

LIFTOFF

MAGAZINE

#65, MARCH 2023



**"EARLY INTERVENTION
AND CPR SAVES LIVES"**
CHRIS'S STORY. P.6



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

Together we save lives

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Print: Blackwell Print
Cover image: Anglia One and Anglia Two
Credit: Chris Taylor Photo



Matthew Jones,
Chief Executive



Blackwell Print

This magazine is responsible for the reforestation of **456 trees** and the reduction of **4,560kg** of carbon.

via Ecologi

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emailing info@eaaa.org.uk or by going online to www.eaaa.org.uk/update-preferences

By unsubscribing from receiving Lift Off, you will also be opting out from receiving other charity related information, such as appeals and updates, by post.

WELCOME to Lift Off #65

Welcome to the first issue of Lift Off for 2023. Firstly, I would like to offer my heartfelt thanks for your continued support last year. You helped us attend over 2,500 life-threatening emergencies and be there for hundreds of people, and their families, when they needed us.

We're already three months into 2023, and our crews are currently being tasked to an average of nearly eight life-threatening emergencies a day. With the average cost of a mission standing at £3,750, your support is more vital than ever in helping us to continue delivering our life-saving service for 24 hours a day, every day of the year.

We have a busy few months ahead. You may have seen G-RESU, our Anglia One helicopter based at Norwich Airport, was fitted with its five-blade rotor last summer. G-HEMC, our Anglia Two helicopter based at Cambridge, has now gone off for its upgrade too. This means from May onwards both helicopters will be able to carry a higher payload of fuel and equipment and offer patients a smoother ride to hospital.

We'll also be welcoming two new rapid response vehicles (RRVs) in the next month or so, kitted out with all the latest equipment, to replace our older vehicles

and help save even more lives. Our new RRVs will enable us to be more responsive to callouts during shift changes and when any of our vehicles are off the road for repair.

This year, we need to raise over £17m to continue to deliver and develop our service. With a turbulent economic climate, we will undoubtedly face fundraising challenges in the years ahead. To play my part, I've signed up to take on all of East Anglian Air Ambulance's flagship participation events in 2023. I'd love it if you could support or even join me! You can find out about some of our events on page 13 and there's more information on our website.

In this issue of Lift Off, we hear from a former patient who suffered a night-time cardiac arrest, from one of our critical care paramedics who has recently become a Consultant in Pre-Hospital Emergency Medicine and from our aviation expert, Alan Ward, answering some of the most common questions asked about our helicopter missions.

Finally, I want to say thank you for the difference you make in bringing hope to the many people who will need our life-saving care this year.

Matthew Jones,
Chief Executive

IN THE NEWS.



AIR AMBULANCE PARAMEDIC ONE OF ONLY THREE NATIONALLY TO GAIN QUALIFICATION

East Anglian Air Ambulance (EAAA) Critical Care Paramedic (CCP) Neil Flowers has become a Consultant in Pre-Hospital Emergency Medicine (PHEM) with the Royal College of Surgeons of Edinburgh.

He is one of only three paramedics in the UK to be awarded this title.



Neil is now recognised as a Level 8 practitioner in PHEM by the Faculty of Pre-Hospital Care.

For Neil, this is recognition of a long career in PHEM, delivering consistently at the highest levels in Helicopter Emergency Medical Services across the East of England.

The qualification comes after five years of dedicated hard work, which included producing a portfolio of clinical and operational experience and showing proficiency equivalent to that of a consultant.

Alongside his duties as a CCP, Neil also holds the position of Head of Clinical Education and Research at East Anglian Air Ambulance, providing clinical leadership and leading on developments in clinical care, informing clinical education, and driving professional development.

Thanks to your support EAAA crews treated 1,800 people in 2021-2022. That's five people a day who received the very best possible chance of survival in the face of the worst possible odds.

2,535 TOTAL MISSIONS



Total patients by mission type:



GIFT OF LIFE CAMPAIGN UPDATE

In the last issue of Lift Off, we launched our Gift of Life appeal. Thanks to your support and generosity we received nearly £50k in donations!

We also received over 520 stars, which decorated beautiful Christmas trees across our bases and offices, where crew, staff, volunteers and visitors could see them.

A huge thank you to volunteers from Aviva who patiently strung all the stars and decorated the tree at Helimed House.

We couldn't do it without you!

PATIENT STORY.

Chris Bergdahl

“Early intervention and CPR saves lives. It’s really that simple.”

Having awoken around 3am one February morning, 48-year-old father of two Chris Bergdahl assumed he was suffering from acid reflux. Making his way to the toilet, Chris suddenly became very unwell, collapsed on the bathroom floor and started to have a seizure. His wife Sue rushed to his aid and her quick thinking is one of the reasons he’s still alive today.

At Helimed House the Anglia One night shift crew of Doctor Nick, Critical Care Paramedic Rod and Babcock pilots Gareth and Nick were assigned the mission, flying to the Bergdahls' home in Ipswich.



Doctor Nick said:

“In 2022 alone we attended 434 cardiac arrests, Chris being one of them. Unfortunately, survival rates for patients who don’t receive early bystander CPR or defibrillation are incredibly low, so we know anytime the phone rings for a cardiac arrest mission, time is essential. Knowing Chris’s wife had been able to give CPR increased his chances of survival and recovery.”

Arriving on scene, the crew gave Chris a full assessment and provided critical care, ensuring he was stable and ready to transport to hospital.



LIFE IN RECOVERY

Nearly a year on from the incident Chris is recovering well and is enjoying spending quality time with his family, who we were delighted to welcome to Helimed House recently.

Chris shared:

“When I look back now, I realise how different the outcome could have been if Sue hadn’t performed CPR straight away, I am extremely lucky to be here today. I strongly urge everyone to take part in some form of CPR and defibrillator training: you never know when someone close to you might need your help.”

Chris was flown to Norfolk and Norwich University Hospital for initial treatment before being transferred to Ipswich Hospital. Recovery hasn’t been straightforward for Chris, suffering two strokes, a bleed on the brain and another cardiac arrest while in hospital. In total, Chris spent four weeks in a coma, six weeks in critical care and a further week on a ward.

Chris’s wife Sue reflects on that night:

“It seems like so long ago now. It was strange, but I remember just being really calm. I think because the kids were there too I went into survival mode myself. Everything seemed to happen so quickly, from the moment Chris collapsed to the EEAST and EAAA crews arriving to driving to the hospital. I don’t think I really comprehended what had happened and how serious the situation was.”

To find out more and book a place on one of our CPR training courses, visit www.eaaa.org.uk/CPR

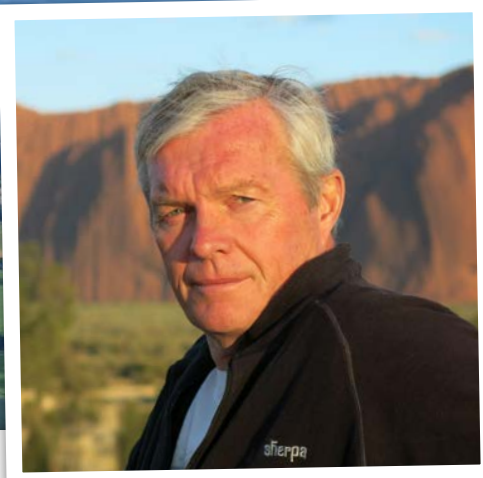
AVIATION AREA.

Ask Alan!

We caught up with our resident aviation expert, Alan Ward, to answer some of your top helicopter questions!

The crew never know where they may be called to – how do they work out where it's safe to land?

When a HEMS mission comes in, the crew are given a six-figure grid reference which can then be plotted on a map, giving the crew the first chance to consider the suitability of the location. The crew uses electronic mapping via an iPad which is also 3G enabled and can be used on the way to a job, so one of the pilots can have a look on Google Earth and review the satellite imagery. A lot of places now have Google Street view images and we can also review these, if available.



While this is all very useful, nothing replaces doing a full 'recce' of the landing site once the helicopter is overhead, to assess the suitability of the landing site. At night the 'recce' takes longer, because it can be harder to identify any potential hazards to landing. At night, we also have an impressive array of landing lights on the helicopter, the pilots wear night vision goggles, and the clinical team also use night vision monacles to look out from the rear of the helicopter. All these things help us make sure it is safe to land.

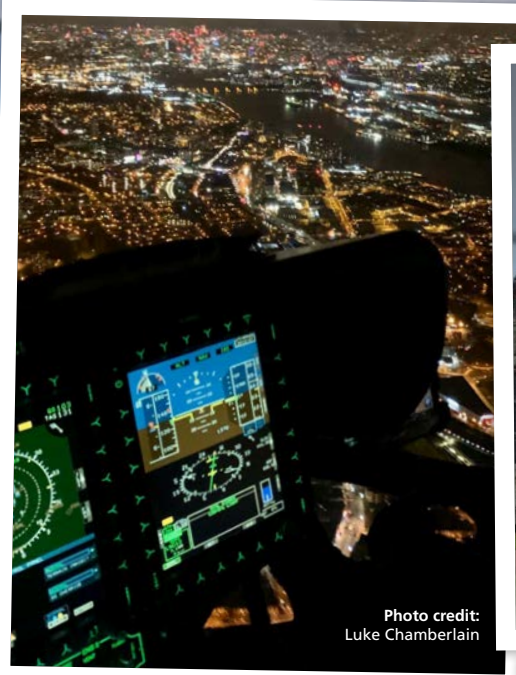


Photo credit: Luke Chamberlain

How are you finding the night-time flying challenges and what are you doing to ensure they remain safe?

By its very nature, flying at night is challenging and the pilots maintain a rigorous training regime to ensure they keep up with their night flying skills. One of the ways we are doing this is by the use of night training landing sites within the Eastern region, and crews will conduct training flights to these sites on a regular basis. Even when training, the clinical team are on board and we are on call at a moment's notice to respond should a HEMS mission be received whilst airborne.



Photo credit: Ivor Linington 2020

What are the hardest places to land the helicopter?

Some of the hardest places to land are in the middle of a town or city. There are a multitude of things to consider such as the size of a potential site and what is surrounding it. The helicopter has quite a strong downwash and we want to ensure that, where possible, we don't cause damage to people's property. We also need to consider what access the clinical team have in terms of getting out of the helicopter and getting to the patient as quickly as possible. Thankfully the Eastern region is pretty flat, so we don't have too much terrain to think about!



EAAA Spring Raffle 2023

Be in with a chance of winning £3,000!



Help save lives in East Anglia

Judith Legge was working on her family farm when a routine task turned into a life-threatening situation. Having walked out into the yard to give some potato labels to a lorry driver, she was hit by a forklift.

The impact caused horrific injuries, stripping Judith's stomach of skin and fat, badly damaging her left kidney and urethra, breaking her arm and dislocating her shoulder. Judith was attended to by Anglia Two crew Doctor Jon, Critical Care Paramedic Liam and Pilots Matthew and Paul.

Thankfully, due to the care that was provided that day, Judith made a full recovery.

By playing in our Spring Raffle - for just £1 per play - you will be helping us to be there for more people like Judith, 24/7, 365 days a year.

Our Spring Raffle is back with 13 cash prizes up for grabs!

First prize

£3,000

Second prize

£1,000

Third prize

£500

PLUS

10x £50 runner up prizes

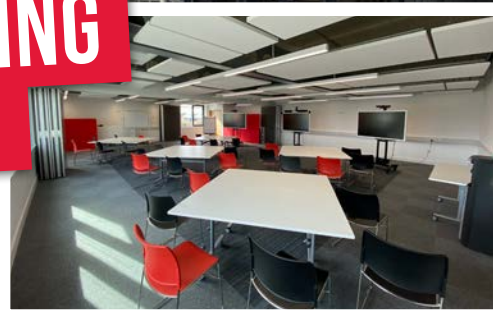
Play online today: raffle.eaaa.org.uk

Players must be 18+. £1 per ticket.

BeGambleAware.org
Helpline: 0808 8020 133

HOST YOUR EVENT OR MEETING at Helimed House

The Hub is a thoughtfully-designed community asset, available for public hire at very competitive rates. Contemporary and comfortable, it's the perfect spot for meetings and gatherings, conferences and courses.



State-of-the-art working environment

When designing Helimed House we worked hard to create a spacious, light and engaging venue. With next-generation lighting and a sustainable ventilation system, The Hub provides a comfortable environment to host your event.

No high-tech headaches

Our state-of-the-art facilities provide a simple plug and play set-up which means you can make the most of your time here and get stuck in right away.

WHY CHOOSE THE HUB?

Flexible layout

The Hub can be divided up into multiple spaces, ideal if you're hosting a multi-purpose event or wish to have a smaller room or break-out area. We can also set-up for theatre, boardroom, classroom and banquet layouts.

Dedicated support team

We know that clear communication and a team you can trust is essential for a successful event. We're on hand to answer any queries during the run-up and on the day of your event.



For more information visit our website, call Rebecca Burroughs on **03450 669 999**, or email info@eaaa.org.uk

MEET THE TEAM.

Neil Flowers



Following his appointment to Consultant Practitioner in Pre-Hospital Emergency Medicine, we sat down with Critical Care Paramedic Neil Flowers to find out more.

Neil is one of only three paramedics in the UK to be awarded the title of Consultant Practitioner in Pre-Hospital Emergency Medicine (PHEM)!

What does this title mean?

A Consultant Practitioner in PHEM, is a sub-speciality of emergency medicine, anaesthesia and intensive care medicine.

The title means I am recognised as a Level 8 practitioner in PHEM by the Faculty of Pre-Hospital Care. It took five years of hard work and a portfolio of clinical and operational experience to show that my experience and proficiency are equivalent to that of a consultant.

What's in your cup?

I have coffee in the morning and tea in the afternoon. Generally, no more than one of each per day, both with milk and two sugars.

What are you most looking forward to in 2023?

I am mostly looking forward to the warmer weather and working in my garden!

What would you like to say to those thinking about supporting East Anglian Air Ambulance this year?

Simply, supporting EAAA means saving lives. For anyone thinking of supporting EAAA in 2023, please just do it. Contributions great and small will help us to continue to reunite families with their loved ones and help people through the most devastating illness or injury.

TREK 24 IS BACK



Bigger and better than ever!

We're looking forward to another jam-packed year of events, connecting with our supporters and enjoying some great days out. Plus, this year we've added another Trek in Bedfordshire.



BEDFORDSHIRE

Barton Hill Farm
Saturday 29 April

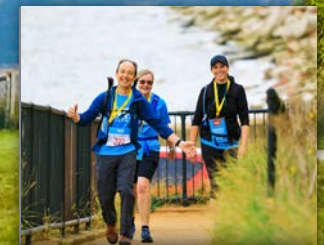
Perfect for:
Those looking for a tougher, physical challenge.



SUFFOLK

Sotterley Estate
Saturday 1 July

Perfect for:
Wildlife-rich wetlands, shingle beaches and historic towns.



NORFOLK

Holkham Hall
Sunday 10 September

Perfect for:
Seaside and natural history lovers.

BRAND NEW MINI TREKKERS ROUTES!

After hearing your feedback, we're proud to introduce Mini Trekkers, 2.4-mile routes at our Suffolk and Norfolk Treks for families who would prefer a shorter route. We're busy finalising the details so watch this space for full information coming soon!





Anglia Two crew at London, Liam Sagi



Red sky at night, Gary Steward



Jets above airfield, Liam Sagi

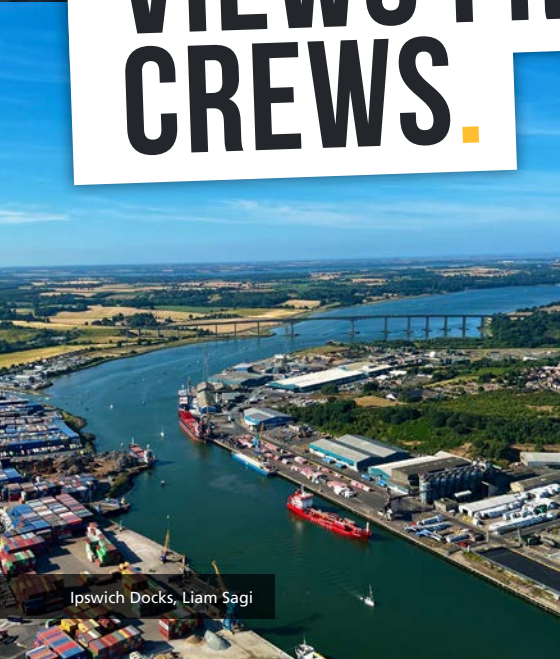
VIEWS FROM THE CREWS.



Great Yarmouth, Gary Steward



Anglia Two, Gary Steward



Ipswich Docks, Liam Sagi



Landing in the tramlines, Jon Barrett



Heavy clouds over Ipswich, Liam Sagi

SUPPORTER STORIES.

A special thank you



LOCAL AIRPORT CONTINUES EAAA SUPPORT

London Luton Airport (LLA) raised a fantastic £30,000 in 2022 for EAAA through a variety of fundraising events. Here's what Joshua Keating, Community & CSR Executive at London Luton Airport, said: "2022 was a fantastic year and we're very proud of the funds we raised for EAAA, enabling them to carry out the vital work that they do in Bedfordshire and the wider region. Whether it's through our annual Golf Day, Runway Run, local supplier donations or VIP shopping events, we look forward to continuing this support into 2023."

Thank you to all of the team and those who supported LLA in their fundraising!



BROTHERS CONQUER 1,000-MILE CHALLENGE

After having the stabilisers taken off their bikes, brothers James (age 8) and Samuel (age 7) decided to set themselves the challenge of cycling 250 miles through 2022 in aid of EAAA. After hitting 250 miles, the boys set their sights on 400 miles. On Christmas Eve they finished their challenge having racked up a massive 1,000 miles!

During their challenge they:

- Completed 85 bike rides, totalling 112 hours on their bikes
- Reached an elevation gain of 10,235 meters (which is higher than Mount Everest)
- Raised over £2,000 for EAAA

Thank you, James and Samuel!

CREMATORIUM RAISES MONEY THROUGH RECYCLING METAL

Taking part in a nationwide metal recycling scheme, Norwich-based crematorium St Faith have raised £10,000 for EAAA.

The Crematorium and Memorial Group (CMG), operators of St Faith Crematorium and part of Dignity plc, were able to make the donation to EAAA due to participating in a nationwide metal recycling scheme, administered by the Association of Private Crematoria & Cemeteries. The scheme sees metals that have been recovered from the deceased during the cremation process recycled, with the express consent of bereaved families.

Thank you to St Faith and all of the families who consented to the process.



IN MEMORY GIVING.

Memories are the most important things we are left with when someone special dies, which is why we've created a special place for you to record, reflect and share those precious memories with a MuchLoved memory page.

What is a memory page? A memory page is a dedicated web page that allows you to celebrate the life of your loved one. It can be used to share memories, add photos and stories, light candles and even add virtual gifts. Your memory page can be shared with family and friends so together you can keep the memories alive.

With a memory page you are creating a lasting legacy, with no cost and no end date.

We've created a how-to guide, which you can find on our website, explaining more about how Much Loved memory pages work and how you can set one up for your loved one.



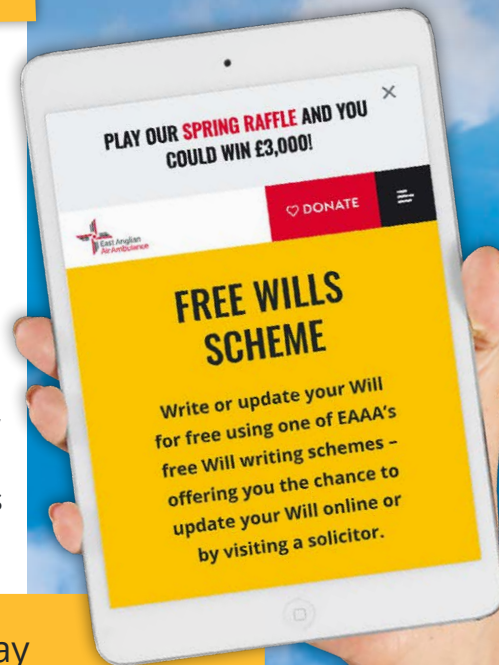
For more information or to request our how-to-guide visit:
www.eaaa.org.uk/in-memory



Your gift could be someone's future.

Making a Will will help to make sure that the people and causes you care about are looked after long into the future. It means you get to decide who inherits the things you've worked so hard for.

If you haven't yet got round to writing or updating your Will, you might like to take advantage of our Free Will Scheme. It allows you to write a basic Will in a way that suits you; in person or online.



Apply for your free Will today
www.eaaa.org.uk/eaaa-free-wills

MEET SOME OF OUR London Marathon Runners!

The London Marathon is fast approaching and we're proud that there are 15 runners fundraising for EAAA in this year's event. Each runner has selected us as their charity for different reasons, and we spoke to three of them to find out a little more about their mission!



STEVE MORNINGTON

I have huge admiration for the charity and their creation of the McQueen Charter, which champions the support available for those working in Helicopter Emergency Medical Services. My wife, Kirsty, was married to Dr Carl McQueen before he died and, being a widow myself, I understand the importance of appreciating our past.

EAAA have valued Carl's life and legacy and our family values the future of the charity. Fundraising for them allows me the great privilege of supporting their incredible work.



OLIVER GARDENER

I am running the London Marathon in memory of my dear friend, Lucy Woolley.

At the age of 16, I had the privilege of meeting Lucy at the 2013 Latitude Festival in Suffolk. Lucy was an incredible person and we quickly became close friends. However, in August 2013, Lucy had a fatal riding accident, despite EAAA's best efforts.

The rapid emergency response of EAAA is truly inspirational, and I am proud to fundraise for a charity so close to my heart.



ANGELA WRIGHT

I was lucky enough to get a ballot place for the marathon and I chose to raise money for EAAA in memory of my brother, Allun, who 3 years ago suffered a major bleed on the brain. Sadly, Allun lost his life but being airlifted meant vital time was saved and he was viable for organ donation. It seemed fitting to choose EAAA as my charity.



VOLUNTEER AT ONE OF OUR EVENTS

Being an EAAA volunteer doesn't have to be a big commitment. We offer one-off volunteering opportunities at our major events such as Trek 24 and Only The Brave.

Volunteering is great fun and something you can do with friends, family or colleagues while cheering on those taking part in the event.

Taking part as a volunteer, you will play a vital part in the success of the event and helping us to raise much-needed funds.

If you're interested head to our enquiries form!



Lottery membership application



Mr / Mrs / Miss / Other _____
 First name _____
 Surname _____
 Address _____
 Postcode _____
 Telephone _____
 Email _____

Payment methods

You can pay to play monthly by direct debit only, quarterly, every six months or annually via the following methods:

Bank Direct Debit: quick and convenient for you, Direct Debits are also cheaper for the charity to process. You can change your Direct Debit at any time by contacting us.

Cheque: please make sure your cheque (minimum of £13) is made payable to 'Friends of East Anglian Air Ambulance'. Don't forget to include your completed membership form.

Debit card: we can take card payment over the phone or online via the lottery pages on our website. Simply call us on 03450 669 999 or search 'EAAA lottery' online. Credit cards are no longer accepted for lottery payments.

For cheque payment complete below

Number of chances per week
 Number of weeks (13, 26 or 52)
 Total amount due
(no. chances X no. weeks)

Please return this completed form with your cheque, made payable to 'Friends of East Anglian Air Ambulance'.

All the data we hold is held in strict accordance with the Data Protection Act 1998. We would like to keep you up to date with the difference your support is making to our lifesaving work and send you our newsletter, Lift Off.

Please tick here if you are happy for us to contact you by:

Email Post Phone

Each chance costs £1 per week.
 Members must be aged 18 years or over. Please tick this box to confirm you are aged 18 years or over



Please fill in the whole form using a ball point pen and return to:

FREEPOST EAAA

Name(s) of Account Holder(s)

Bank/Building Society Account Number

Branch Sort Code

Name and full postal address of your Bank or Building society

To The Manager Bank/Building Society

Address

Postcode

Reference (Membership Number)

Banks and Building Societies may not accept Direct Debit Instructions for some types of account



Instruction to your Bank or Building Society to pay by Direct Debit

SERVICE USER NUMBER

4 2 2 7 4 6

FOR EAST ANGLIAN AIR AMBULANCE (TRADING) LTD OFFICIAL USE ONLY

This is not part of the instruction to your bank or building society.

Please tick the amount you would like to be debited from your account:

1 Number	<input type="checkbox"/>	2 Numbers	<input type="checkbox"/>
£4.34 (monthly)	<input type="checkbox"/>	£8.68 (monthly)	<input type="checkbox"/>
£13 (quarterly)	<input type="checkbox"/>	£26 (quarterly)	<input type="checkbox"/>
£26 (half yearly)	<input type="checkbox"/>	£52 (half yearly)	<input type="checkbox"/>
£52 (annually)	<input type="checkbox"/>	£104 (annually)	<input type="checkbox"/>

NB: Monthly subscription first payment is £5 per number

First payment on ____/____/____ and thereafter until further notice

Instruction to your Bank or Building Society. Please pay East Anglian Air Ambulance (Trading) Ltd Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with East Anglian Air Ambulance (Trading) Ltd and if so, debits will be passed electronically to my Bank/Building Society.

Signature(s)

Date

Our weekly Lottery is drawn every Friday using a random number generator to select winning numbers, allocating one prize per number drawn. Prizes are allocated in turn to the combinations matched against the details of individual lottery players and will be distributed to the winners by means of cheque. Members have a 1 in 7094 chance of winning a prize in the weekly lottery draw and a 1 in 120,500 chance of winning the accumulator draw each week. In 2022, EAAA received £6,534,268 in ticket sales, of which 77.47% went straight back to the charity, 1.83% was spent on prizes and 20.70% on expenses.

This guarantee should be detached and retained by the Payer



The Direct Debit Guarantee

- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits.
- If there are any changes to the amount, date or frequency of your Direct Debit East Anglian Air Ambulance (Trading) Ltd will notify you 4 working days in advance of your account being debited or as otherwise agreed. If you request East Anglian Air Ambulance (Trading) Ltd to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit, by East Anglian Air Ambulance (Trading) Ltd or your bank or building society you are entitled to a full and immediate refund of the amount paid from your bank or building society.
- If you receive a refund you are not entitled to, you must pay it back when East Anglian Air Ambulance (Trading) Ltd asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

The EAAA lottery is promoted by East Anglian Air Ambulance (Trading) Ltd in support of East Anglian Air Ambulance, registered charity no. 1083876. Responsible persons: S Judd and C McGeown, EAAA, Helimed House, Hangar 14, Gambling Close, Norwich, NR6 6EG. Licensed by the Gambling Commission: www.gamblingcommission.gov.uk. Licence number: 3319



LOTTERY WINNER. | ISSUE 65

LOTTERY ACCUMULATOR PRIZE WINNERS

Don't forget that every week you play in our lottery you have the chance to win our Accumulator prize! This goes up by £500 each week it's not won up to a value of £25,000.

Some of our recent Accumulator winners are:

£1,000 – Mrs G, Norfolk 10/02/2023

£1,500 – Mrs W, Norfolk 27/01/2023

£3,000 – Mr D, Cambridgeshire 21/12/2022

By playing in our weekly lottery, for just £1 per play, you have the chance to win one of 18 weekly cash prizes as well as the accumulator prize – all while helping to keep our crews flying.

You can buy tickets for the next weekly draw, or sign up to play regularly by Direct Debit.

www.eaaa.org.uk/lottery

Thank you and good luck!

Payroll Giving.



Give a gift every payday and support our life-saving service!



How to sign up:

Let your payroll department know that you'd like to support EAAA through payroll giving.

If your workplace is not already set up for payroll giving, they will need to choose a payroll giving agency to work with. If your workplace is already set up for payroll giving, they will ask you to complete a form with information about the donations you wish to make.

Your payroll department will initiate the process and you'll start making donations.

Payroll giving is one of the most simple and efficient ways to support East Anglian Air Ambulance (EAAA).

Donations are taken each payday from your gross salary before tax, which means more money goes to charity.

It doesn't matter whether you're paid monthly, weekly or every four weeks, anyone can donate through payroll giving.

www.eaaa.org.uk/payroll-giving

How it works:

You pledge to donate

£5

to keep our helicopters flying

Actual cost to you

(standard rate tax payer)

£4

(higher rate tax payer)

£3

EAAA receives

£5

as the rest is covered by your tax!

Together we save lives

Registered charity in England and Wales number 1083876



Registered with FUNDRAISING REGULATOR