ambulance, I knew I wanted to support this great service."



Among the range of proposed fundraising activities for the year, GMS has pledged to be a gold sponsor at this year's Recognition Awards and Charity Ball, and will buy two tickets to MAAC's fundraising lottery for all 350 members of staff. In addition, the company has pledged to fund a life saving mission, and Neil has personally expressed an interest in undertaking a MAAC challenge such as the sky dive in July.

Sofia Voutianitis comments: "Sustained commitment from our corporate partners, like GMS, is vital to our service. We're delighted to have an award winning organisation on board and look forward to working with Neil and his team throughout the year."



Wellbeing event boosts funds



The Phoenix Group in Wythall held a one-day staff 'Wellbeing Event' to support the company's corporate responsibility programme. The day brought together various local businesses focusing on different aspects of health and wellbeing, and the event raised over £1,200 for MAAC.

MAAC was the chosen charity as staff wanted to support a cause close to their heart, and it linked nicely with the health and wellbeing theme.

Corporate fundraising manager, Sofia Voutianitis, says: "As a charity we greatly rely on the generosity of local businesses like Phoenix Group. We are extremely grateful to be part of their fundraising efforts, which will help to save lives across the counties we serve."



Safety drives WeWantAnyCar.com



Local company WeWantAnyCar.com, has joined forces with MAAC to raise money by donating £1 per wheel from cars purchased across its Midlands branches.

"Our ethos when valuing potential vehicles is to offer an honest valuation which includes the safety aspect of the vehicle," says Matthew Cooper of WeWantAnyCar.com. He adds: "It's of great concern to see such a high percentage of vehicles with needless safety issues such as low tyre treads, worn brake pads and broken exhausts, all of which can lead to road traffic collisions. Therefore, it is important for us to work with a charity like Midlands Air Ambulance which shares our safety ethos."





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SURVIVOR STORY

“The crew at Midlands Air Ambulance were amazing. From start to finish their pre-hospital care was superb.”

Livery owner, Becks Jones suffered horrific injuries following a terrible freak accident involving her horse. Thanks to the excellent care she received, she lives to tell the tale.

Tuesday 4th September 2012 started out like any other on a busy livery yard, and on this particular day, Becks' close friend, Anne Gibbs from veterinary practise MacArthur, Barstow and Gibbs came out to do a routine procedure on a horse. While it was under sedation, Becks fatefully walked to around its hind legs, which involuntarily kicked, hitting Becks on her left leg. The impact was so severe she was thrown against the stable wall and was temporarily knocked unconscious.

The incident left Becks with a multitude of horrific injuries. Her knee was dislocated and reduced to dust, her fibula and tibia bones were fractured in hundreds of places, the hoof caught her main artery in her leg leading to profuse bleeding and the impact also trapped her sciatic nerve and severed a number of others. Becks' friend Anne, a member of staff, Andrew McLean and friend Sally Eaves were all with her and quickly realised the seriousness of the accident. Becks talks about what happened next: “My friends were amazing, and while calling 999, Anne put her medical background to good use, stemming the bleeding with bandages, all be it she had to cut off a pair of my favourite trousers!

“First to arrive were two ambulances and three rapid response paramedics and my mother! As soon as they assessed my condition, I heard one say ‘we’re going to need the Midlands Air Ambulance’. Although I was conscious I was in a considerable amount of pain and knew from the bleeding alone that if I wasn’t treated quickly, I wouldn’t make it.”

The aircrew, flight paramedics Julian Spiers and Sarah Low and pilot Mark Dennis, from the Strensham airbase in Worcestershire arrived on scene within five minutes. Julian states: “As a rural county, we attend a great number of horse-related accidents in Worcestershire, and even though Becks wasn’t riding when the accident happened, her injuries were among some of the worse we’ve seen. Not only did she require considerable treatment on the scene, it was also important to get her to hospital within the ‘Golden Hour’ as her blood loss was considerable.

Becks adds: “The paramedics were absolutely phenomenal, I knew I was in the very best hands, they kept me calm and worked swiftly to make me more comfortable while they



Becks (centre) with friends

treated me. The pilot Mark was also very supportive of my mother and kept her chatting, which really helped her through the shock of seeing me in such a bad way. He even gave her road directions to the hospital!”

From the scene of the accident it took just ten minutes by the helicopter to transfer Becks to the QE Hospital in Birmingham, which was the most appropriate trauma centre for her injuries. Becks was quickly rushed into theatre and underwent an emergency operation to repair her artery and initially pin and plate her leg from the knee down, something she now refers to as her ‘Mechano leg’!

Becks spent ten weeks in hospital, undergoing further operations and rehabilitation. While there her hospital room overlooked the air ambulance helipad. “I had the best view in the house! It was incredible to see the helicopter arriving several times a day rescuing people just like me from life threatening accidents. I still think it’s amazing that the aircrew do this day in day out.”

She is still receiving extensive on going treatment for her injuries and since the accident has undergone over 30 operations at the QE Hospital and Royal Orthopaedic Hospital in Northfield. She comments: “The consultants and staff at the Royal Orthopaedic Hospital are doing everything they can to save my leg, but the worst case scenario means it may eventually have to be amputated. It’s a long road, but I’m trying to remain positive throughout.

“Although I’m not out of the woods yet, Midlands Air Ambulance certainly saved my life, and gave me a chance to save my leg. I can’t thank the aircrew enough for their considerable support on the day of my accident. The team at the charity also deserve a mention as they have been extremely supportive, and I’d also like to thank Anne, Andrew, Sally, my mum and my family for all their support.”

Becks concludes: “At my livery and at the surrounding farms we certainly don’t take the service for granted. My friends and I have been fundraising for the charity ever since my accident, and so far we’ve donated £2,500. Please support the air ambulance, you never know when you might need them, thank you to everyone at Midlands Air Ambulance.”



CELEBRATING OUR UNSUNG HEROES

In this edition of Take Off we want to recognise and thank two of our longstanding volunteers and charity champions, **Marj and Pete Harris**. The couple, who have been married for over 30 years, and have supported the charity for two decades, have never faltered in their commitment to raising funds.

Among their duties, the couple from Callow End support the collections team by emptying collection tins across parts of Worcestershire. In addition, Marj knits dolls as raffle prizes to raise funds and they also support various fundraising events for the charity selling merchandise and undertaking bucket collections.

Alison Hill, volunteer co-ordinator for MAAC, comments: "We are so blessed to have a number of volunteers who are able to donate so much time to the service, and Pete and Marj are definitely two of our most reliable. I'd personally like to thank them for all their hard work over the years, as their assistance has been invaluable and has helped to fund countless life saving missions across the Midlands region."



MAAC is always keen to recruit volunteers to assist at events and at the charity's head office, so if you have a little spare time to give and are interested in volunteering with our life saving service, contact Alison Hill on 0800 8 40 20 40 or email alison.hill@midlandsairambulance.com

SPEND A PENNY WITH MAAC!

Did you know our collection tins raise over £400,000 each year for the charity? This total highlights just how important it is to drop your pennies (and pounds!) into one of our branded red tins, as your contribution has an incredible impact on the life saving work carried out by our aircrews.

Jason Levy, fundraising and marketing director for MAAC, comments: "Our red MAAC collection tins are the only ones where 100 per cent of your donations goes directly towards supporting the life saving work of the air ambulance in the six counties we cover. In recent months the number of tins we have distributed hasn't risen as much as we would like."

Jason and the collections team are therefore appealing to shops, businesses, pubs and schools to support the charity by having a red Midlands Air Ambulance collection tin on display. Jason adds: "If you have the facility to display one of our tins, we'd love to hear from you, it's a quick and easy way to assist our service, so be a hero, request a tin today and help save a life."

To find out more about displaying a collection tin and to order yours, get in touch with the fundraising and administrative support team at MAAC's head office on 0800 8 40 20 40 or email info@midlandsairambulance.com





OUR NEWCASTLE UNDER LYME SHOP IS OPEN FOR BUSINESS

It's official, we're a chain! Our Newcastle Under Lyme charity shop opened its doors in January, and has been well received by eager shoppers in Staffordshire ever since.

The new store was opened with the assistance of the Mayor of Newcastle Under Lyme, councillor Edward Boden, and charity ambassador, Paralympian gold medallist Lee Pearson. As the second shop to open in just a year, it aims to further boost the charity's fundraising efforts as we need to raise in excess of £6.5 million each year to remain operational.

Jason Levy, fundraising and marketing director for MAAC, states: "We are delighted to have a shop presence in Staffordshire. The local community in the county has been a tremendous support over the years, which is why we chose Newcastle Under Lyme as the location for our second store."

The team at the shop, which is headed up by the new manager Rose Thomas and assistant shop manager, Heidi Hiscox, believe the Newcastle Under Lyme retail outlet will be a great success.

Jason adds: "We hope our Newcastle Under Lyme store will help to save countless lives across the region, and this will only be possible with the public's assistance. If you have any unwanted quality furniture, clothes, bric-a-brac or even working electrical goods that you don't want any more, we'd love to hear from you and will even collect your items, it's as easy as that!"

In addition to quality goods, we are also looking for new volunteers to assist in both the Newcastle Under Lyme shop and our Wellington store, which recently celebrated its first anniversary. If you're interested in donating some of your spare time to support a fantastic local cause, then do get in touch with our volunteer co-ordinator, Alison Hill on 0800 8 40 20 40.



Ahead for Business >>

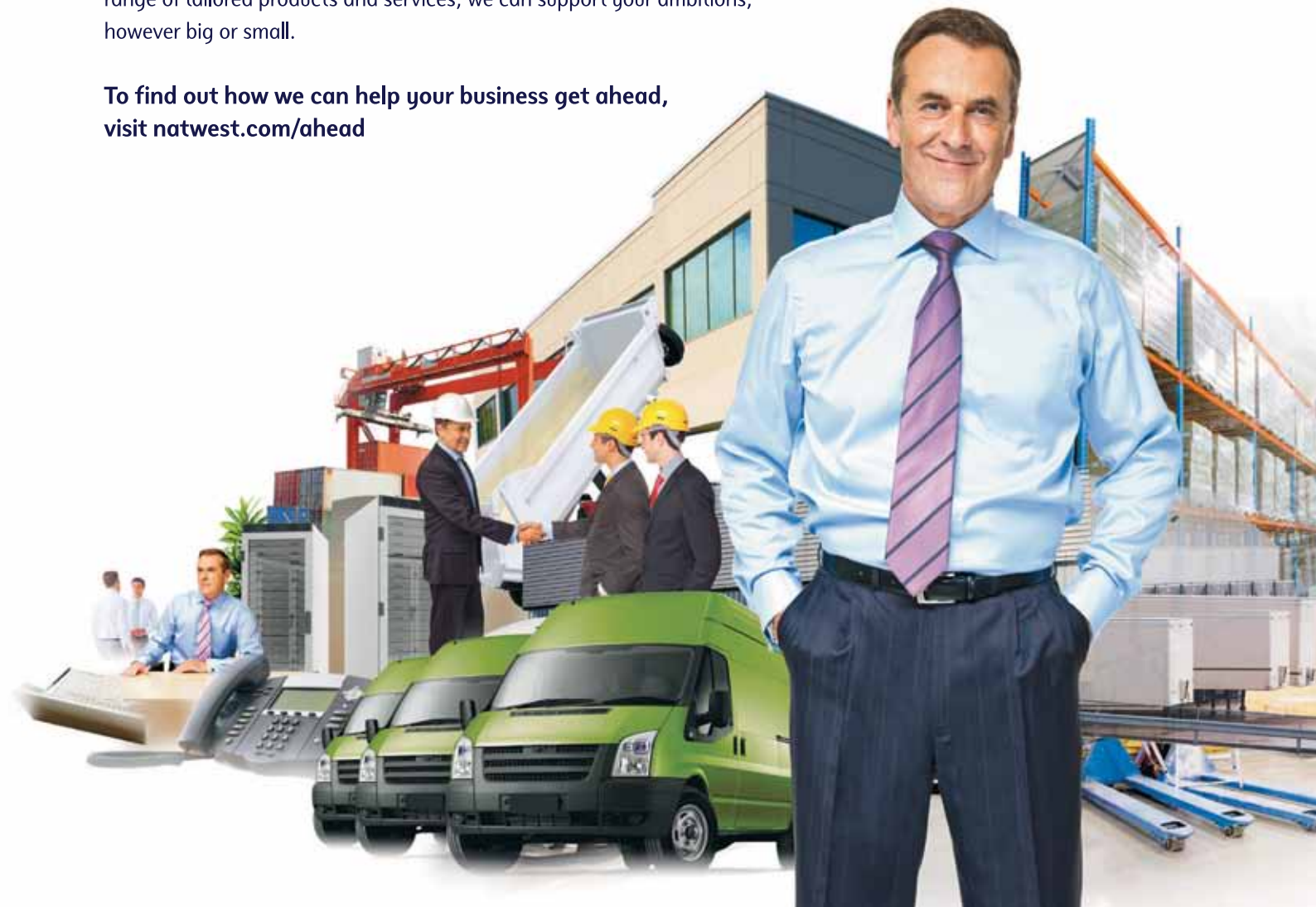
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AMBASSADOR UPDATE... RICHARD AND MINDY HAMMOND JOIN AS AMBASSADORS

TV presenter and Top Gear star Richard Hammond and his wife, columnist Mindy Hammond, are the latest high profile celebrities to be named as our charity ambassadors.

The couple join MAAC ambassadors and celebrity supporters from the worlds of sport and entertainment.

Richard and Mindy will support MAAC's national and local fundraising and awareness as the charity and its cause are extremely close to the Hammonds' hearts. An air ambulance famously airlifted Richard following a near fatal crash seven years ago. In addition, Mindy's godson Jobe Taylor-Davies was also airlifted to Birmingham Children's Hospital after a life-threatening equestrian accident.

Richard said: "When you're critically ill or badly injured as a result of an accident, speed is the essence of saving lives. The 'Golden Hour' as it is often referred to, is the critical period in saving a life. The air ambulance saved my life by airlifting me from a wrecked jet-car to intensive care in just 15 minutes. I'm alive today thanks to its crew."

Mindy added: "It is so important to support our local unsung heroes who save lives every day! Richard and I have experienced the incredible support and care of the air ambulance teams. Each year the Midlands Air Ambulance has to raise over £6.5 million, they are desperate for funds and it is so important that people donate to their local air ambulance service to keep this vital service flying."

The charity's chief executive, Hanna Sebright, commented: "We are delighted that both Richard and Mindy have agreed to become ambassadors and support the valuable life saving work that we as a charity provide to the public 365 days every year. I, like many other people, was horrified to hear of Richard's crash in 2006 and the events that unfolded that day across the news. Richard and Mindy have experienced first hand the lifesaving work of the air ambulance and the profile and awareness that they can bring is invaluable."



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Operational News

As one of the leading air ambulance organisation's in the UK, we pride ourselves on being at the forefront of operational and clinical excellence.

A milestone achievement!

We have now completed a milestone 40,000 missions! As the service covers the largest and busiest air ambulance operating region in the UK, MAAC is the first air ambulance to achieve 40,000 missions, and no other UK air ambulance has even come close to this total.

Over the years the service has attended a wide range of incidents amongst its 40,000 call outs, from road traffic collisions, equestrian accidents and hang-gliding incidents, to heart attacks, sporting injuries and industrial accidents.

Becky Tinsley, air operations manager for MAAC, says: "To have reached 40,000 missions is a fantastic achievement,

demonstrating just how important our life saving work is on a daily basis, and we are especially proud to be the first air ambulance in the UK to have reached this milestone figure.

"We wouldn't be in a position to celebrate this total without the incredible amount of public support we have received through fundraising, donations and volunteering over the last 23 years, so thanks go to everyone who supports us for helping us to achieve our 40,000th mission."



RAF Cosford airbase is complete

In the last edition of Take Off we highlighted that the redevelopment at our RAF Cosford airbase had started. After three months of much-needed reconstruction work, and thanks to grant funded support from the County Air Ambulance Trust, we're delighted to report that the new airbase is now complete.

The new building was funded entirely by the £200,000 grant from the County Air Ambulance Trust. It provides a much improved environment for the aircrew to work efficiently, plus as our paramedics and doctors often attend very traumatic incidents, it was vital we provided them with a quiet and suitable retreat to take time out to cope with the stresses of the job.

Hanna Sebright, chief executive for MAAC, comments: "We pride ourselves on a very strong working relationship with

the County Air Ambulance Trust, which has been a great support for many years. The rebuild of our RAF Cosford airbase would not have been possible if it wasn't for the Trust's and local fundraisers' support, and we are once again extremely grateful for their donation."

Robert Bertram, chief executive for County Air Ambulance Trust, added: "The RAF Cosford airbase is vital to Midlands Air Ambulance's operations, which is why we are delighted to be in a position to facilitate the rebuild. We have now assisted with the renovation of two out of three regional airbases, and this could only have been achieved with the support both charities receive from the public."



Behind the Scenes

In this edition, meet some of the incredible air crew at our RAF Cosford airbase, located in Shropshire.

Becky Tinsley, air operations manager, joined in 2002

If you could live anywhere in the world where would it be? Here sometimes, or exotic lands.
If a movie was made about your life, who would you want to play you? A female Will Ferrell!
What makes you laugh? My partner Richard.
Can you tell us an interesting fact about yourself? I once had tea at number 10.



Ravi Chauhan, HEMS doctor, joined in 1991
If you could live anywhere in the world where would it be? The Caribbean.

What is the most adventurous thing you have ever done? I served in Afghanistan...well it was kind of an adventure!
What do you consider your best attributes? I always find something to laugh about.
Can you tell us an interesting fact about yourself? I played cricket for England Amateurs and Essex County.



Ian Lock, critical care paramedic, joined in 2008
If a movie was made about your life, who would you want to play you? Daniel Craig, obviously...

What song best sums you up? Monty Python's Always Look On The Bright Side Of Life/Death.
What is the most adventurous thing you have ever done? I agreed to have another child!
If you could live anywhere in the world where would it be? South west France or New Zealand.



Kerry Penn-Ashman, specialist trauma paramedic, joined in 2008
Can you tell us an interesting fact about yourself? I'm a demon at laying slabs.
What makes you laugh? My husband's dancing!
What do you consider your best attributes? My organisational skills as many people will testify.
What song best sums you up? Busy by Olly Murs.



Karen Baker, critical care paramedic, joined in 2008
If a movie was made about your life, who would you want to play you? Anyone young, blonde and attractive to make me look good!
What makes you laugh? My son, my colleagues, most things really... I'm usually up for a laugh.
What do you consider your best attributes? Probably my sense of humour. I'm almost impossible to offend.
Can you tell us an interesting fact about yourself? I was on Crime Watch once (not as a criminal I might add) it was for a reconstruction!



Clare Bosanko, HEMS doctor, joined in 2009
If you could live anywhere in the world where would it be? Sydney.
If a movie was made about your life, who would you want to play you? Julia Roberts (for the lips!).
What is the most adventurous thing you have ever done? I had a tattoo in Costa Rica.
What makes you laugh? Mock the Week and The Inbetweeners.



Kerry Hemus, critical care paramedic, joined in 2005

What makes you laugh? People who take themselves too seriously!
If there was a film made about your life who would you want to play you? Catherine Tate... no sorry I mean Catherine Zeta Jones, she's very elegant just like my good self!!
What do you consider your best attributes? My diplomacy and my caring nature!
What is the most adventurous thing you have ever done? Cliff diving whilst I was a cadet, although it was probably more like a rock than a cliff, still it was adventurous!!



Tom Waters, specialist trauma paramedic, joined in 2011

If you could live anywhere in the world where would it be? Telford (the posh side).
What makes you laugh? Doctors are always a good source of entertainment.
What do you consider your best attributes? My hair – receding, but I still think it looks great!
What song best sums you up? Man I Feel Like A Woman by Shania Twain.



Jon 'Binky' Bingham, HEMS doctor and tea maker, joined in 2010

If you could live anywhere in the world where would it be? Miami.
If a movie was made about your life, who would you want to play you? Samuel L. Jackson.
What is the most adventurous thing you have ever done? Nine weeks working in a missionary hospital in Uganda.
What song best sums you up? He's The Greatest Dancer by Sister Sledge.



Jim Hancox, HEMS paramedic, joined in 2006

If a movie was made about your life, who would you want to play you? Clearly, it'd be Tom Cruise – who else has such a pedigree of looking good in a flight suit?!
What is the most adventurous thing you have ever done? Asking my fiancée Bernice to marry me – the most nerve wracking thing I've ever experienced!
Can you tell us an interesting fact about yourself? I play Ultimate Frisbee for Great Britain and am a reigning European Champion!



Lt Col Matt Boylan, HEMS consultant, joined in 2008

If you could live anywhere in the world where would it be? The Galápagos Islands, or Tewkesbury
If a movie was made about your life, who would you want to play you? George Clooney – who else?
What makes you laugh? My two lunatic sons.
What is the most adventurous thing you have ever done? Been driven in a response vehicle by former colleague Stef Cormack...give me a war zone any day!



Richard Apps, paramedic, originally joined the service in 1998 and returned in 2012

If a movie was made about your life, who would you want to play you? Somebody suave, sophisticated, hilariously funny, good looking with an Adonis like physique...failing that John Sergeant.
What do you consider your best attributes? I'll have to say honesty, hence I'm no politician!
What song best sums you up? 'I've got a song that'll get on your nerves, get on your nerves'.
If you could live anywhere in the world where would it be? Possibly returning to somewhere to Australia when I retire, somewhere like Whitsunday Islands.



Let's get social!



With over 12,000 likes on Facebook and 6,000 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!

Midlands Air Ambulance

"Thank you for coming so quickly & helping to save my leg."
Read Sam's story here <http://www.midlandsairambulance.com/your-stories.php?story=45&cat=1>



111 people like this.

Julie Hargreaves Keep up the good work saving lives

Midlands Air Ambulance

Let us help you put the fun into fundraising! Do you have any great ideas for fundraising? Let us know!



21 people like this.

Tracey Francis We are climbing Kilimanjaro in Jan and you are our chosen charity - I will be in touch with details very soon

Midlands Air Ambulance

Thank you for the positive feedback about volunteering - To help, please contact volunteer co-ordinator, Alison.hill@midlandsairambulance.com

18 people like this.

Julie Hargreaves Been in the new shop today awesome

Midlands Air Ambulance

We really appreciate all of the support we get from our loyal followers - so here is a massive 'thank you' from us!

101 people like this.

Jackie Grenfell It's us that need to thank you for saving lives. ❤️

Hannah Downes Big thanks for helping me last year, first February 23rd and then again July 26th 😊

Lisa Thomas

Thank you to Michelle for arranging our visit to the Midlands Air Ambulance, we truly appreciate everything they did to try to save our daughter **Laura Thomas**, the quick response, and their care and compassion. Thank you for the opportunity of meeting you all.



Woz @SWFC_1867 @MAA_Charity What a great job these guys do.

RotorNation @RotorNation @MAA_Charity Great job!

Sarah Ashley @SarahAshley11 @MAA_Charity the school children enjoyed their visit to strensham today from edgbaston thank u :-)

chantelle @lethal_tizzle @MAA_Charity I'm looking forward to conquering my fear and doing a skydive to raise money for a great cause!

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

BIKE4LIFE 2014 LET'S RIDE!

SUNDAY APRIL 27TH 2014
BIKEFEST & RIDE OUT

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

Bike4Life Festival

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



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

Registration for the Ride Out is free, but you will be asked to make a donation to the two beneficiary charities: **Midlands Air Ambulance** and **RAF Museum Cosford**. Simply visit www.bike4lifefest.com

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

For more information about the Bike4Life Ride Out and Festival, visit the website, email bike4life@rafmuseum.org or call on **01902 376 252**

Keep up to date with all the latest event information

 @Bike4LifeFest

 Bike4LifeFest

 **Safer Roads Partnership**
IN WARWICKSHIRE AND WEST MERCIA

Promoting biker safety, while supporting two good causes

In association with

 **PLANET ROCK**
WHERE ROCK LIVES

 **ROYAL AIR FORCE** **museum**
COSFORD

Registered Charity Number 244708

www.rafmuseum.org

 **MIDLANDS AIR AMBULANCE CHARITY**[®]

Registered Charity Number 1143118, (formerly 1001064)

www.midlandsairambulance.com