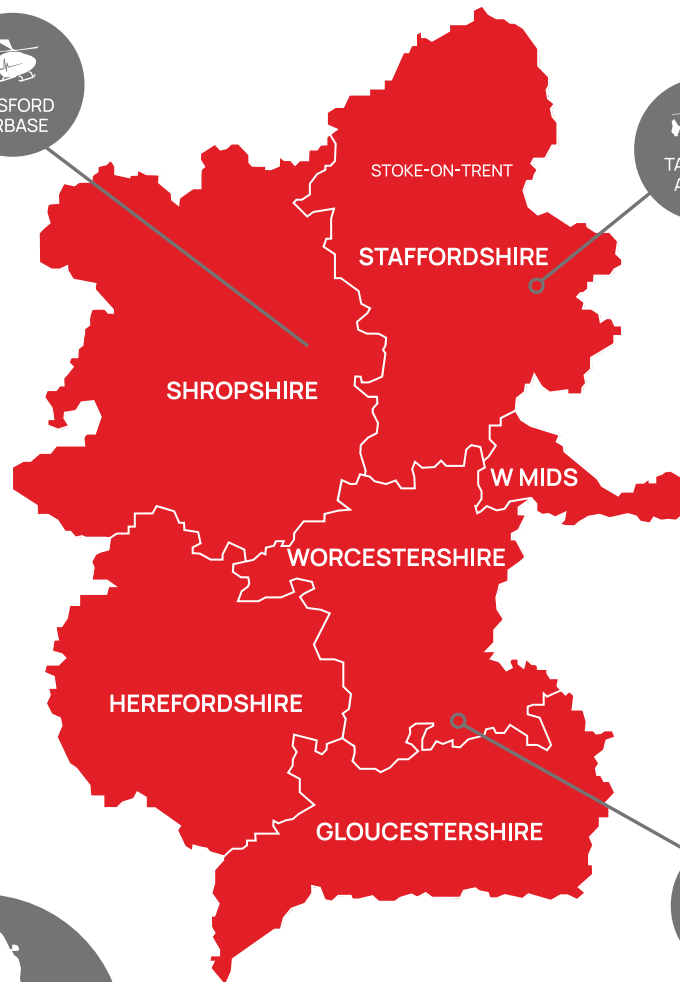


Leave a lasting **legacy**,
with a **Gift in your Will**

Saving Lives
by Saving Time



Midlands
Air Ambulance
Charity[®]



RAPID RESPONSE
AMBULANCE HELICOPTERS

Your donation will
make a **life changing**
difference



£20 MILLION
IS NEEDED EACH YEAR
TO KEEP THE CHARITY
OPERATIONAL



**THE VERY BEST
CRITICAL CARE**

**MORE 80,000 MISSIONS
THAN**



**FLEET OF CRITICAL
CARE CARS**



**NO GOVERNMENT
FUNDING FOR
DAILY MISSIONS**

Midlands Air Ambulance Charity is
Saving Lives by Saving Time.

Thanks to the generous support from the communities we serve, we fund and operate three air ambulances for the people of Gloucestershire, Herefordshire, Shropshire, Staffordshire, the West Midlands and Worcestershire. This constitutes the largest air ambulance operating region in the UK.

Our pre-hospital, helicopter-led service also expands to critical care cars which attend medical emergencies such as heart attacks and cardiac arrests.

By leaving a gift in your Will you will ensure the most seriously ill and injured patients across the six counties we cover continue to receive our enhanced care and advanced medicines and equipment when they need it most.



**Midlands
Air Ambulance
Charity®**



How **your legacy** makes a difference

Our pre-hospital emergency service requires **£20 million each year** to stay operational. **Four in ten** air ambulance missions are funded by gifts left in Wills. Thousands of people are alive today thanks to those who have included us in their Will.

By leaving a gift of any size to Midlands Air Ambulance Charity you will be futureproofing our lifesaving service – you will be ensuring critically ill and injured patients in your community receive the care they need for many years to come.



Midlands
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The future of pre-hospital emergency care is paramount at our charity, to give patients the greatest chance of survival and the best possible recovery outcomes. Some of the lifesaving projects we are able to invest in thanks to gifts in wills include:

- Night-lit landing sites: With assistance from trained local volunteers in your community, after nightfall temporary-lit helipads are rapidly deployed in an emergency in rural locations to mark a safe landing area. This means our helicopters are able to land after nightfall, enabling us to reach and treat a patient in their hour of need. Further temporary night-lit sites will be rolled out across the region in the future to make our vital service available to more patients.

- We hope to soon provide a doctor-led service on all three of our helicopters. Previously, only our Cosford-based aircraft carried a doctor on-board. The addition of pre-hospital emergency medicine (PHEM) doctors complements the expertise of our critical care paramedics, and brings a greater level of clinical expertise to the most seriously ill and injured patients.

- We participate in ground-breaking research projects and trials to further improve our patients' survival and recovery rates. One such study was the RePHILL project (Resuscitation with Pre-hospital Blood Products), which our clinicians took the lead on alongside other air ambulance operators and ambulance services. It is important that we continue to invest in research and development to future-proof the clinical care we provide to meet ever-changing patient needs.

One critical care car mission		£288
Clinician flight suit		£350
Pair of aircrew response bags		£715
Aircrew helmet		£1,950
One air ambulance mission		£2,950
Ventilator for use on board the helicopter		£4,000
Life pack, including a heart monitor, defibrillator and oxygen		£15,000
Annual medical supplies		£75,000
Annual airbase equipment		£100,000
Clinical services, training and development		£550,000

Do you have the Will to make future missions possible... like **Mike Lewis...**



Mike Lewis, 80, knows all too well the vital role that Midlands Air Ambulance Charity's lifesaving service plays in a patient's outcome.

In 2018, aged 76, Mike fell from a set of ladders at his home in Bewdley, Worcestershire. Unfortunately, he broke all the ribs down his left side which resulted in him sustaining a life-threatening punctured lung.

Mike says: **"I remember asking my wife, Andrea, if anybody was coming and within minutes, I heard the noise of a helicopter."**

"The next thing I knew I saw the red trousers of the clinicians walking towards me."

Mike needed urgent treatment and the critical care team on-board Midlands Air Ambulance Charity's Strensham helicopter airlifted him to Birmingham's Queen Elizabeth Hospital.

"I was in so much pain and struggling to breathe. I know that without Midlands Air Ambulance Charity coming to my rescue, I simply would not be here. They saved my life."

Since the fall, Mike and his wife have done all they can to fundraise and support the charity that he dearly owes his life to and has pledged to leave a gift in his Will.

"As soon as I was back home and recovering, I started looking into ways in which I could show my gratitude."

"I brought the subject up with Andrea and discussed how I wanted to leave a gift in my Will. It's not much but it's one of the many ways I can continue supporting the charity that saved my life, even after I'm gone."



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...and save someone's life like Henry

On Thursday 2nd April 2020, three weeks into the first national Covid-19 lockdown, 14 year old Henry spent time working on his family's farm in Clifton-on-Teme, Herefordshire. A freak accident left him in vital need of advanced pre-hospital emergency care.

Henry was taking a tractor out to get the sheep in during lambing season. After climbing down from the tractor to close a gate behind him, Henry knocked the gearstick. This resulted in him being run over by the tractor. A box which controls the hydraulic functions scraped against Henry's back.

The tractor continued to roam the field and Henry was left lying injured for a while until he was found and emergency help was called.

Midlands Air Ambulance Charity's Cosford aircraft was despatched. Upon arrival, the critical care crew on-board started treating Henry for his life-threatening injuries which



Picture credit: Nik Hartley

included a fractured pelvis and dislocated hip. Henry had also torn blood vessels in his hip as he had attempted to free himself resulting in catastrophic internal bleeding.

Incredibly, Henry has now undergone a hip resurfacing procedure after spending more than 12 months in severe pain and requiring the aid of crutches. Before receiving his surgery, in recognition of the lifesaving treatment he received from Midlands Air Ambulance Charity, Henry walked 54 miles within 30 days on his crutches to raise vital funds to show his gratitude and appreciation.



We will take care of **your wishes...**

We know how daunting it can be to make or update a Will. If you choose to support us by leaving a gift in your Will, no matter how large or small your donation, your legacy will be handled with the utmost respect.

You can be confident in our sensitive approach to legacy giving, as we know for your family and friends it will be a difficult time. Your loved ones will be treated with respect, compassion and sensitivity throughout.

We are transparent about our legacy programme, and will take the time to contact all relevant parties to ensure everyone fully understands and is comfortable with the process. Where and when appropriate, we will contact loved ones to tell them how your legacy has positively impacted our charity.

As legacy professionals, you can be sure that we will act with honesty, integrity and with an ethical approach to our practice, ensuring that your final wishes are followed through completely.



Midlands
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Our lifesaving work, ongoing research and daily missions would simply not be possible without the kindness of those who support us. We will always be profoundly grateful however you choose to do so. We recognise that your loved ones may be your top priority. However, even a small portion of your estate can have a tremendous impact on our charity and the patients we care for.

There are three simple ways you can support Midlands Air Ambulance Charity through your Will.

1. Donate a portion of your estate – Known as a 'residuary gift', this means you can leave a share or the remainder of your estate to the charity after you have provided for your loved ones and after any outstanding debts have been paid. As it is less likely to be affected by inflation, this is one of the most valuable ways to donate to our service.
2. Make a financial donation – This is known as a 'pecuniary gift', where you can choose to leave a cash lump sum to the charity.
3. Donate an asset – You may choose to donate a specific gift to the charity, such as stocks, shares, property or furniture for example.

...and ensure
your legacy is fulfilled

Useful information



Should you decide to include our charity in your Will, it is very straightforward to do so. We recommend that you consult a reputable solicitor or one of the solicitors we have partnered with as part of our free Will scheme to have your Will written, or to amend an existing Will (known as a codicil). This will ensure that your wishes will be carried out as you want when the time comes.

We recommend using the following wording in your Will

"I give the sum of £ (or specify a share of residue) to Midlands Air Ambulance Charity, Airbase Avenue, Neachley, Shifnal, United Kingdom, TF11 8UR (registered charity number 1143118) for its general purposes and I declare that the receipt of the honorary treasurer or other proper officer of the said Midlands Air Ambulance Charity, Airbase Avenue, Neachley, Shifnal, United Kingdom, TF11 8UR (registered charity number 1143118) for the time being shall be a full and sufficient discharge for the said legacy."

Choosing an executor

You will also need to choose executors of your Will. Often, people will choose their solicitor or a family member to carry out the terms of their Will to ensure their wishes are fulfilled.





Our **free Will writing** scheme

Midlands Air Ambulance Charity has partnered with a number of reputable solicitors across the regions we serve to offer a free Will writing service.

If you are aged 50 or over, you are eligible for this service and Midlands Air Ambulance Charity will pay a discounted fee to the selected solicitor.

Before speaking with your chosen solicitor, it's worth thinking about the following:

- Who do I want to leave my estate to? • Who/what has made a difference to my life?
- What do I have to leave? • Who do I want to be the executor(s) of my Will?

How to use our free Will writing service

1. Contact a participating solicitor to make an appointment (we can help you find an approved suitable local firm).
2. When you go to see the solicitor, take this brochure with you for reference.
3. Your chosen solicitor will be able to help you draft your Will, ensuring you make provision for family and loved ones. Once you are happy with your Will and it has been formalised, your solicitor will send the invoice to us which we will pay subject to terms and conditions.

Visit midlandsairambulance.com/freewillscheme to see the contact details of participating solicitors in your area.



 **Scan to
find out
more**



**Midlands
Air Ambulance
Charity®**



What you will receive if you pledge a gift and inform us

Keeping in touch

Your support saves lives so we'd like to keep in touch with information about our work and ways you can make a difference. We'd do that by writing to you, or rarely telephoning you, when we think we have something you'd be interested in, such as news, activities, and appeals.

If you'd prefer not to hear from us, or would like to change how we contact you, please get in touch by calling **0800 8 40 20 40** or emailing **supportercare@midlandsairambulance.com**. We keep your contact details safe and never pass them on to others for their own use. More information is available in our Privacy Policy on our website **www.midlandsairambulance.com**

If you intend to include us **in your Will**

If you do intend to remember Midlands Air Ambulance Charity in your Will, we would welcome you to let us know. It is not compulsory for you to get in touch, but pledgers mean so much to us and we would appreciate the opportunity to thank you for keeping Midlands Air Ambulance Charity flying into the future.

To let us know, email: **legacy@midlandsairambulance.com**
or give us a call on **0800 8 40 20 40**



**Midlands
Air Ambulance
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Things to consider when **making a Will**

Why do I need a Will?

We spend our lives working to provide for our loved ones and ourselves. You may have a house or flat (in the UK or overseas), shares, savings or investments, as well as your personal possessions. All of these assets are your 'estate'. With an up-to-date Will, you can have peace of mind that the people and causes that matter to you have been looked after the way you choose.

Why you should consider making a Will:

- Leave your assets to the people and causes you love most. Without a Will expressing your wishes, your whole estate could end up belonging to the Crown or government. Write a Will to keep control
- Ensure your assets are dealt with correctly, giving you peace-of-mind that there will be no legal disputes after you've gone
- Protect your assets and help reduce the impact of inheritance tax

There are several reasons why people do not make a Will:

- Not knowing when the key life stages are to make or update a Will
- Believing that having a Will written professionally is expensive
- Thinking the process is always long and complicated
- Putting off a difficult decision
- Thinking you only need a Will if you have a lot of money

What do I have to leave?

- Make a list of everything you own and everything you owe to give you a good idea of the value of your estate.

Whom would I like to include in my Will?

- Make a list of the people, pets, charities and organisations you would like to leave a gift to in your will.

Why is it important to review my Will?

If your circumstances have changed since you last made your Will and your Will hasn't been updated to reflect this, it could be invalid. Once you have written your Will, it is important to review it on a regular basis, updating any changes to ensure it continues to reflect your wishes.

Update your Will to reflect major life changes

If you have married, become a civil partner, divorced or had children or grandchildren since making your Will, you may need to make a new one. You may also need to change your Will to take account of changes in your finances.

Do I need a solicitor?

We strongly advise using one, first and foremost because a solicitor will make sure your Will is watertight. If you'd like to include a gift to Midlands Air Ambulance Charity, you'll find suggested wording in this guidance. Just take this brochure with when you see your solicitor, or you can use our Free Will Writing Service.

What types of gifts can I leave?

There are three main types of gift you can make:

• Pecuniary

Where you choose to leave a specific sum of money to the charity.

• Residuary

Donate a portion of your estate, meaning you leave a share or the remainder of your estate to the charity after you have provided for your loved ones and after any outstanding debts have been paid. As it is less likely to be affected by inflation, this is one of the most valuable ways to donate to our service.

• Specific

You may choose to donate a specific asset to the charity, such as stocks, shares, property or furniture for example.

Is there recommended wording for the Will?

Yes, we have suggested wording that may be of help.

"I give the sum of £ (or specify a share of residue) to Midlands Air Ambulance Charity, Airbase Avenue, Neachley, Shifnal TF11 8UR (registered charity number 1143118) for its general purposes and I declare that the receipt of the honorary treasurer or other proper officer of the said Midlands Air Ambulance Charity, Airbase Avenue, Neachley, Shifnal TF11 8UR (registered charity number 1143118) for the time being shall be a full and sufficient discharge for the said legacy."

Does leaving a gift in my Will reduce inheritance tax?

Gifts left to charity in Wills are free from inheritance tax so can, in some circumstances, reduce the amount of inheritance tax that might otherwise be payable on your estate. If, for example, you leave 10% of your net estate to charity, the rate of inheritance tax applied to your taxable estate could be reduced from 40% to 36%, so this:

- reduces the overall inheritance tax bill
- means it costs less to give to the charity

We would always recommend that you seek a solicitor's advice in relation to inheritance tax, as this is a complicated subject. The Money Advice Service website has some more detailed information on inheritance tax, but please speak to your solicitor if you have any specific questions.

Keep it safe

Leave your original Will document in a place where it will be secure and easily found, for example, with your solicitor. Keep a copy yourself and make sure your executors know where it is.



Choosing an Executor

What is an executor?

An executor is an appointed person(s) that has the legal authority and responsibility to administer your estate and will ensure your finances and possessions are distributed in accordance with your wishes stated in your Will.

Who can be an executor?

The person making the Will can appoint up to four executors. An executor can be a relative, friend, loved one or your solicitor. It is important to note you can act as an executor even if you stand to inherit something from the Will. A witness to the Will can also be an executor, but a witness cannot be a beneficiary of the Will.

What does an executor do?

An executor has the legal authority to administer your estate in line with the law and is responsible for everything they do, or fail to do, in respect of the estate.

Executors need to:

- Collect all assets and money due to the deceased person's estate (including property)
- Pay any outstanding taxes and debts (out of the estate)
- Distribute the estate to the people who are entitled to it under the terms of the Will
- Make sure all the property owned by the deceased person is safe and secure, as soon as possible after the death.

Executors can only claim reasonable expenses from the estate for this work. Solicitors can help you with your role as an executor. It is also good practice for an executor to notify beneficiaries as soon as possible. This will enable us to amend our records and ensure that future mailings are not sent out to the deceased. We know that such things can be distressing.



Start creating your lasting legacy today. Make a difference in the lives of those in need by ensuring that our vital work continues for years to come.

Contact one of our free Will partners

Free Online Will Writing Service



For more
details
scan here

Visit: midlandsairambulance.com/beyond

Alternatively visit one of the Solicitors firms at
midlandsairambulance.com/freewillscheme



Thank you for taking the time to read our brochure, and for considering Midlands Air Ambulance Charity in your Will. We hope you have a deeper understanding of what leaving a legacy to our charity will involve, and how your donation will make a difference to our future patients by enabling our clinical research and safeguarding future missions.

If you would like more information or have any queries, contact our Legacy Executive in complete confidence. Call us on **0800 8 40 20 40** or email **legacy@midlandsairambulance.com**

Thank you

Midlands Air Ambulance Charity, Airbase Avenue, Neachley, Shifnal TF11 8UR



We comply with the Solicitors' Introduction and Referral Code published by the Law Society, and any solicitor to whom we may refer you to is an independent professional from whom you may receive impartial and confidential advice. If you would like assistance with finding a solicitor please call us on 0800 8 40 20 40. Terms and conditions: It is a condition of the Free Will Writing Service that, for your solicitor's costs to be covered, you must complete, sign and date a form (not included with this brochure) that will be sent to us by the solicitor along with the appropriate invoice. Your solicitor's costs are subject to a maximum limit agreed between Midlands Air Ambulance Charity and your solicitor. You may be liable to pay any costs which exceed this agreed limit; you should clarify this with your solicitor on your first appointment. Please note that your solicitor alone, not Midlands Air Ambulance Charity, has control of and is responsible for preparing your Will and you will be responsible for preparing your Will and you will be primarily liable to your solicitor's costs until these conditions have been met. You must be aged over 55 to use the service and we stress that you are not obliged to leave a legacy to the charity. Midlands Air Ambulance Charity is a registered charity in England registered charity number 1143118. Registered address Midlands Air Ambulance Charity, Airbase Avenue, Neachley, Shifnal TF11 8UR.