

LIFTOFF

MAGAZINE

#61, NOVEMBER 2021

Together we save lives



THIS CHRISTMAS
SUPPORT
OUR CREWS P. 8



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

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WELCOME

to Lift Off #61

Welcome to the latest edition of Lift Off. Thank you for taking the time to dive into it, I know at this time of year there are a lot of extra pieces of mail coming through and it's a privilege to have made your reading list.

2021 has been a year of many changes, we are now firmly moved into our new Norwich base, have realised our long-term goal of flying 24/7 and are now able to carry blood on every mission. Just looking back over the last few months gives an indication of how busy everyone has been; both for our crews (with a record-breaking July) and a full-on calendar of community and fundraising events (see more on pages 20-23). I was delighted to take part in the Norfolk Trek 24 challenge and to see this event rolled out across Suffolk and Bedfordshire for the very first time. Thank you if you took part!

In the coming pages you'll read some inspirational patient stories, learn about some of our new innovations and see photos from the official opening of Helimed House. EAAA constantly finds ways to remind people that "Together We Save Lives" and our base opening was

a fantastic example. With a wide range of faith leaders to bless the site, along with a multi-person ribbon cutting, it was a very special occasion.

Finally, I conclude with the dreaded c-word. Covid-19 continues to be a threat to all of us but we continue to minimise its impact to maintain our service for our community. With the approach of the festive season the importance of health is all the more in focus.

I wish you and your family all the very best and thank you for your continued support, all our amazing staff and volunteers know we are here because of you.

Sarah

Sarah Atkins
Director of People and Culture

IN THE NEWS.



STOP THE PRESS: On 19 November we held our first national pre-hospital emergency medicine research conference. Find out more on page 16.

A 24/7 SERVICE SAVING LIVES ALL OVER THE REGION

During the first three months of providing a 24/7 service by air and road, between 30 June and up until 18 October, the charity's crews were tasked 307 times between 7pm and 7am, averaging nearly three missions a night. During this time, 87 of the taskings were by helicopter and 220 by rapid response vehicle.

As a result of the increased operational hours, the crews have been able to cover a much wider area in East Anglia at night, helping more patients than was previously possible. By air, the crews have been tasked to Peterborough, across north Norfolk, into the depths of south Suffolk and as far southwest as Harpenden in Hertfordshire, to a mixture of emergencies including accidental injuries, cardiac arrests, road traffic collisions, medical emergencies, self-harms and assaults.

Matthew Jones, CEO of EAAA, said: "During the first few months of being 24/7 by air and by road we can already see that our crews are being tasked over a much wider area at night than ever before, showing that we're taking our enhanced critical care skills to those patients most in need of our help. After many years in the planning, it's fantastic to know that we are now providing the same level of service, no matter what the day or night."



COMING SOON - A NEW SERIES OF EMERGENCY HELICOPTER MEDICS ON MORE 4

We know many of our readers enjoy seeing EAAA on TV and we're pleased to say that a new series of Emergency Helicopter Medics will be on very soon. At the time of writing the exact air date had not been confirmed, but keep your eyes peeled for updates about the new series. The show provides a rare and very real insight into what our crews face every day and we're very pleased to be able to take part in the show, to help raise further awareness of the air ambulance sector and the level of care our crews can provide pre-hospital.

COULD YOU BE OUR NEXT TRUSTEE?

At EAAA we are very lucky to have a fantastic Board of Trustees overseeing the running of the charity, however these posts naturally rotate after a few years, and we have some upcoming vacancies for new faces to join the board. The trustees are ultimately responsible for the charity, giving strategic leadership and oversight of the executive team, staff and volunteers. Each member has competences and experience suited to the various aspects of our work. Despite representing a significant time commitment to prepare for and attend meetings, our trustees find being part of the board a fascinating, inspiring and worthwhile experience. If this sounds like a position you would like to fill, please register your interest at:

www.eaaa.org.uk/trusteerecruitment

DESPITE A CHALLENGING TIME, YOUR SUPPORT HAS TRULY GONE ABOVE AND BEYOND

We have recently completed our yearly accounts and are amazed and pleased to report that our annual income for the financial year 20/21 was over £15.7 million. This was much higher than we were anticipating and was bolstered by a remarkable and one-off 'bounce back' in the value of our investments, amounting to an increase of £1.5 million. Despite this overwhelming positive result, our day-to-day fundraising has been negatively impacted by the pandemic, with a £1 million shortfall in our event, community and face-to-face fundraising compared to the previous year. However, other areas, such as our lottery and legacy fundraising, raised more than we expected.

The overall picture is that our supporters have gone above and beyond and we're in a much better position than we anticipated 12 months ago. However, we continue to be cautious in our financial planning, especially as operational costs continue to increase in line with inflation and service improvements and we are unlikely to see further positive movement in the value of our investments.

Thank you for everything you have done to support EAAA over the last year. To find out more, you can access our Annual Review online at eaaa.org.uk/publications.

AVIATION AREA.



Soon our helicopters are going to look a bit different! Babcock, our aviation partner, is upgrading both of our aircraft to have the new D3 five blade rotor head. Anglia One's G-RESU helicopter will be the first airbus H145 in the UK to receive this upgrade in December, followed by Anglia Two's G-HEMC.

The new five blade rotor head will:

Significantly reduce vibration in the cabin, ensuring a much smoother flight and better experience for our crews and patients.

Allow the clinicians to perform more procedures in flight, ensuring patients receive advanced treatments even quicker.

Enable the aircraft to carry more fuel and equipment, helping crews to stay online for longer before needing to refuel or restock.

While the work is carried out we will have a spare helicopter, G-EMSS, with us which is of a very similar spec and colour to G-RESU and G-HEMC and means we can continue flying without any disruption to our service. Keep an eye out for when G-RESU is back with the new rotor head!



In other news - we have a new Captain in Cambridge!

Paul Smith has been stationed at Cambridge for three years and recently passed the gruelling training to become Captain. Aged 27, Paul is among one of the youngest pilots in the UK to achieve this distinction. To find out more about Paul, head over to the news section of our website.

CLINICAL CORNER.



New kitbags

After a long review and commissioning process, we are pleased to have our new kit bags in action. These bags are a bespoke design suited to the equipment we carry and have been designed utilising a modular pouch system, so that different sets of kit can be accessed quickly without having to open the whole bag. In comparison, our previous kit bags took up a lot of physical space once opened, so this is a significant improvement when working in a helicopter or an ambulance where space is limited!



Ultrasound teaching

Since adopting the Butterfly iQ portable ultrasound, which enables all ultrasound images to be saved and shared via a cloud-based storage network, we have implemented a new clinical governance structure. A cohort of our senior consultants now review all ultrasounds within 24 hours to provide enhanced analysis and continuous learning, reviewing over 200 scans since last December.



Blood update

Thanks to a successful appeal in the summer, we have been able to carry blood on board every mission since late July. Up to 30 October, we have administered blood to 22 seriously injured patients. This is much higher than our initial estimations, which were based on previous analysis from taking part in the RePhill blood trial. This shows that we have been attending a high number of critically injured patients and that carrying this resource is even more important than we first thought.



THIS CHRISTMAS SUPPORT OUR CREWS

In the middle of the night, Mark suffered a cardiac arrest and required urgent medical treatment

Last year, 50-year-old Mark Drury suffered a cardiac arrest while he slept. It was around 1.30am when his wife, Melanie, heard him snoring strangely. She felt his arm clenching and turned the light on to see that his lips and ears were turning blue. She immediately called 999, pulled Mark off the bed onto the floor – finding strength she didn't know she had – and started CPR.

Thankfully, as an advanced care team, we're able to provide additional treatments at the scene and anaesthetise patients like Mark with very fast-acting medication. This reduces the risk of further cardiac arrest and allows us to take over their breathing. It also ensures a much safer transfer to hospital, where



patients can promptly undergo surgery. All this saves time that could make all the difference to a patient's outcome. Mark made a wonderful recovery, and even cycled 100km to our Cambridge base to visit us in August.

You can read more about Mark online: www.eaaa.org.uk/stories



As a charity, we are independent from the NHS and Ambulance Trusts and receive no regular government funding. We can only keep reaching patients in critical condition in Bedfordshire, Cambridgeshire, Norfolk, Suffolk and beyond with donations from people like you.

So, if you received our recent correspondence about Mark's story or are inspired by what you've read today, please consider giving a gift this Christmas by filling in the donation form on the cover letter.

Donate by 12 December and receive a special edition EAAA festive pin badge as a thank you, while stocks last.

Leave a festive message to the crews working this Christmas

The festive season is often the time when we think about the people, past and present, who mean a lot to us.

At this time of year, all of us here at East Anglian Air Ambulance take a moment to contemplate the year we've had and prepare ourselves for the missions we will be called to over this festive period. Never far from our minds are the people whose lives we've touched – both patients and their loved ones.

We'd like to invite you to send a light-filled message to East Anglian Air Ambulance crews this Christmas.

Whether you are a former patient, a supporter or a friend or family member of a loved one, if you would like to send season's greetings to our crews this December, we have launched a virtual Christmas Tree where you can leave your message for them to read on Christmas Day.

Visit: www.visufund.com/giftoflife

Help us reach people like Mark in their darkest hour by giving a gift of £42. Donate here:

www.eaaa.org.uk/giftoflife

CHRISTMAS IN THE COMMUNITY

WAYS TO SUPPORT AND GET INVOLVED WITH EAAA IN THE COMMUNITY THIS CHRISTMAS

Stuck for gift ideas? Give a Virtual Gift this Christmas and help protect our crew!

Virtual Gifts help to equip our air ambulance crews with everything they need to save lives in East Anglia. By giving a Virtual Gift this Christmas, you'll be making a huge difference to them and the people they help 24 hours a day, seven days a week.



HOW IT WORKS:

1. Choose one of our virtual gifts
2. Buy the gift for yourself or as a gift for someone else
3. You'll receive a card in the post signifying purchase of your chosen gift. You can keep this or send it on as a gift for someone else
4. At the same time, we will use the gift you've bought to help our lifesaving work

£10 - BATTERIES

£20 - FUEL

£30.50 - BLIZZARD BLANKET

Buy yours at www.eaaa.org.uk/shop or call 03450 669 999



Last year's Christmas lights winner: Collin and Barbara Musket



Last chance to buy your charity Christmas cards!

Get your orders in by 10 Dec to ensure they arrive in plenty of time for Christmas! View our full range of cards and gifts and purchase online at www.eaaa.org.uk/shop

LIGHT UP YOUR HOUSE IN AID OF EAST ANGLIAN AIR AMBULANCE!

Every year, supporters across the region light up their homes in aid of EAAA. Why not join them this Christmas? It's a fun and safe way to get your quota of Christmas cheer!

To support EAAA and be in with the chance of winning a hamper for the best display or the most donations raised, please email info@eaaa.org.uk to register your Christmas light display with us and we will be in touch to support you with your fundraising. To be in with a chance of winning the competition, we will need a photo of your display in order to judge the best one and for the prize for the most donations raised.

FESTIVE CAROL SERVICE

JOIN US FOR A FESTIVE CELEBRATION THIS CHRISTMAS AT EAAA'S CAROL SERVICES IN BURY ST EDMUNDS AND NORWICH!

Kick-start the festive season with a special evening of Christmas carols, readings and thanks at one of two spectacular venues across East Anglia.

Raising funds for East Anglian Air Ambulance, what better way to spend an evening this Christmas season than with friends and family getting into the festive spirit.

Carols will be sung by Viva Voce Singers with an opportunity for the audience to join in for some of your Christmas carol favourites (words will be provided!).

Book online: www.eaaa.org.uk/festivecarolservice

THE FESTIVE CELEBRATIONS WILL TAKE PLACE AT:

St Edmundsbury Cathedral,
Bury St Edmunds
Wednesday 8 December

Church of St Peter Mancroft, Norwich
Thursday 16 December

Advance price tickets running from 8 November until 3 December:

Adult ticket price - £12
Child's ticket price - £9

Full price tickets running from 3 December including on the day (depending upon availability):

Adult ticket price - £15
Child's ticket price - £12

Under 5s go free in the company of a responsible adult. Please note there is a small booking fee charged per ticket.



A VERY SPECIAL BASE OPENING

On Friday 10 September, during Air Ambulance Week, we held a small celebration to mark the official opening of Helimed House, our newly renovated and extended 24/7 base in Norwich. During this event the base was also blessed during a multi-faith blessing, to wish our crews the utmost safety on their missions.

22 key figures representing the lifeblood of the charity, including former patients, donors, crew, a staff member and a volunteer, joined together to carefully cut a very long yellow ribbon to officially open the base! Like many things due to the pandemic, this event had been rearranged and scaled back in line with safety restrictions. It therefore meant a lot to finally be able to safely mark the incredible achievement of developing this facility with so many of the people who made it possible.



The build of the base was primarily funded through gifts left to EAAA in supporters' Wills, over the years, one of which was the sale of a 1964 Ferrari Nembo Spider, which was also present at the event to mark the special occasion.

The Ferrari belonged to the late racing driver and motor enthusiast Richard Allen, who passed away in 2016. The sale of the car at auction generated over £500,000 which was used to purchase the land for the building. Members of the Allen family were at the opening to see the impact of this incredible gesture.

We look forward to operating from this spectacular base for many, many years to come. **Together we save lives.**



A rare photo opportunity; Anglia One and Two in the Norwich hangar

VIEWS FROM THE CREWS.



Ely Cathedral



Captain Matt Sandbach with a Harris Hawk near Newmarket, Suffolk



Rainbow over the Cambridge Base



A rural landing near Hemsby, Norfolk

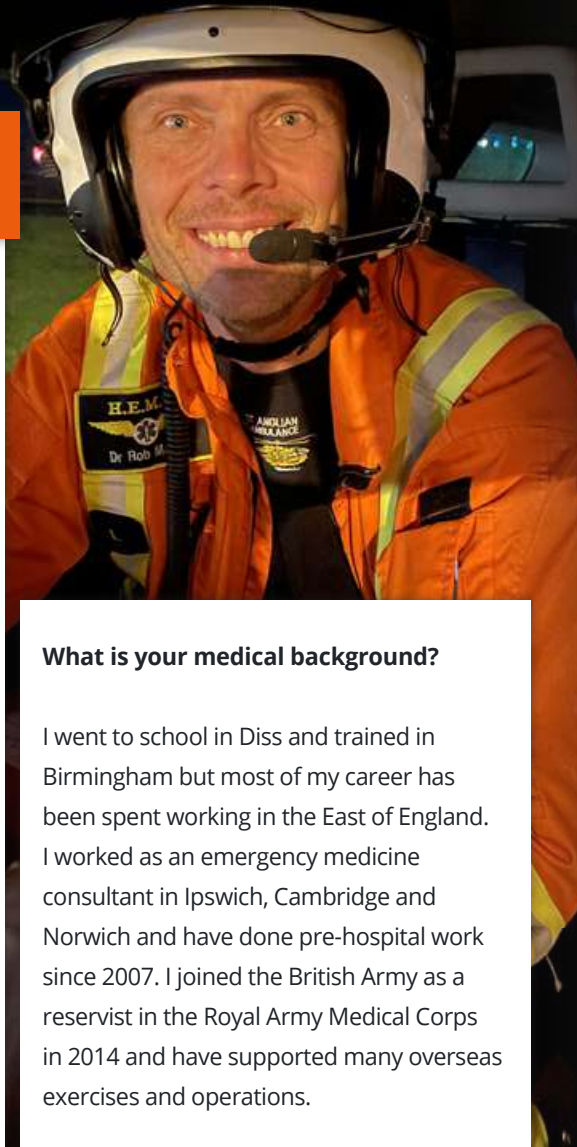


Autumn sunshine streaming into Anglia Two, Dr Jeremy Mauger and CCP Andy Bates

MEET THE TEAM

Dr Rob Major

DR ROB MAJOR, TRAINING AND EDUCATION LEAD



What is your role at EAAA?

I'm a full-time consultant employed by EAAA and don't do any NHS work in hospital. I do two clinical shifts every week and then do admin hours supporting various outputs.

As the head of training my responsibilities are organising our new doctor training programme and supporting clinical staff with their continuous education needs. I also head the EAAA research, audit, innovation and development group (RAID) which is a team focussed on improving patient outcomes. This group is driving research across EAAA, including aftercare and clinical operations. An example of our audit and development work was doing the background research for our blood on board initiative, looking at our historical cases to see how much blood we would need.

What is your medical background?

I went to school in Diss and trained in Birmingham but most of my career has been spent working in the East of England. I worked as an emergency medicine consultant in Ipswich, Cambridge and Norwich and have done pre-hospital work since 2007. I joined the British Army as a reservist in the Royal Army Medical Corps in 2014 and have supported many overseas exercises and operations.

Why do you feel research is such an important area for EAAA?

Research into why we do things and what works best is essential across all of medicine. It's particularly hard to find quality research in pre-hospital care but EAAA are particularly good at collecting the data that can drive such research.

By undertaking professional research into our clinical and aftercare operations we can really see what we do well, not so well and look for anything we could do to improve care for patients and their families. The RAID group are also looking at novel medical interventions and new treatments.

What was the RAID conference?

We've just hosted our first conference and it was a brilliant opportunity to showcase what we do but also to bring together lots of other interested people who want to improve pre-hospital care. We had nearly 500 online delegates making it a national event!

By sharing ideas, breaking down institutional barriers and sharing data and ideas, we can improve care nationally, which was the focus.

"I'm one of those geeks who can complete a Rubik's cube in a minute or so! I learnt that skill in 2019 while deployed overseas with the army! Every day's a school day."

What do you most enjoy about EAAA?

I believe EAAA is the best pre-hospital provider nationally at what we do. The reason for that is 100% the people who work here. That encompasses everyone, the whole organisation is filled with people who simply want the best for injured and unwell patients and come to work with a sense of humility and humour.

What do you like doing in your spare time?

I'm a generally an outdoorsy person and keen mountaineer, although mountaineering opportunities in Norfolk are a bit limited! Norfolk's such a wonderful place to live most of my free time is spent outside with the family, my dog or both, whatever the weather. Having made myself out to sound quite active eating fish and chips and ice cream at Sheringham is probably my most regular pastime!

PATIENT STORIES.

JONATHAN WILLIS IS LUCKY TO BE ALIVE FOLLOWING A SERIOUS AGRICULTURAL ACCIDENT.

In October last year, forty-two-year-old Jonathan Willis was working on his farm near Wisbech, unloading a trailer of straw bales. Unfortunately for Jonathan, the forklift he had been operating rolled forward while he was standing in between it and the trailer, to untie some straps, and he became impaled on one of the forklift tines. As he felt the impact in his back, he turned. This may have saved his life as the tine (which had a sharp point to help pick up the bales) went in through his lower back and out through his sternum, incredibly missing his vital organs and blood vessels.

Jonathan survived the impact and remained conscious and talking. As he wasn't working alone, several people were there to get help. The Anglia Two team from Cambridge was activated just seven minutes after the 999 call was made. Pilots Eduardo Prato and Paul Smith flew the helicopter in the hours of darkness, landing at the scene just ten minutes after the land ambulance team had arrived.



Former patient Jonathon Willis

Supervisor Doctor Nathan Howes, Doctor James Hale and Critical Care Paramedic Andy Bates assessed Jonathan and managed the long and complex extrication process, which involved working with the fire service to carefully cut through the thick steel tine with an angle grinder.

During this process it was vital Jonathan was kept as still as possible. His weight was supported with an ambulance trolley, and the team carefully managed his pain without making him drowsy and monitored his blood pressure, to detect if he was starting to lose blood.

Once he was free, the team then decided to carefully transport Jonathan straight to the major trauma centre at Addenbrooke's, which was over an hour by road ambulance. Unfortunately, due to the tine still being in

place, Jonathan couldn't be airlifted. Once at the hospital, the EAAA team stayed with him until he went into theatre, where he underwent seven hours of complex emergency surgery, with the surgical teams working through the night, to remove the tine from his torso.

Jonathan was very, very lucky that day as considering the extent of the injury he had minimal internal damage and has since made a full recovery. He is now enjoying life on his farm with his wife and five young girls and is extremely grateful to everyone who helped to save him. Jonathan's case is one that the team's involved will always remember. Thanks to your support, we were able to be there for the Willis Family when we were needed.



Watch Jonathan's full story at:
eaaa.org.uk/jonathan



MARK YOULES WAS ONE OF THE 266 TASKINGS WE RECEIVED IN JULY, OUR BUSIEST MONTH IN FOUR YEARS.

Mark was enjoying a family camping trip when he collapsed on Southwold beach, suffering with what would later be diagnosed as a brain haemorrhage. Suffolk Accident Rescue Service (SARS) provided enhanced care at the scene, alongside the ambulance service and RNLI, and requested additional support and an air transfer to hospital. A team from Anglia One attended, anaesthetised Mark, to stabilise him further and protect his brain, and flew him to hospital. Just a few months later we were pleased to be reunited with Mark and to see him looking so well.

Mark's wife Nicola said: "The events of that day were the scariest in my life. The care and kindness Mark, myself and my family were shown at the time and all the aftercare since, has been truly amazing. I can't thank you all enough."

Read the full story online to see how your support enabled us to work alongside the other emergency services to give Mark the best chance of survival at www.eaaa.org.uk/stories

A BUMPER SUMMER OF EVENTS!

This summer, it felt good to be back. Events were back, volunteers were back, Trek 24 was back. And most of all we were back out in the community, connecting with our amazing supporters, and that's exactly where we like to be. Here are a few highlights.

TREK24 x THREE!

Following the successful launch of our 24-mile or 24-km trekking event in September 2019, we have been desperate to repeat this challenge in support of our 24/7 operation. In August, we brought the event to Suffolk for the first time for a stunning linear coastal route followed by our debut in the Chiltern Hills on 4 September, with two circular routes across the Bedfordshire and Hertfordshire border. On 12 September we were back in Norfolk, this time walking west to east, finishing at Holkham Hall. Altogether, these events raised over £103,000 with the support of 360 participants! We can't wait to run these treks again next year (in slightly different locations) so keep your eyes peeled for updates.



A very special shout out goes to Stephanie Wilson who took on the very hilly 24-mile Chilterns Challenge. At a wonderful age of 75, we believe Stephanie is our oldest (and most awesome!) 24-miler so far! Stephanie, we salute you!



CHARIOTS OF FIRE IN CAMBRIDGE

We were delighted to be picked by Hewitsons HCR Charitable Trust as the benefitting charity of this iconic relay race in the heart of Cambridge. 200 teams took part and over £40,000 was raised to help fund more CPR and defibrillator training across Cambridgeshire. To reinforce how the funds would help us save lives, our team ran passing a defibrillator instead of the usual baton! This weighed about 3kg but doctors Neil Berry, Natalie Lonsdale, Drew Welch and Jo Stevens and our CEO Matthew Jones and former patient Laura Bird made it look easy – finishing in 44th place in an impressive one hour, 16 minutes and 20 seconds!

AN INCREDIBLE LONDON MARATHON EFFORT

We had 30 people running a marathon for us on Sunday 3 October, including former EAAA patients Shaun Whiter and Laura Bird. A huge, huge thank you to everyone who took on this challenge, either in London or as part of the virtual London Marathon, together you raised over £40,000!

JAMES BOND PREMIER IN NORWICH

A huge thank you to Stratton Motor Company and Smith & Pinching for organising a black-tie charity screening of *No Time To Die* in September. Guests (and some of the crew) enjoyed the opportunity to get dressed up and have their picture taken with some of the cars used in the film! Altogether the night raised over £40,000, so a huge thank you to everyone who made the evening possible.



SHOUT OUT TO OUR AMAZING VOLUNTEERS!

Our incredible volunteers helped EAAA to attend 89 events, cheque presentations, talks and bucket collections all across the region between late May and the end of September. Thank you! September was without a doubt the busiest month as we held a number of collections to celebrate Air Ambulance Week as well as supporting the Trek 24 challenges, the North Norfolk Coastal Marathon and Chariots of Fire. Across the three Trek 24 events alone volunteers dedicated approximately 465 hours of their time, which saved the charity over £4,000!



THANK YOU TO OUR AMAZING COMMUNITY!

A RECORD-BREAKING LAP OF ANGLIA!

This year's Adrian Flux Lap of Anglia, a four-day cycle challenge in August all around the area we cover, has raised a phenomenal £51,268 for EAAA. Amongst the 70+ riders this year were two familiar faces! Zoe Harris, one of our Community Fundraisers, and former patient Chris Marshall, whose story was included in the last issue of Lift Off. Chris alone raised over £7,000 to thank EAAA for saving his life. A huge thank you to everyone who took part and to the organisers and sponsors.

OVER A DECADE OF SUPPORT FROM ISLEHAM HORSE TRIALS

An incredible £8,000 was raised at this year's Isleham One Day Event for EAAA and since 2010, these horse trials have raised more than £50,000 to keep our helicopters flying! Jackie Seddon, one of the event organisers, credited EAAA for our "wonderful service to the rural community".



LOTTERY FUNDRAISERS TAKE ON A SKYDIVE!

In June five of our lottery fundraisers jumped out of a plane and raised over £3,000 for EAAA! Congratulations to Matthew Robbins, Steve Pritchard, Graham Alexander, Louise Woodward and Reuben Fox for this incredible achievement.

AJN STEELSTOCK DONATE ALMOST £20,000!

Former EAAA patient, Harry Sage (pictured left), was involved in a life-threatening accident in the workplace in 2018. Thankfully Harry survived his injuries and has made a fantastic recovery. As well as being well supported by his employer since the accident, Harry has become a fantastic ambassador for the EAAA! You may have read about his story in a previous issue. This summer, we were thrilled to see Harry and his work enter a large team into our Suffolk Trek 24 challenge in August, raising an incredible £9,270 for EAAA. AJN Steelstock have since match-funded this with a £10,000 donation and will continue to support EAAA as their Charity of the Year.



THE BIG DINO MIGRATION FROM HELIMED HOUSE TO DIPPY IN NORWICH CATHEDRAL!

A huge thanks to Nigel Fromage and his team of dinosaurs who arranged this spectacular challenge for EAAA, raising over £1,000! Everyone taking part had their personal reasons for supporting EAAA but in Nigel's case it was because we attended his son, Jacob, in 2019 when he suffered a cardiac arrest whilst at university, aged 20. Thankfully, Jacob survived and made a full recovery. We LOVED the outfits and uniqueness of this challenge and are hugely grateful for the teams' support.



HAVE YOU SEEN CRITICAL CARE PARAMEDIC ROD OUT AND ABOUT?

Rod willingly / unwillingly volunteered to be the face of our brand new life-size tap-to-donate cardboard cut outs which are springing up in shops and cafes all over the region! Have you spotted him? If you'd like to see Rod in a local store or at an event near you to help raise vital funds for EAAA, please get in touch by emailing info@eaaa.org.uk and quote Rod cut-out Lift Off!



TAKE CARE OF THE THINGS YOU CARE ABOUT.

WRITING YOUR WILL IS EASIER THAN YOU THINK WITH THE FREE WILLS SCHEME. EAAA VOLUNTEER, SHAUN ATKINSON, SHARES HIS EXPERIENCE.

I've been a volunteer for EAAA for a few years and one of my roles is giving talks to various organisations about the charity. I always talk about the importance of gifts in Wills because at least one in four of our missions are funded this way.

After reading the Free Will Scheme leaflets I was handing out to my audience, I began to think it was about time my partner, Jane, and I did something about writing a Will ourselves. It was never very high on our agenda - we were fit and healthy, why should we worry just yet? And then I had a health scare. Straight away I decided that it's about time we made that call.

A few days later an information pack arrived with a list of local participating solicitors. We made an appointment and Jane and I started to talk about what we own and what we would like to happen to our belongings when the inevitable happened.

We arrived at the solicitor's office and were immediately made to feel at ease. We were asked several basic questions about any property, savings and other assets. We were asked about relatives and any extended family and finally, what our wishes were. The process was very straight forward, and we soon realised how much more complicated things could have worked out if we had written our own Will. There was so much we had not considered but we were guided through every part.

A few days after confirming the final details and our Wills were received. The best thing about the whole process was that there was absolutely no cost to us. Although there is no obligation to leave a gift to EAAA in our Wills, being long-time supporters and volunteers, we were more than happy to do so. Even better still, I have no problem chatting to people about making a Will and using the scheme now I have used it myself.

EAAA volunteer, Shaun Atkinson

Most people who use our free Will-writing scheme decide to leave a gift to EAAA after looking after their loved-ones first. A gift, no matter how large or small, will help us continue to deliver a cutting-edge service - giving more people the chance to not just survive but recover to live life to the full. A gift of just 1% of your estate could be the gift of life for someone who needs us in the future.

To take advantage of our Free Wills Scheme, where you can either book an appointment to see a local solicitor via the National Free Wills Network or write an on-line Will with Bequeathed, visit:

www.eaaa.org.uk/freewills

Alternatively contact us either by emailing lucy.day@eaaa.org.uk or by calling 03450 669 999.



Please feel free to contact us in confidence for further information or to request our legacy brochure.

Lottery membership application



Mr / Mrs / Miss / Other _____
 First name _____
 Surname _____

 Address _____

 Postcode _____
 Telephone _____
 Email _____

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

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



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 6,480 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 2020, EAAA received £6,033,461 in ticket sales, of which 84.52% went straight back to the charity, 1.98% was spent on prizes and 13.50% on expenses. Members must be aged 18 years or over.

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, Helmed House, Hangar 14, Gambling Close, Norwich, NR6 6EG. Licensed by the Gambling Commission: www.gamblingcommission.gov.uk. Licence number: 3319



CONGRATULATIONS TO OUR LOTTERY WINNER!

Shout out to Jackie who won £50 in our weekly lottery earlier this year! Jackie told us she wanted something really special to wear to her son's wedding, after it was cancelled last year due to Covid-19 and would put her win towards a new outfit. The wedding went ahead in August and we were delighted to receive this photo, showing the lottery win had been well spent.

Thank you, Jackie, for your continued support of the EAAA lottery and congratulations to you and your family!

EAAA WINTER RAFFLE 2021

WIN OUR TOP
PRIZE OF **£5,000!**

GET YOUR TICKETS NOW

CLOSE DATE: 07.12.2021 | DRAW DATE: 14.12.2021

www.eaaa.raffleentry.org.uk



East Anglian Air Ambulance is a registered
Charity in England and Wales, number 1083876



Together we save lives