

Saving Lives by Saving Time



**Midlands
Air Ambulance
Charity®**

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**Midlands Air Ambulance Charity reactive statement
with reference to Regulatory Action
into Stoke Air Ambulance**

- **The Charity Commission opening a Statutory Enquiry**
- **Fundraising Regulator's publication of their Investigation Summary**

We are aware of regulatory action concerning Stoke Air Ambulance including (I) the Charity Commission's Statutory Enquiry and (II) the Fundraising Regulator's investigation, which finds Stoke Air Ambulance in breaches of the Code of Fundraising Practice.

We welcome the actions taken by both regulatory bodies. Strong and proactive oversight is essential to maintaining public confidence across the sector. Effective regulation protects donors, upholds trust, and ensures that charitable funds are used for genuine public benefit.

We want to reassure the public and our supporters that Midlands Air Ambulance Charity remains firmly committed to the highest standards of governance, transparency, and ethical fundraising. For more than 35 years, we have built a proven track record of serving local communities with professionalism, integrity, and accountability. All of our fundraising activity is carried out in line with Charity Commission and Fundraising Regulator guidance, alongside recognised sector best practice, ensuring that every donation we receive is managed responsibly and used solely to support the delivery of pre-hospital emergency care. This includes providing hospital-level interventions at the scene of an incident through highly skilled helicopter emergency medicine doctors and critical care paramedics equipped with full life-support medical equipment.

As this matter relates to an external organisation, it would not be appropriate for us to comment further or on the specifics of the case.

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