

LIFTOFF

MAGAZINE

#63, JULY
2022



**EAAA VOLUNTEER
CELEBRATION DAY** P.26

**SAVE A LIFE
LEARN CPR** P.20



**East Anglian
Air Ambulance**
Registered charity in England
and Wales number 1083876

Together we save lives



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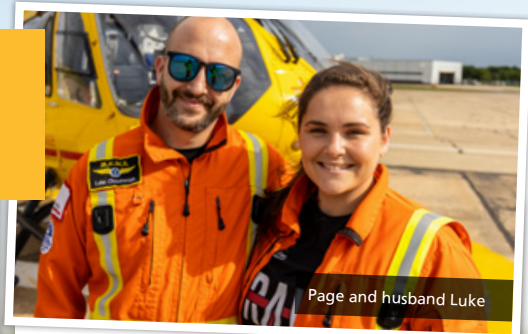
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WELCOME to Lift Off #63



Welcome to the latest edition of Lift Off. I'm Page Chamberlain, I joined EAAA in early 2018 as a critical care paramedic flying on both our Cambridge and Norwich aircraft.

In this issue, we tell you how you can put together your Will for free, we revisit one of our patient stories with a wonderful update, plus we've got some information on where to seek help if you or someone you know is struggling with mental health.

If you're one of our supporters and you recently joined us for our Volunteer's Day, take a look at page 26. If you're a volunteer and you didn't come along, you can read about what we did during the day - perhaps you can be part of it next time?

Recently, I have started a new role with the charity as Community Training Programme Manager. Working across the region with our newly appointed CPR trainer, Simone, and our wonderful CPR volunteers.

The aim initially, is to reach as many adults and children as possible across the area and teach them what to do when someone has a cardiac arrest. This will be delivered through one-hour CPR courses within schools and the community and the option

to then purchase the AED defibrillators we train with, so you are fully prepared to act in the event of an emergency.

Cardiac arrest is one of the most common conditions attended by EAAA - within the last 12 months there has been 3,229 medical cardiac arrests in East Anglia, where resuscitation was attempted. Of those 60% had received bystander CPR and only 7% had used a public defibrillator. Early defibrillation is key to improving cardiac arrest survival rates.

Keep an eye on our social pages and website for updates on events around the region and how you can access this vital training so that together, we save lives.

Finally, as we approach the start of the football season, it's time for Match Bingo to begin again. You could win up to £50 per match, plus our special end-of-season jackpot prize. See back page for details.

Page
Page Chamberlain
Community Training Programme Manager

IN THE NEWS.

We wouldn't be anything without our amazing people – every employee, volunteer, pilot and medic plays their part in saving lives. So in this issue, we wanted to let you know some of the latest news about our team.

EAAA FOUNDER RECEIVES MBE

EAAA founder and former CEO, Patrick Peal, has been awarded an MBE (Member of the Order of the British Empire), in Her Majesty the Queen's Birthday Honours list. He will receive his MBE from a senior member of the Royal Family at Buckingham Palace, recognising his visionary approach and commitment to both regional and national air ambulance services over the past 21 years.

When Patrick and fellow co-founders started EAAA, the service had just one helicopter in use once a week. Under his leadership, we grew into a fully-fledged, 24/7 emergency medical service. Fittingly, our first day offering a round-the-clock service by air was Patrick's final day in his post.



Patrick Peal talking to us about being awarded an MBE

Patrick was instrumental in raising the profile of charities like EAAA and helped form Air Ambulances UK, merging two organisations to create a group that represents all 21 of the UK's air ambulance services.

While Patrick has retired from his position as CEO, he's still an active volunteer and continues to be part of the EAAA team.

To date, EAAA has assisted over 100,000 patients and their loved ones, completing over 30,000 missions. Millions of pounds have been raised to support the charity and to keep us in the air and on the road.

THANK YOU BILL, WELCOME SARAH!

We're also saying goodbye and thank you to our Chairman, Major General Sir William Cubitt, known to many of us as Bill. After almost seven years in the post, Bill has decided to step down. He's had a wonderful time here and achieved so much, including significant service developments like Blood on Board, flying 24/7, steering the charity through the pandemic, welcoming HM the Queen at our Cambridge base and giving captivating speeches at numerous events. He will be missed!

But it's not all sad news. Bill will be staying on as a volunteer and we're pleased to welcome Sarah Evans as our new Chair of Trustees.

Sarah has been a trustee here since 2019 and has volunteered at a number of our events across the region. She's a keen equestrian and learnt about us following a horse-riding accident. Fortunately, she wasn't seriously injured, but it did show her the importance of our emergency medical service.

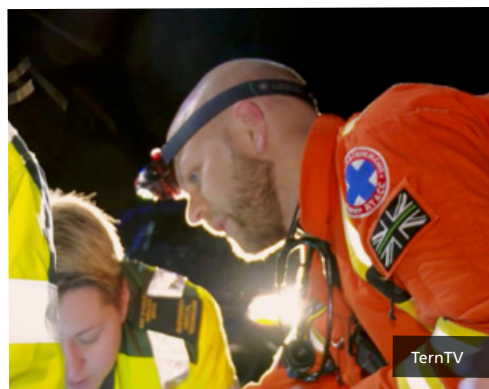
We look forward to all that Sarah will bring to our team and wish her many happy years with us!



EMERGENCY HELICOPTER MEDICS.

Behind the Scenes

Anyone else loving Channel 4's *Emergency Helicopter Medics*? We might be a tiny bit biased but we're completely hooked! So for all you fellow fans, we sat down with Series Producer, Emma Fentiman, and Producer Director, Tim Penny, to ask them a few questions...



What are the challenges of filming the air ambulance and crew?

As TV producers, we're used to being able to plan and control what we film, but with this, we have to accept that we don't know what incidents the cameras will capture. This means being prepared to start filming with a moment's notice and to make sure we capture everything – there's no chance of a second take! Our team back in the office works hard to make sure we do justice to the incredible work of the medics.

How much footage do you need to film on average to get an hour's content?

A lot! It takes around 40 weeks of filming to get enough for a 10-part series.

Is it tricky to film interesting footage without being intrusive?

It's a fine balance. Someone's day has taken a huge turn for the worse and it's important we don't make it even tougher by getting too close. Luckily, our cameras allow us to stand well back and still be able to cover each story. We also have extra cameras, like GoPros, to give us closer shots without being intrusive.

What other tricky filming challenges have you taken on?

We filmed at a coffee plantation in Brazil in the height of summer. We could only film for a few hours a day because from around midday the equipment was affected by the heat and things started to break!

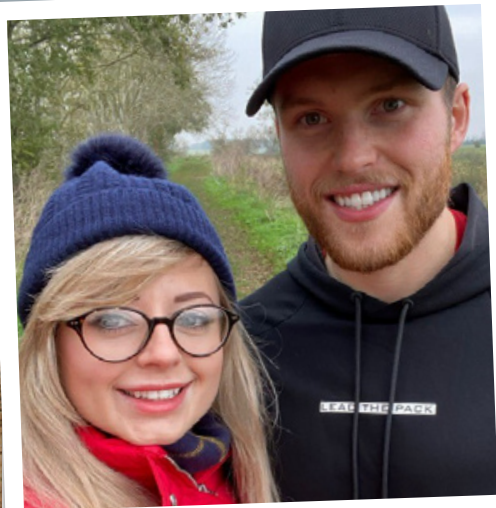


What's the most surprising thing you've learned shadowing the crew?

The crew are always so calm. No matter what's happening, they're always ready for the challenge and nothing is too much for them.

Another unexpected thing is how effortless the pilots make it look, landing in the smallest of spaces. Their skill in getting the crew as close to the scene as possible is remarkable. I often found myself thinking they'd never make the landing, but they always did it with such ease.

THE COURAGE TO HAVE A CONVERSATION



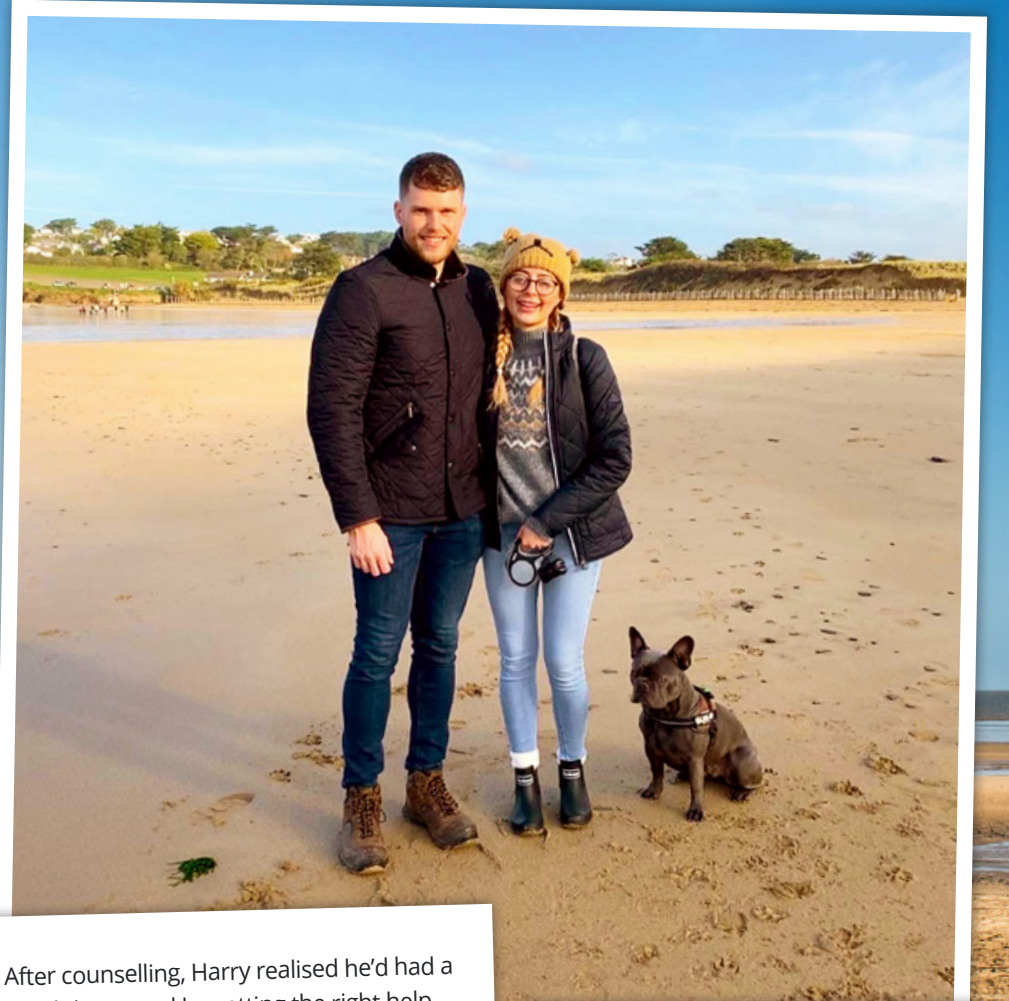
Around seven years ago, Harry Beeton was travelling in a van with his father, Philip, and cousin, Jack, when a 20-tonne tipper truck collided with them at 50mph. We were called to respond, but sadly, Philip's injuries were so severe that he

passed away at the scene. Jack's heart stopped beating twice, but we were able to save him and transfer him safely to hospital.

Jack spent over 100 days in hospital, having both his leg and elbow completely reconstructed. He still struggles with pain and mobility issues today, but he has displayed incredible strength and resilience, as has Harry, who continues to support him.

It's natural to struggle with such horrific trauma, even years after the event. Last year, Harry realised how much the accident had impacted his mental health and decided to seek help.

"It all happened so quickly. It was a shock – I didn't let it sink in. I'd flick through the paper and think that I'd hate to be that family, then every now and then I'd realise that was our family. I think it was a way of blocking it. Instead I soldiered on for several years."



After counselling, Harry realised he'd had a breakdown, and by getting the right help, he's now in a much better place.

"If anyone loses a loved one suddenly and is finding it hard to cope, even years down the line, I'd definitely recommend speaking to someone. Whether it's a chat, a conversation or counselling, don't put it off. Talking massively helped me. Sometimes we bottle things up, but it's much better to get them out in the open, so you can deal with them."

If you or someone you know would benefit from speaking to someone, there is help available. As a patient of EAAA, we have a dedicated Aftercare team for both you and your family, please get in contact by emailing aftercare@eaaa.org.uk. Other valuable resources include information from the charity MIND: www.mind.org.uk

WRITE YOUR WILL FOR FREE WITH EAAA

Do you have a Will? It's something many of us have on our 'to do' list but haven't got around to yet. That's why we've come up with a way that you can write a Will with expert help, absolutely free.

It's simple. First, register at www.eaaa.org.uk/freewills. Choose from a face-to-face appointment with a solicitor near you, or make your Will online using Will for Good, an online scheme.

If you choose a face-to-face appointment, we'll email you to put you in touch with a partner solicitor within 15 miles of your home. Home visits aren't available as a rule, but if you need this, perhaps for mobility reasons, please get in touch and we'll let you know if it's possible in your area.

What's the catch? There isn't one. We value all our supporters, and we want to help. All we ask is that you consider leaving a gift to EAAA in your Will. 1 in 4 of our missions are funded by these amazing gifts and we're grateful for each and every one we receive. We know you'll want to consider the needs of your loved ones first, but once you've looked after those closest to you, you may want to consider leaving a lasting

Your legacy could be someone's future.

Gifts in Wills fund 1 in 4 of our missions

Find out how you can give someone the best chance of survival with a gift that will never be forgotten:

www.eaaa.org.uk/wills

gift to EAAA. Even a small amount, like a 1% share of your estate, can make a big difference to our patients.

One more thing – the solicitors we work with will NEVER ask you to pay for your Will. That's a promise. For more details, visit:

www.eaaa.org.uk/freewills



Laura Bird
EAAA Patient, now
marathon runner

Rapid Response Vehicles - an appeal to update our fleet

Rapid Response Vehicles (RRV) answer almost half our callouts - they travel to places where our helicopters can't easily land and where time is of the essence.

As you can imagine, the cars are driven very fast with lots of heavy equipment onboard, and with that comes wear and tear. That's why we've launched our latest Appeal, aiming to raise £150,000 for two new RRVs.

We currently have two vehicles at our base in Norwich and two in Cambridge. Two of these cars have been in service for more than five years, the average lifespan of an emergency vehicle. They are showing their age and are in need of replacement.

It's vital our vehicles are in top condition and are kitted out with the latest medical technology. The new RRVs will also be able to carry additional weight – so we can have more equipment on board and save even more lives.

We're asking for your support to make sure we can continue to respond quickly, whenever and wherever we're needed,



with the purchase of these two RRVs. We know times are tough for many and this is a massive ask, but it really is important that we have the right equipment ready, around the clock.

A huge thank you to all those of you who have already donated – and if you haven't yet, we'd be so grateful if you'd consider making a contribution.

How you can help

- **Visit our website:** donate online at www.eaaa.org.uk/rrvdonate
- **Text:** RRV to **70085** to donate £5, text RRV 10 to give £10, or RRV 20 to give £20*

We really appreciate every donation – thank you for making a difference!

*Texts costs your donation amount plus one standard rate message and you will be opting in to hear about our work and fundraising via telephone and SMS in the long term. If you'd like to give but do not wish to receive future marketing communications, text RRVNOINFO to 70085.

WHERE ARE THEY NOW?

Mark Drury

Some of our readers might remember one of our former patients, Mark Drury, who previously shared his story with us. We caught up with Mark, to see what he's been up to lately.

Mark's story

Mark was only 50 when he suffered a cardiac arrest one night. His quick-thinking wife called 999 and started CPR whilst waiting for the ambulance to arrive. The paramedics restarted Mark's heart, but he was distressed and couldn't be moved safely. They called EAAA and our critical care team arrived on scene to intubate and sedate Mark, reducing stress on his body and preventing a further cardiac arrest, so he could be transferred to hospital. Once there, Mark was fitted with an internal defibrillator to shock his heart should he have any more problems.



A fresh start

During lockdown, Mark started cycling to regain strength and fitness, completing a 500km ride to raise funds for EAAA. He told our Aftercare Team:

"It's important for anyone going through this to know that life doesn't have to stop. It might pause for a while, but you can carry on and have a new lease of life".

More recently, he's embarked on an even more worthwhile adventure... Mark and his wife have adopted a little boy.

Having started the adoption process when Mark became ill, the couple were determined to see it through and to use their 'second chance' to give a child a loving, safe home.

Mark worked hard at his recovery so he could play an active part in the process, attending training sessions on child development and dealing with trauma, and working with a social worker to be approved for adoption and to match with a little boy.

"Adopting our son has been hugely rewarding – he's an amazing kid. It's been just over a year and we're doing all we can to ensure we're a strong family for him. I'd say I'm much more relaxed now and take things in my stride. None of us know how long we've got and I just want to make the most of each day we have together."

Mark has also continued cycling, both to stay healthy and to raise funds for EAAA. This year, he joined Together We Ride, cycling 600km in June.

"If you're thinking about supporting EAAA, stop thinking and do it! Your donation could save a life. I'd also recommend learning CPR – if my wife hadn't done that, I wouldn't be here today!"



Mark's son with Pilot Eduardo



Mark and wife Melanie



VIEWS FROM THE CREWS.

Anglia Two landing at Blakeney, supporter John Stevens



Returning to base, Doctor Halden Hutchinson-Bazely



Hyde Park, doctor Neil Berry



Anglia One in London at night, CCP Luke Chamberlain

MEET THE TEAM

Supporting our fundraisers

As many of you will know, we don't receive any regular government funding, so we rely on our supporters to keep us on the road and in the air. That's why we have a team dedicated to making it fun and easy to fundraise for us.

Our team are here to help each and every one of our supporters throughout their fundraising journey. If you need advice or promotional materials to help boost your donations, these are your guys! Even if you're just looking for a bit of inspiration or encouragement, you can get in touch with the team who can answer your questions, or simply remind you of the difference you're making and the lives you're saving.

Please drop us a line if you have any ideas, plan to host an event, take on a challenge, or if you know of any clubs, businesses or associations who might consider us for their charity of the year. You can always contact the team by calling our main line 03450 669 999, emailing info@eaaa.org.uk or contact members of the team directly.

It's thanks to you that we can go out and save lives every day!

Community Fundraising Team



Barbara McGee
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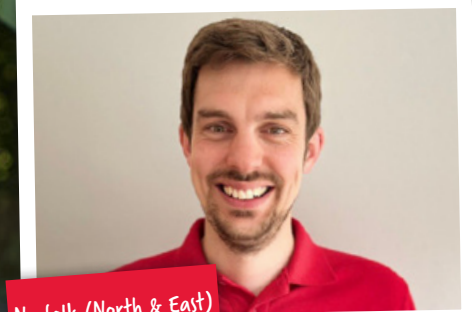
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CLINICAL CORNER.

GET THE INSIDE TRACK WITH ONE OF OUR CREW

Dr. Noamaan Wilson-Baig came on board in August 2021, but that wasn't his first experience of EAAA. Back in 2007, as a medical student, he spent two weeks with the team and this experience made him decide to specialise in anaesthesia, intensive care and pre-hospital medicine.

Now fully qualified and part of our team, he spends half his time in clinical work and the other half in research.

"This is a clinician's dream... A position that's very rare in the NHS. I'm grateful for the opportunity."

As his first year with EAAA comes to an end, we asked him to tell us more about his work with us.

What's a typical day for you?

When we're on call, we have to carry out a number of checks and briefs with our pilots to make sure we're mission ready. But after that, there's no such thing as a typical day – some are quiet, some are very busy and we never know which it will be. I'm lucky because when it's quiet, I have time to focus on my role with the Research, Audit, Innovation and Development group (RAID), which is also part of the charity. Sometimes we have visits from former patients and their families too, which is always really encouraging.

What happens when you're called out?

Once the phone rings, it's all systems go! During the flight, we'll discuss the case and once we arrive, we might be first on scene, or we might be supported by other rescue services, such as fire, police or coastguards.

No job is the same, but they all require excellent teamwork and communication. Once we stabilise the patient, we either transport them to hospital or leave them in the capable hands of the paramedics. Back at base, we have paperwork to fill out and we have to reset our kit, ready for the next callout.

What's the best part of your job?

Collaborating with colleagues at EAAA and the wider rescue services. It can be so challenging but it's also rewarding. I also love the charity element of the role too – EAAA encourages us to be involved with events and team building, supporting volunteers. It's really good for morale and ensures an excellent team ethic when we're on duty. My colleagues have become lifelong friends.

What are you looking forward to in the coming year?

My role is a new one here, so it's exciting to know that my work and my studies will put EAAA on the map in terms of research. What's even better is the possibility that my work could massively improve patient outcomes, particularly for those who suffer non-traumatic cardiac arrest.

What would you say to anyone thinking of supporting EAAA?

Over the last year, I've seen first-hand that the charity provides first-class critical care and so much work goes into providing our 24/7 service. We're also at the forefront of delivering education and community based programmes, plus superb aftercare for recovering patients. We're now expanding our research too – so by supporting East Anglian Air Ambulance, you'll be supporting a growing organisation that provides a vital service to our local communities.

SAVE A LIFE- LEARN CPR.

Every year, around 12,000 people suffer a cardiac arrest in the East of England alone. Only about 40% of them receive cardiopulmonary resuscitation (CPR) from a bystander before the ambulance arrives, and less than 20% have a defibrillator used on them before the emergency services get to the scene.

We can make a difference

UK cardiac survival rates are currently only around 8%, but if a defibrillator is used alongside CPR within the first few minutes, the chance of survival increases to between 40% and 70% - that's a huge difference!

Here's how we can help

At EAAA, we've been delivering first aid and defibrillator training since January 2018. We've taught over 12,000 people during that time - but we want to do more.

We've recently received generous funding for our Community Training Team - a big thank you to Barclays Community 100x100

programme and the HCR Hewitsons Charitable Trust Chariots of Fire event. Now, our team can reach more people and introduce new courses.

Over the coming months, here's what we plan to do:

- Educate the public about the importance of CPR and basic lifesaving skills, through demonstrations at regional events and shows.
- Keep delivering training to schools, community groups and organisations across East Anglia, using the skills of our trained volunteers and our professional CPR trainer.
- Test and deliver new training sessions, both independently and with partners, such as controlling bleeding, what to do in an emergency, and mental health first aid.
- Develop community-based training programmes to help save lives and improve outcomes for patients across East Anglia.

If your school, college, group or organisation would like a FREE one-hour CPR and defibrillator training session, we'd love to hear from you. Visit eaaa.org.uk/cpr to find out more and book. You never know when you might be able to make that crucial difference and save a life!

MEET THE TEAM



Page Chamberlain
Community Training Programme Manager

Page joined EAAA in early 2018 as a critical care paramedic, flying on both our Cambridge and Norwich aircraft.



Andy Lewis
Volunteer Community CPR Trainer

Andy has been an EAAA volunteer CPR/DEFIB Awareness trainer for more than 3 years and thoroughly enjoys delivering these important life-saving sessions.



Simone Black
Community CPR Trainer

Simone has been a training facilitator in various subjects for 20 years+ including mentoring, tenancy skills, money management, understanding eating disorders, drug and alcohol mis-use and of course First Aid!

CPR pocket guide



DANGER: Ensure your own safety first. Check for danger to yourself, the patient and any bystanders.



RESPONSE: Check patient for a response. Tap their shoulders and ask "are you alright?"



AIRWAY: Open airway, ensure it's clear. Place your hand on their forehead with fingers under the chin and tilt the head back.



BREATHING: Check for normal breathing (10 sec). If not breathing normally call 999 or send someone else to call and bring an AED if available.



CPR Start chest compressions and if trained combine with rescue breaths (30 compressions 2 rescue breaths)

www.eaaa.org.uk



THANK YOU TO OUR COMMUNITY.



Fakenham Racecourse Only
The Brave team

RACING WITH A MISSION

A huge thank you to all the team at Fakenham Racecourse for funding one of our critical care missions with a "Navigator" donation of £3,500. Sponsoring a mission is one of the best ways to keep our clinicians in the air and on the road, so we are incredibly grateful to our friends at the Racecourse for so kindly continuing to support us in this way.

If you would like to know more about how you can fund a mission with a Navigator gift, as an individual or as part of an organisation, contact **Holly Marshall** for more details: holly.marshall@eaaa.org.uk



PARTNERS ON THE PITCH

The talented team at Bedford Town FC chose us as their charity of the year for the 21/22 season. They've done match day collections, a wrestling event, and their club secretary, James Smiles, even did a sponsored walk from the club's home ground to their away game at Barton Rovers. Altogether, the club have raised over £6,100 – a massive achievement. Thanks to both James Smiles and the Commercial and Operations Manager, Dan Coulthard, for their support.

Last, but not least, congratulations Bedford Town FC – well deserved Southern League Division One Central Champions 21/22!



FIREFIIGHTERS REACH NEW HEIGHTS

Back in May, six firefighters from RAF Mildenhall climbed England's highest mountain, Scafell Pike, while dressed in their full kit, including breathing apparatus. They did it to raise money for EAAA and to inspire others to tackle similar charity challenges. Despite being physically fit, the team needed to train for months to complete the climb while wearing all their gear.

Sadly, their team leader sprained his ankle just a couple of hours into the ascent and had to go back to base, but luckily the rest of the team reached the summit and raised EAAA's flag to prove it. Altogether, the team brought in over £1,300 and have set themselves the task of raising even more money with another challenge next year!



WHAT'S COMING UP. EAAA Events

BE A HERO!

Join us for one of our upcoming sponsored challenges and you could be a lifesaver this summer. If you fancy getting stuck into the adventure of a muddy obstacle run or you'd love to explore some of the area's most beautiful countryside on foot, we have an event for you...

ONLY THE BRAVE

Run six or ten miles and tackle an adventurous (and muddy!) obstacle course. Inspired by the physical and emotional obstacles that our patients, their families and our crews overcome every day, you'll need to be tough to take on this challenge.

You'll face up to 35 obstacles, as you make your way through the Euston Estates parkland, waterways and woodland.



Launch yourself over inflatable hurdles, crawl through the muddy maze, run a lap carrying a full first aid pack – are you up to the task?

Tickets start from £35 and include an event t-shirt, goody bag, finisher's medal and full support and encouragement from our team.



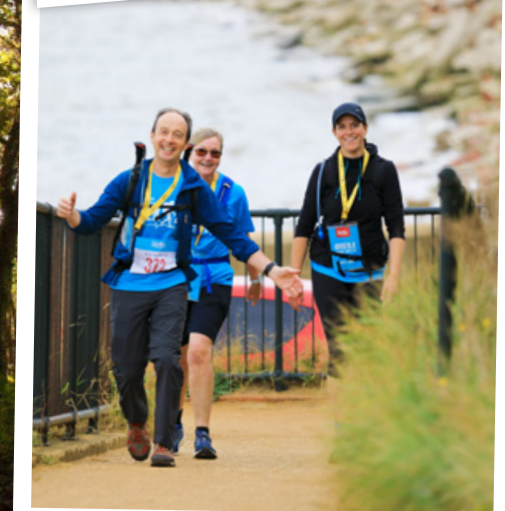
TREK 24 NORFOLK COAST PATH

If you fancy something equally enjoyable but a little more sedate, pull on your walking boots and join us for our third and final trek of the year on Sunday 11th September.

Start at Heacham to walk 24 miles or at Thornham to walk 24 km. Whichever distance you choose, you'll be making your way to the magnificent Holkham Hall to finish your adventure.

Over 200 trekkers have already joined us for our first two Trek 24 events, on the Norfolk Broads and the Suffolk Coast. We've already raised over £40,000 and this is your chance to smash our targets and raise even more to support our crews.

Tickets start from £32 and include a t-shirt, medal, free parking, snacks and drinks along the way, plus a hot meal to celebrate your achievement. And of course, our team will be cheering you on.



For more info or to sign up visit;
www.eaaa.org.uk/get-involved/events

Good luck! And thank you!

A HUGE 'THANK YOU'.

On Saturday 14th May, we hosted our biannual Volunteer's Day at Helimed House. We always look forward to this special occasion – it's a time to celebrate our brilliant volunteers and to thank them in person for all their support.

This year, 65 volunteers joined us for the day. For many, it was their first visit to Helimed House, so we gave them a tour, as well as updates from staff, crew members and former patients.

It was the first time we've been able to get together with our volunteers for two years and it felt like the perfect way to move forward as a team after the restrictions and challenges of the pandemic. We enjoyed being able to laugh together and to hug one another.

In the past, we've held these volunteer days every two years, but having had such a great time together, we've decided to start hosting events annually, one year in Bedfordshire or Cambridgeshire and the next in Norfolk or Suffolk, with volunteers invited to attend either or both.

"It's important that our volunteers know how much we appreciate everything they do for us. Volunteer's Day gives us the chance to celebrate these unsung heroes!"

Our incredible volunteers give us invaluable support in many different ways. Some organise collections, others help out in the office, while others support our lifesaving CPR training courses. There are so many different opportunities.

We currently have over 230 registered volunteers and we're always happy to hear from people who are interested in joining us. There's no minimum commitment – we're grateful for any amount of time you can give us. We have a dedicated volunteering team who can help you find the right role and who will give you all the support you need throughout your journey with us.

At EAAA, we're one big family – and we'd love to welcome you on board!

Photo by Chris Arnold



EAAA SPRING RAFFLE WINNERS

A huge thank you to everyone who supported our Spring raffle. We raised an amazing £141,000 through tickets and donations, helping keep our crews flying and saving lives.

We've had some lovely feedback from our winners. Mrs Delia Baldry scooped the top prize of £3,000 and was absolutely delighted. She kindly donated £500 of her winnings back to EAAA.

Mrs Eileen Wade won £500 and said: "Thank you EAAA! What a lovely surprise. You do such a great job! I plan to put some of my winnings towards a holiday and take my family out for a meal with the rest."

Congratulations Delia and Eileen!



Mrs Delia Baldry



Mrs Eileen Wade



PLAY MATCH BINGO WITH EAAA FOR THE CHANCE TO WIN ON EVERY GAME!

WIN UP TO
£50
PER MATCH



We're excited for the start of the Premiership season on 6th August. If you're a football fan, play Match Bingo on your phone alongside LIVE Premier League matches and you could win up to £50 per game, plus our special jackpot prize for Fastest Full House of the 2022/23 season.

It all happens in real time alongside the game, so when goals, corners and penalties happen, your card automatically fills in. Be the first to fill a line, two lines or a full house and we'll send you a £10, £20 or £50 prize.

Cards cost just £1 and you can play on any (or every!) game of the season and half the money raised (after costs) goes straight to EAAA.

Find out more and play at www.eaaa.org.uk/lottery/bingo



Good luck!

Players must be 18 years of age or over.
Terms and conditions apply, see website for details.

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