



Impact Report

2022-2023



Together we save lives

Welcome to East Anglian Air Ambulance's (EAAA) Impact Report 2022 – 2023.

This has been a year of growing and adapting as we continue to do the very best for the communities we serve. We are one year into our five-year strategy and I am immensely proud and humbled by everyone going above and beyond in what is an ever-changing landscape.

By most measures, EAAA has had its busiest year ever. We have undertaken more night missions, treated more patients, trained more members of the community in life-saving skills and forged ahead in our research and audit activities.

It's you, EAAA patients, supporters, donors, families, communities and volunteers who remain the driving force behind all that we do, and your achievements are nothing short of incredible. I'm pleased to be able to share some of these in this report.

By being prudent and careful with our expenditure, we spent less than we planned this year. However, with a total expenditure of £16.7m, the cost of delivering our service in 2022-23 was still 7% higher than last year. Rising costs are affecting the whole East Anglian community and more local people than ever need our help, but you have once again inspired us with your kindness and generosity.

Together, you have raised an incredible £18.6m, providing 24/7 critical care for local people and generating a surplus which will be responsibly invested to



further improve our service and ensure that we can be there for you and your loved ones long into the future.

This year's EAAA Impact Report explores the moments before, during and after life-threatening emergencies - because your impact doesn't start or end at the scene of a medical incident. Aftercare support, research, education and teaching life-saving skills in the community are all central to our life-saving strategy and are just some of the ways we save lives together.

A heartfelt thank you from myself and everybody at EAAA.

A handwritten signature in black ink that reads "Matthew Jones". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Matthew Jones, Chief Executive

Our strategy to **save lives.**

Goal one

Deliver outstanding 24/7 out-of-hospital critical care

With an outstanding team, cutting-edge tools and infrastructure, and through sustainable income, we will deliver the very best out-of-hospital critical care to our patients.

Goal two

Help patients and families during their recovery

Through advice, signposting and the opportunity to meet the crew, we will provide aftercare and support following an accident or incident which our crews attended to help aid recovery.

Goal three

Educate and raise awareness of life-saving skills in the community

We are committed to improving the likelihood of good patient outcomes before our crews arrive on scene through CPR and defibrillator training. We aim to train 20,000 people per year by 2027.

Goal four

Plan and conduct research to advance out-of-hospital critical care

Using the latest evidence behind cutting-edge out-of-hospital critical care, we aim to continually improve our service through the development of new treatments, equipment, and skills.

Goal five

Collaborate and develop mutually beneficial partnerships

Only together can we develop and deliver this local life-saving service. Through partnership working with our aviation partners, East of England Ambulance Service Trust and other emergency services, neighbouring air ambulances and other charities, we will optimise out-of-hospital critical care in East Anglia.

Goal six

Protect and enhance EAAA's reputation

Our reputation is the foundation upon which everything is built. Through integrity, good governance and excellence in all we do, we will give everyone the best possible chance of surviving and recovering from a life-threatening emergency in East Anglia.

You are empowering communities.

In 2022-23, one in four of the medical emergencies to which we were tasked were cardiac arrests.

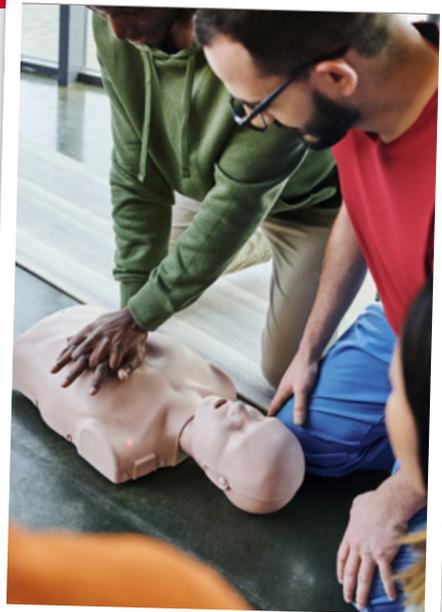
In these situations, early intervention is vital to the patient's chances of survival and recovery. We aim to ensure local people suffering an out-of-hospital cardiac arrest receive quality early CPR to provide the best possible patient outcome. Our community training programme provides the public with life-saving skills and confidence to act when every second counts.

During this period, according to figures from the Resuscitation Council, the East of England has a 66% rate of bystanders performing CPR, which is 23% above the national average and also 11% up for this region compared to 12 months ago.

This year we had the immeasurable pleasure of meeting four local people whose lives were saved by the fast action of bystanders trained by EAAA's team. Thanks to your support, more people in our region are equipped with the skills to save a life, ultimately helping more local families to stay together.

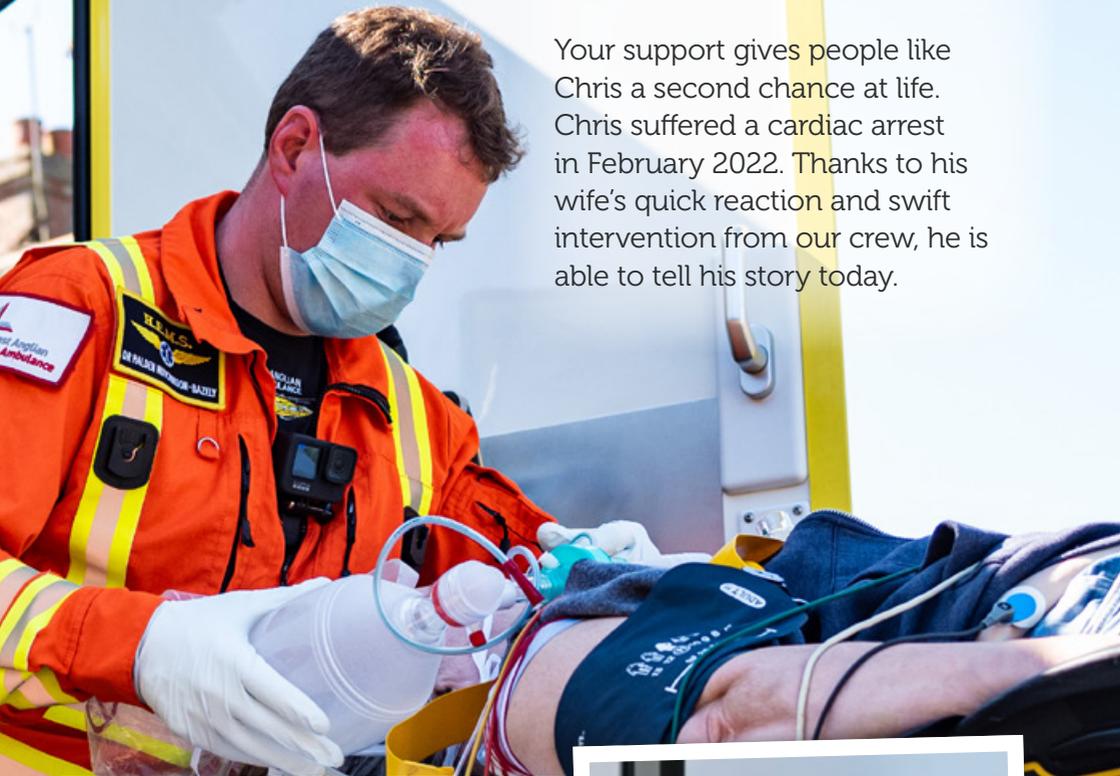
“ This was an excellent session this morning. A huge thank you to EAAA. I went to the session with very little knowledge on this but came away knowing how I could help to save a life with two very easy-to-learn essential skills. ”

Angela, Aviva employee.



You are saving lives **24/7.**

Your support gives people like Chris a second chance at life. Chris suffered a cardiac arrest in February 2022. Thanks to his wife's quick reaction and swift intervention from our crew, he is able to tell his story today.



“ 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! However, it's not just my wife that helped save my life that day, it's the medical crew and supporters of EAAA who saved me too. ”

Chris Bergdahl, cardiac arrest patient.



You are providing outstanding out-of-hospital critical care.

From bases in Norwich and Cambridge, EAAA crews comprise a specialist doctor and a critical care paramedic, both with advanced pre-hospital emergency care training, and two highly experienced pilots provided by our aviation partner, Babcock International.

This powerful combination of skills, which your support makes possible, gives our patients the very best chance of survival and recovery against the very worst odds. For many people, this can mean a second chance at life itself, and a future together with their loved ones when all seemed lost.

In 2022-23, thanks to you, we were there for more local people than ever before.

“ There is no doubt that working in this environment has its emotional and heart-wrenching days, but these are balanced with good news stories, positive outcomes, thank you cards, patient visits and aftercare and an overwhelming sense of community and camaraderie.

This is all thanks to you, the generous people of East Anglia who keep us in the air and on the road. Thank you. ”

Critical Care Paramedic,
Luke Chamberlain *(pictured below)*



You are providing support when people **need it most.**

When you support EAAA, the service you provide to local communities goes far beyond the critical care brought to the incident scene. We constantly strive to do our best for those we serve – that’s why our Aftercare team of experienced nurses and paramedics provide invaluable support to local people and their loved ones in the turbulent aftermath of their life-changing incident, helping them make the difficult transition back to daily life.



“ My base visit helped me to fill in the blanks in my memory after the accident and to thank all those involved for their fantastic work helping me. I also found out how much EAAA do which was very interesting; I had no idea. ”

EAAA patient supported by Aftercare.

“ My incident was so traumatic. I am so thankful for the care I received, and I will forever be grateful. ”

EAAA patient supported by Aftercare.

Your **impact.**

You helped us to treat **1,907** local people. **107** more than our previous busiest year.



2,795
emergency
responses.



10% more call outs
than last year.



17% increase in
night taskings.



18,000 people
taught life-saving
skills.



94 emergency
blood transfusions.



450 patients and
family members
connected with our
Aftercare team.



You've helped to shape the future of out-of-hospital cardiac arrest care. By supporting our research team to publish new findings, deliver high-quality education for fellow clinicians, and develop and test innovative treatments, you are improving outcomes for cardiac arrest sufferers.

"It is thanks to the support of the public that we are able to lead the way with these innovative interventions to benefit the local community when they need us most."

Dr Jon Barratt, EAAA Doctor.

Your support.

“ I feel I light up when I'm given the opportunity to talk about and be involved with this superb charity. The rewards and friendships made from volunteering are not definitely to be missed. ”

Gill, EAAA Volunteer.



“ I have challenged myself to walk and cycle 1,000 miles this year to raise money for East Anglian Air Ambulance because they helped my friend. ”

Isaac, age 10 (pictured left).

We have seen incredible support from people in the community who continue to go above and beyond to fundraise, volunteer their time, take part in events and be an ambassador for EAAA.

Over 250 EAAA volunteers donated 10,000 hours of their time to support the charity last year. That time is the equivalent cost of nearly £150,000 or 38 life-saving missions.

Our fantastic EAAA lottery players have collectively contributed nearly £7m to our income last year. That's over a third of the total amount we need to develop and deliver our life-saving service.

For the second year running, one in three emergency responses was made possible by supporters who left gifts in their Wills to EAAA, an incredible testament to their generosity of spirit.

“ It is very satisfying to know that every penny raised is going towards saving another life. ”

James, Trek 24 participant.



Income from Trusts and Foundations enabled our Operations Team to maintain an 'Emergency Equipment Fund' to swiftly replace damaged or faulty equipment and maintain our full service.

Vital projects such as 'Blood on Board' and the purchase of new Rapid Response Vehicles were made possible through generous individual donations. Our regular donors – including our amazing Navigator supporters who each donate the cost of at least one mission each year – collectively funded over 180 callouts.

Thank
you.





We will continue to push the boundaries in out-of-hospital critical care to give everyone the best chance of surviving and recovering from a life-threatening emergency - and we invite you to continue to join us on this journey.

However you wish to be involved, you can save lives in 2023-24 - and beyond. Our work is only possible thanks to your kindness and generosity, thank you.

Together we save lives



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