



# YOUR IMPACT IN

## 2023-2024



*Together we save lives*

# ABOUT EAAA

## OUR INTENT

Together with our supporters, we will reach the highest possible standards of excellence and pioneer advances in out-of-hospital critical care to measurably improve patient outcomes across East Anglia.

## WHAT WE DO

East Anglian Air Ambulance (EAAA) is a Helicopter Emergency Medicine Service (HEMS) charity that provides 24/7 life-saving critical care to the most seriously injured and unwell people across Bedfordshire, Cambridgeshire, Norfolk and Suffolk - and sometimes further afield should our services be required.

From road traffic collisions to cardiac arrests to urgent medical emergencies, the charity's specialist doctors, critical care paramedics and pilots bring the advanced



**MATTHEW JONES**

Chief Executive Officer

skills, equipment and medicine of the specialist emergency department directly to the patient's side.

This, combined with quick onward transfer to the most appropriate hospital, gives every patient treated by EAAA the best possible chance of surviving and recovering from a life-threatening medical or trauma emergency.

# THANK YOU, FROM MATTHEW JONES, CEO

On May 12, 2024, at 12pm, EAAA treated its **25,000th patient**. This is testament to the collective generosity of the East Anglian community, and it provides an opportunity for us to pause and reflect on your achievements since EAAA was launched.

Since that time, thanks to you, 25,000 people – mothers, sons, fathers, daughters, loved ones – have been given the best possible chance of surviving a life-threatening illness or injury. We are truly humbled by your support. It is this, together with the dedication and hard work of our staff, volunteers and trustees, that keep EAAA flying and saving lives 24/7.

And the demand for our service continues to grow. In the last year the charity has had its busiest 12 months ever

with **2,042 patients across East Anglia** receiving treatment from our specialist doctor and paramedic critical care teams - an increase of **135 people (7%)**.

We are sincerely grateful to our many supporters during this time of economic uncertainty, and continued and remarkable generosity despite the cost-of-living pressures facing households over the last year. Like many other organisations, our costs have increased with each tasking now **costing an average of £4,250**. Our life-saving charity is reliant on public support and would simply not exist without you. Your ongoing support ensures we can continue to be there for people when they need us most.

**Thank you.**



# YEAR IN NUMBERS: YOUR IMPACT IN 2023/24



**£19m** raised to deliver  
and develop EAAA's  
life-saving service



**4 core counties**  
covered



**2,042**  
patients attended  
*(2022-23 - 1,907)*



**127,443**  
supporters



An average of **six people**  
treated every day  
*(2022-23 - five people every day)*



**1,682**  
helicopter taskings



**1,274** critical care  
car taskings



**1,125**  
night-time taskings



**26,363** trained  
in community CPR  
*(2022-23 - 18,000 people)*



**392** patients  
and families  
connected with our  
Aftercare service

"We see people of all ages, in their homes and in public places, having suffered trauma or a medical emergency. I am in awe of how resilient the patients are in their worst moments and feel very privileged to help them through that. We absolutely cannot deliver the care to our patients without every donation. You, the supporters, are this service and make everything possible. Every patient, every job, every aftercare is down to you. So, thank you!"

Dr Rachel, Anglia Two (Cambridge) crew.



# DELIVERING **OUTSTANDING** OUT-OF-HOSPITAL CRITICAL CARE

Throughout the year, with an outstanding team and cutting-edge equipment, we delivered the very best of out-of-hospital critical care to our patients. No two incidents attended by EAAA were the same, but one thing that remained constant was you. You enabled crews to provide treatment and care to people in some of their darkest moments.

The past year was EAAA's busiest on record; thanks to you our crew were able to respond to more emergencies than ever before. The most common callouts were **cardiac arrests** (26%), **road traffic collisions** (22%) and **medical emergencies** (21%).

During Air Ambulance Week 2024, we shared that EAAA crews now treat an average of **six people every day** from our bases in Norwich and Cambridge.

"I then heard the beating rotor blades of the air ambulance, and it was a very reassuring sound."

Former EAAA RTC patient,  
Bedfordshire.

## HEMS INTERVENTIONS

You enabled enhanced HEMS interventions at scene, which included:



**261** Advanced anaesthesia

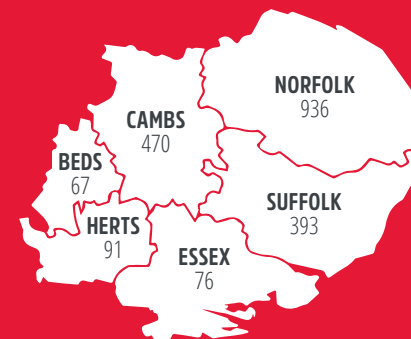


**66** Surgical procedures

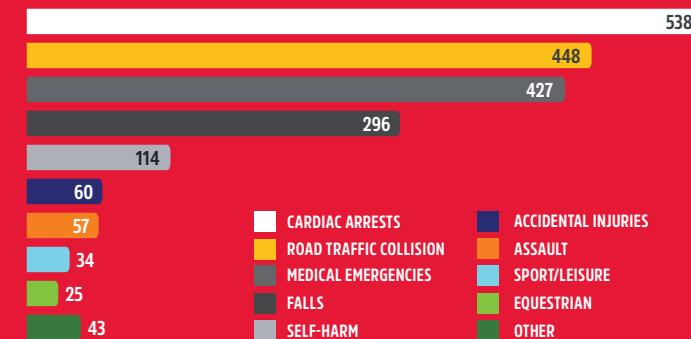


**68** Blood transfusions

## PATIENTS TREATED PER AREA



## INCIDENT TYPE





## ALBIE'S STORY

**Six-year-old Albie lives with his parents Katie and Tim and older brother Owen in North Norfolk. Albie was born with hydrocephalus, a condition which means he has extra fluid in his brain, and he has had multiple brain surgeries to fit a shunt to help drain the excess fluid. In April 2023, he needed urgent help from the EAAA crew after he contracted chickenpox.**

Albie went to bed as normal. Shortly afterwards, Owen alerted Katie and Tim that Albie was making "funny noises". They went upstairs to find Albie was having a full seizure.

His eyes were at the back of his head and arms and legs were jerking. Thinking there was a problem with Albie's shunt, Katie and Tim quickly called 999.

EAAA's Anglia One (Norwich) helicopter was tasked to support the East of England Ambulance Service at the scene. Katie says it was then she realised it was a life-or-death situation.

*"Seeing and hearing them [EAAA] land came with a mixture of emotions; relief that the extra help was coming but petrified that it was needed," she said.*

At the scene EAAA's Dr Toby administered advanced medication and intubated Albie.

Dr Toby says, *"We deliver rapid critical care interventions at the scene of incidents because our team contains doctors and critical care paramedics working together. These interventions are not available from the ambulance service alone. In Albie's case, we were able to deliver an anaesthetic hours earlier than would have been possible otherwise, stopping Albie's seizures. In essence we brought the intensive care unit to Albie outside his home."*

Albie was transferred by air to Addenbrooke's Hospital, a specialist neurological centre. The flight only took 30 minutes, while the drive from the family home would have taken in the region of two hours. At hospital, Albie's shunt was checked, he was given antibiotics and diagnosed with Epilepsy.

*"The EAAA crew were with us so quickly that night; their advanced drugs made a big difference. The speed of getting Albie to a specialist hospital too was crucial. It could have been a different story otherwise. The advanced skills, equipment and medicine of EAAA gave him the best possible chance and our family is so grateful to the crew and to the supporters of the charity who made it possible. We can't thank you enough."*

Katie, Albie's mother.

**KATIE, ALBIE,  
OWEN & TIM**

Former patient  
with family



## SUPPORTING PATIENTS AND FAMILIES WITH THEIR RECOVERY JOURNEYS

EAAA's service to local communities goes far beyond the critical care it brings to the incident scene. The charity's Aftercare Team of specialist clinicians provides emotional and practical support to patients and their families in the turbulent aftermath of their life-changing incident, helping them make the difficult transition back to daily life.

The service also extends to bereaved families and members of the public who witness medical or trauma emergencies.

**Over the last year, your support has enabled 392 new patients and their families to connect with our Aftercare service, helping hundreds of people on their journey to recovery.**

### MARK YOULES

Former patient  
with family



# EDUCATING, RAISING AWARENESS AND TRAINING THE COMMUNITY IN **LIFE-SAVING SKILLS**



**We are committed to improving the likelihood of good patient outcomes through the delivery of high-quality clinical education and training in our communities.**

## ACADEMY OF PRE-HOSPITAL EMERGENCY MEDICINE

During 2023-24, EAAA brought its clinical training together under the Academy of Pre-Hospital Emergency Medicine (PHEM). Through this, the charity aims to pioneer advances in pre-hospital clinical education and innovation to measurably improve the outcomes of all patients.

Our training programmes focus on areas where EAAA clinicians have specialist in-depth knowledge and experience, including:

- Advanced Life Support (ALS)
- Point of Care Ultrasound (POCUS)
- Specialist Percutaneous Endovascular Aortic Resuscitation (SPEAR)
- Pre-Hospital Surgical Skills
- Post Graduate Certificate (PGCert) in Pre-Hospital Emergency Medicine (delivered in partnership with the University of East Anglia (UEA))



## 26,000 TRAINED IN CPR AND DEFIBRILLATOR USE

You empowered more people in your community to learn how to start the chain of survival.

Cardiac arrest patients are the single largest group of patients attended by EAAA. In **2023-24** this equated to **538** people. Recognising the vital role that bystander CPR plays in the cardiac arrest chain of survival, EAAA substantially developed the scope of its community CPR and defibrillator training programme this year.

The out-of-hospital cardiac arrest survival rate in the UK is around **8%** if only resuscitation/CPR is attempted but if a defibrillator is also used within the first 3-5 minutes, the chances of survival can more than double.

In **2023-24**, EAAA trained **over 26,000 people** through a combination of paid training, staff and volunteers. The charity has also embarked on the next phase of its plan to scale up its efforts by beginning to trial a quality assured ‘train-the-trainer’ programme in schools, thereby achieving the multiplier effect that will ensure whole generations of children enter adulthood with these skills well established. We aim to train **100,000** members of the public a year in the East of England by **2029**.

“We are working together to reach as many people as possible with one simple message. Dive in, try CPR, find a local AED and, perhaps, save someone’s life. The worst has already happened, and their lives are literally in your hands. You might just make someone else the luckiest person alive.”

**Dan Gilkes**, Suffolk,  
CPR volunteer and former cardiac arrest patient.





# MARION'S STORY

**One evening in December 2023, Marion, age 77, from Cambridgeshire, was at home watching television when she told her husband, Andrew, that she was feeling unwell. A short time later, she suffered a cardiac arrest. Marion's survival depended on her husband and their neighbour, Dave, who had learned emergency first aid skills – including CPR – as a farm manager but had recently refreshed them with EAAA.**

Andrew knocked on Dave's door and asked for help. He had called 999 as Marion, on feeling unwell, had gone to bed to rest but soon began to feel worse. At around 8:40pm, she said to Andrew that she thought she might be having a heart attack.

A heart attack can lead to a cardiac arrest, a life-threatening medical emergency. Recognising this as a possibility, the 999-call handler asked Andrew if somebody could fetch the nearest community defibrillator. Dave rushed to collect one; it was just 150 yards away. By 9:10pm, Marion became worse, though she was still conscious and breathing, but Andrew and Dave put the defibrillator pads onto her in case she deteriorated further and went into cardiac arrest. This is exactly what happened just moments later.

Dave commenced chest compressions and followed the instructions given by the defibrillator, which delivered three shocks to Marion.

*"Then she began breathing on her own again," Dave says.*

A land ambulance arrived, shortly followed by EAAA's Anglia Two (Cambridge) crew of Doctor Claire and Critical Care Paramedic (CCP) Josh by critical care car. Dr Claire and CCP Josh worked with the team from the ambulance service to stabilise Marion. They also administered advanced pain relief, medication which is over and above what the ambulance service carries.

Dr Claire accompanied Marion by land ambulance to Papworth Hospital, where she had immediate scans followed by surgery to fit a stent. She then spent six days in hospital before continuing her recovery at home, including a quiet Christmas with Andrew.

*"I was unlucky to have a cardiac arrest, but I had lots of luck in having such a good neighbour," Marion says. "Everyone should do CPR training. I wouldn't have survived otherwise."*



**MARION, DAVE AND ANDREW**

Former patient, alongside her neighbour and husband



# RESEARCH, AUDIT, INNOVATION AND DEVELOPMENT GROUP

You have helped to rewrite the story for patients across the region before EAAA crews even arrive on scene.

Through the work of the EAAA's Research, Audit, Innovation and Development (RAID) Group, we aim to pioneer advances in pre-hospital clinical research by developing new treatments, equipment and skills through trials, extensive research, evaluation and by using the latest cutting-edge evidence in Pre Hospital Emergency Medicine (PHEM).

This supports EAAA to monitor and continually improve our service to the people in our region. Our ultimate aim is to improve emergency care for all patients.



## RAID IN 2023-24:

We're trialling new ways to improve survival rates for people suffering an out-of-hospital cardiac arrest, which are currently below 10% nationally. EAAA launched a first in UK research study, supported by and undertaken in partnership with Queen Mary University of London. The 'ERICA' (Emergency Resuscitative Endovascular Balloon Occlusion of the Aorta in Cardiac Arrest) trial assesses the feasibility of using a special balloon device to help resuscitate patients who have suffered a cardiac arrest. We hope that by increasing blood pressure and blood flow to the heart and brain, we might improve outcomes for patients.

Eight research papers have been published in peer-reviewed journals, all focused on service innovation and improving patient outcomes.

We have delivered nine oral and poster presentations the European Emergency Medicine Congress 2023, the Faculty of Pre Hospital Care Conference 2023 and Retrieval 2024.



# THE LIFE- SAVING POWER OF YOUR SUPPORT



Behind every call out, each helicopter landing, each critical care car response and every patient attended is a donor, a volunteer, or a fundraiser. Every single task attended by EAAA shows the strength of your support.

We continue to be humbled by your heartwarming response to protecting your local air ambulance. Your determination and kindness has given local people the very best possible chance of survival and recovery against the very worst odds.

- Lottery players contributed **£6.6m** of the charity's income, helping to deliver and develop our life-saving service.
- Fundraisers in our communities held events, collections, took on personal challenges, and tackled EAAA flagship events, including Trek 24 and Only The Brave, raising **£1.27m**.
- Gifts from individual, corporate and major donors have helped to strengthen our operational resilience and ensure our crews are able to respond to the most pressing medical emergencies.

- Gifts in Wills fund more than **one in four** of our life-saving tasks. These exceptional, kind gifts help to sustain your air ambulance for future generations.
- Navigator donors each fund at least **one mission per year** – your kindness keeps families and communities together.
- The 258 regular and 613 occasional volunteers make a significant and ever-increasing contribution to EAAA in so many ways. Through the hours they gave in 2023-24, volunteers funded the equivalent of **52 taskings**, which equates to over **£195,000**.

However you choose to support EAAA, having you behind our crews every step of the way means they can not only attend people in some of their darkest times, but research and develop interventions and innovations in pre-hospital emergency medicine – treatments that could improve outcomes for more people.

**You make everything we do possible.**

**Thank you.**



# JONATHAN'S STORY

Everything changed for 36-year-old Jonathan when he suffered a life-threatening brain haemorrhage and three aneurysms in the middle of the night at his home in Peterborough.

Jonathan lived alone but was able to call 999 before losing consciousness. On arrival, emergency services had to break the door down to gain access to Jonathan's home and immediately called for the advanced care from East Anglian Air Ambulance.

The critical care interventions that the EAAA crew provided at scene were essential steps in helping to give Jonathan the best possible chance of survival, when his life hung in the balance. He was given an emergency anaesthetic, before being intubated and ventilated and then transferred to Addenbrooke's Hospital, the region's Major Trauma Centre.

After spending nine weeks in a coma and undergoing neurological surgery, Jonathan began a long road to recovery, working hard on his rehabilitation. He remains extremely grateful to EAAA and supporters of the charity.



JONATHAN MORAN

Former patient

"I now think of life differently. The help from everyone, including EAAA, has meant so much to me and my friends and family. The Aftercare support since has been excellent - and vital for me. I only have lovely things to say; I'm over the moon and full of praise for everything EAAA has done."

Jonathan Moran, Former EAAA patient.





**ALBIE, RUTH, IAN,  
TERRY & SAM**

Former patients and  
family members



"My favourite part of my role is seeing that a difference has been made to patient care and meeting patients once they have recovered. If it wasn't for all the donors, fundraisers and supporters, we really wouldn't have this fantastic service; EAAA is truly the people's air ambulance."

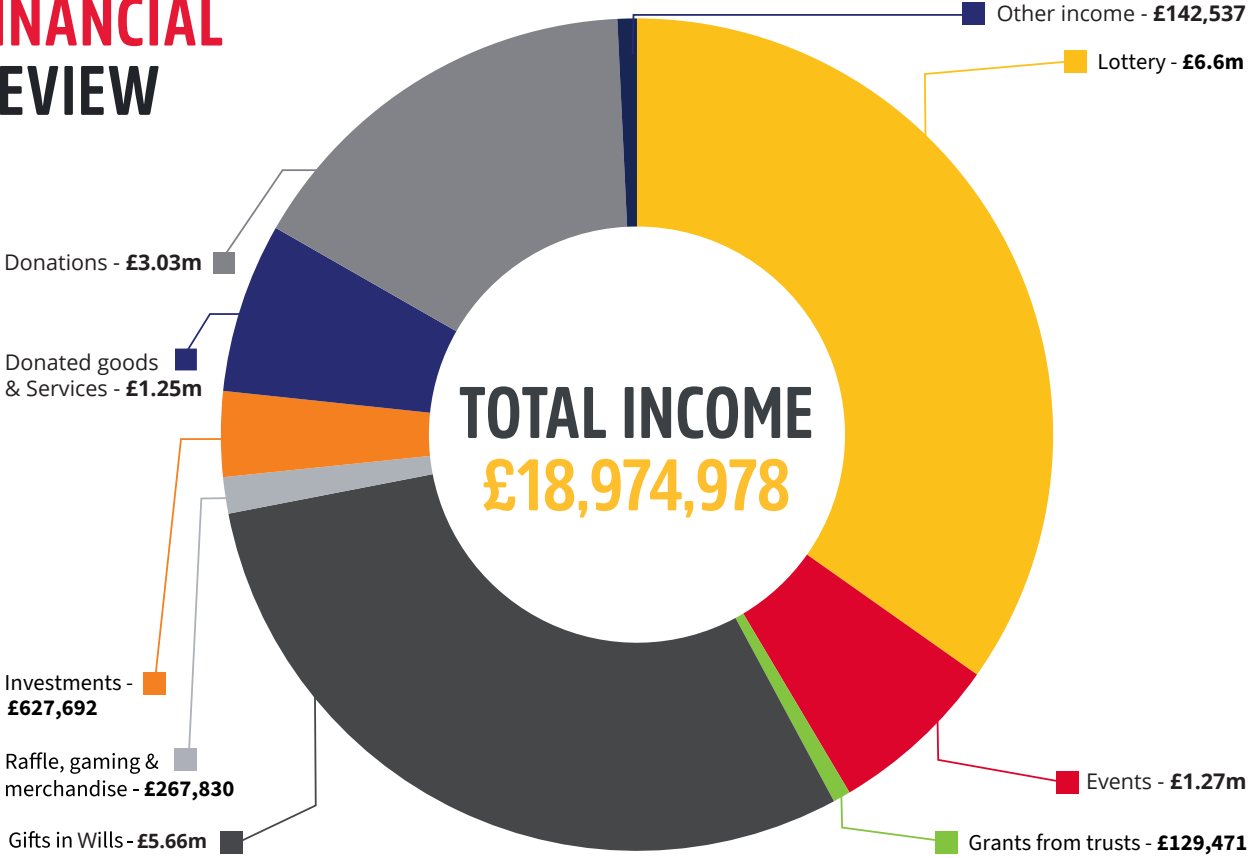
EAAA Critical Care Paramedic Rod

## LIVES **SAVED** BY YOU

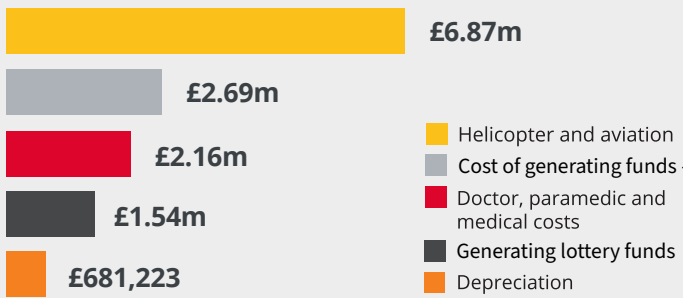
Together, we continue to push the boundaries in out-of-hospital critical care 24/7, to give everyone the best chance of surviving and recovering from a life-threatening emergency.



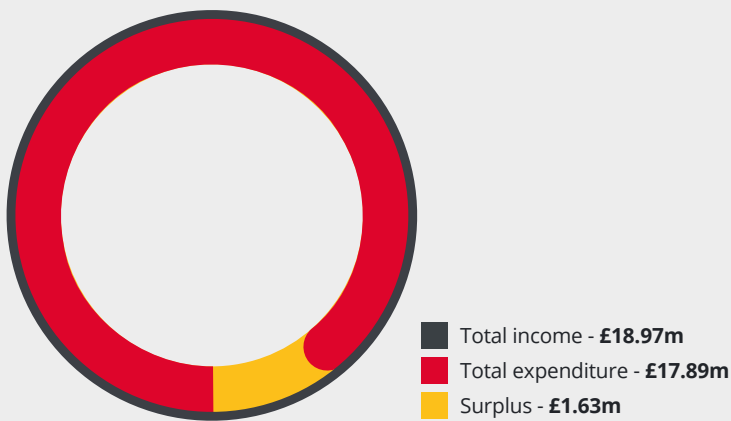
# FINANCIAL REVIEW



## EXPENDITURE



## INCOME VS EXPENDITURE



## RESULTS FOR THE YEAR

Despite economic headwinds and global uncertainty, EAAA remains in good financial health. The charity's financial position continued to be affected by inflationary pressures and the impact of supporters having less disposable income, however our fundraising performed well against budget, and was bolstered by higher-than-expected investment gains of £0.5m (2023: £0.01m) and challenging-to-predict legacy income of £5.7m (2023: £5.4m).

Total income for the year was £19m (2023: £18.6m), which supported increased expenditure on our charitable activities and investment in fundraising activities, which totalled £17.9m (2023: £16.8m). The overall result, after the gain on investments, was a surplus for the year of £1.6m (2023: £1.9m).





## A HEARTFELT THANK YOU

EAAA serves a community of over three million people in a variety of different landscapes. This includes our coastline, town and cities, rural locations such as woodland and agricultural areas, and the vast road network which stretches through Bedfordshire, Cambridgeshire, Norfolk and Suffolk.

EAAA receives no regular government funding and relies almost entirely on public donations. **You continue to inspire us with your kindness and generosity every single day.**

**Thank you.**



*Together we save lives*

**www.eaaa.org.uk**  
**03450 669 999**

**Registered office**

East Anglian Air Ambulance,  
Helimed House, Hangar 14,  
Gambling Close,  
Norwich, NR6 6EG



Registered with  
**FUNDRAISING  
REGULATOR**

Registered Charity in England and Wales.  
Registered Charity Number 1083876.

