

LIFTOFF

MAGAZINE

#55, MARCH 2020

Together we save lives



**CELEBRATE 20
YEARS TOGETHER**
AT THE NORFOLK
SHOW BALL **P.16**

WE'RE A BIG STEP CLOSER
TO GOING 24/7 **P.4**



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

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Charity Number: 1083876

Editor: Kat Lawson-Phillips

Design: Liam Carter

Print: Blackwell Print

Cover image: Anglia two at Hengrave Hall
Credit: Ivor Linington



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Left to Right: Gemma Mckail, Ruth Sidebottom, Barbara Stapleford, Lucy Whigham and Jenny Mitchell

WELCOME to Lift Off #55

staff members, from many different departments, bringing their own areas of expertise into one amazing team.

It's been a busy start to 2020 for us, with the biggest change being we have now officially moved out of our base at Hangar E in Norwich so that we can move forward with our plans to become 24/7 by helicopter. Find out more on the next page! We are also pleased to have two new fundraising events for 2020, a brand new Trek 24 walk in Bedfordshire (p21) and a charity ball in June to help us celebrate 20 years of saving lives! (p16)

They will be dealing with all inbound queries via email and telephone, thanking and processing donations, sending out fundraising ideas packs and making calls to all our fantastic event participants (supported by a group of amazing volunteers) plus much, much more.

To enable us to do this effectively, we have merged several general email addresses and phone numbers, all now streamlining into: info@eaaa.org.uk and 03450 669 999 which are answered by this team.

In January we also saw the launch of EAAA's newest team – the Supporter Engagement Team, above. The Supporter Engagement Team are here for you and will now be the first point of contact for all supporters and donors, allowing the team to deliver exceptional customer care, which we hope reflects our exceptional supporters! The team has been made up of existing

The Supporter Engagement Team is available Monday to Friday from 08:30 – 17:30. Please give them a call or email to say hello!

We hope you enjoy this issue of Lift Off and look forward to hearing from you soon!

STOP THE PRESS!

In the run up to print we've hit a milestone of being tasked **28,000** times, since our launch in 2000!

IN THE NEWS.

WE'RE A BIG STEP CLOSER TO GOING 24/7 THANKS TO YOUR SUPPORT!

Building works have now started at our Norwich base to renovate and extend our HQ, making sure we are fit to fly 24/7 from Norwich from early 2021.

The new office space will also enable us to have state-of-the-art training facilities for our crew, larger office space to future proof our organisation and a brilliant community hub, where we will be able to deliver even more CPR training.

One of the hugely important aspects of this development is that EAAA has become a property owner for the first

time, meaning we are developing a real asset for the charity and will become more efficient and sustainable going forward.

Purchasing the land for our Norwich operation and the building works for the new and improved base will cost almost £7 million, but thanks to generous legacy donations which have been prudently invested by our savvy Trustees, we have been able to plan and pay for this out of our reserves.

So, from all of us at EAAA, we'd like to say a huge **thank you** to everyone who has supported us and helped us to get to this very exciting point in our history.

A FULLY 24/7 OPERATION BY RAPID RESPONSE VEHICLE FROM MARCH 2020

Thanks to the arrival of two new Volvo XC90 rapid response vehicles (RRVs), we are extremely pleased to announce that we are now fully 24/7 by car from both of our bases.

This means we can deliver the same level of expertise, equipment and care as we provide on the helicopter 24/7 from Norwich and Cambridge, by car, for the very first time. One of the RRVs was fully funded by a one-off government grant, the other was kindly funded by our supporters and two charitable trusts.



Volvo XC90 with full EAAA livery

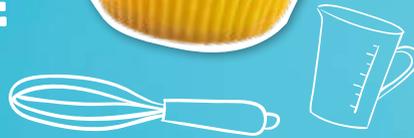
In Autumn 2019 we went 24/7 on the RRV with a doctor and critical care paramedic (CCP) from Norwich seven days a week, and are very pleased to be able to now roll this out in Cambridge from March.

Andrew Downes, CCP and Head of Service Improvement and Clinical Quality, said: "The demand for our RRV night crews in Norwich has provided us with crucial evidence that we need to provide a 24/7 helicopter operation for the region, but also that the RRV is in itself an excellent way to quickly get our highly-skilled teams to patients when the helicopter is offline or when it is quicker to travel by road than by air during the day."

In 2019 we attended 961 missions by RRV, with 593 of these at night.

SAVE THE DATE GET UP AND GO YELLOW!

THU 4 JUNE



Wear yellow, eat yellow food, put up yellow decorations, hold a yellow themed quiz or game in your workplace or school and help raise funds and awareness for EAAA!

Your support will help us to save lives like Annabel's. When Annabel was three she suffered a cardiac arrest at her pre-school. She received instant first aid and CPR but needed critical care and air-lifting to Addenbrooke's Hospital to save her life. Here she is 18 months later, fit, well and taking part in Get Up and Go Yellow.

With your support, we can help save more lives like Annabel's.

Request your fundraising pack today by emailing info@eaaa.org.uk or calling 03450 669 999



VOLUNTEER celebration event

On Saturday 1 February we held a celebratory event for all of our wonderful volunteers. Fifty eight joined us in Thetford on the day as we celebrated the important role of volunteering in the work of EAAA, as well as thanking each of them for the part they play in keeping our helicopters flying and saving lives.

This was an opportunity for us to say a huge "thank you" to those individuals for their vital support and for the volunteers themselves to get together and have a good time. Over the course of the day we planned a variety of activities, from talks from our CEO Patrick Peal and ex-patient Carolyn Skipper to an EAAA-themed quiz and Bake Off-style competition! We also thanked those who have dedicated years to volunteering with us by giving out much-deserved long-service certificates.

The day was attended by volunteers from North Norfolk all the way down to Bedfordshire, and really captured all the different ways in which volunteers support EAAA. From those who attend events and look after collection boxes on our behalf, to those who support our Aftercare team and our volunteers who deliver life-saving CPR and First Aid training, they all play a vital role.



Photo credit: @chrisarnold909 Instagram

There are loads of reasons to get involved in volunteering at EAAA; to name but a few, it's a great way to meet new people and try new things and it's brilliant for your mental and physical health. Everybody gets involved for different reasons – so if you haven't done so already, why not!?

This event was one of the many ways in which we hope to create a fantastic place to volunteer. We're always keen to hear from new people so if you're interested in finding out more, please get in touch at info@eaaa.org.uk.

REPHILL TRIAL.

Andrew needed an urgent blood transfusion

EAAA is proud to be part of the RePHILL Trial, run by the University of Birmingham, the first clinical trial of its kind in the UK to study the pros and cons of giving blood to trauma patients pre-hospital.

As blood is a valuable and limited resource, the trial is needed to understand more about how blood is used and provide evidence-based data about the types of patients who benefit most. The trial will also look at if more or less blood is required in total if blood is given at-scene versus in hospital.

To prevent biased results, the blood boxes are randomly packed so that some contain blood and some contain saline, salty water solution. The team do not know which product they have before they decide to give blood.

Since joining the trial in 2018, EAAA have recruited 81 patients to the trial, one of them was Andrew Walker.



Andrew Walker at the EAAA Norwich base with his silver blood donor card.

Andrew Walker, 56 from Diss, is one of the EAAA patients who needed blood and has contributed to the RePHILL trial. A keen motorcyclist, Andrew has been donating blood for almost twenty years and has donated more than 34 times.

In August, Andrew was on his way home from Diss train station after a night shift when he collided with a stationary car. He went into the handlebars of his scooter and suffered major internal injuries. The ambulance crew that were first on scene quickly radioed for the air ambulance as they could see that Andrew was losing a lot of blood and needed critical care.

Anglia One, flown by pilots Steve Norris and Rob Gleave, carrying Doctor Nicola Ebbs and Critical Care Paramedic (CCP) Rod Wells, was activated at 08:31, 19 minutes after the 999

call was made, and were on scene just 17 minutes after being tasked.

CCP Rod used the ultrasound to check Andrew for internal bleeding and the team quickly determined that Andrew needed a blood transfusion; a potentially life-saving procedure that EAAA can provide at scene. Doctor Nicola sedated Andrew to help manage his pain and to assist with his breathing and started the blood transfusion.

Andrew was then flown to the Norfolk and Norwich University Hospital for emergency surgery. He had ruptured his spleen and liver and had major internal bleeding. Andrew's spleen was removed, and he was admitted to intensive care for several days.

In total, he was in hospital for almost two weeks, but soon was able to continue his recovery at home.

Andrew said: *"I'm so grateful to the ambulance and air ambulance teams who treated me and made sure that I received the very best care. I feel very lucky that my injuries weren't worse, and I have been able to recover relatively quickly with the help of my family. Being a regular blood donor, you go and give blood with never a thought that one day you may need it yourself. I would always encourage anyone that can give blood to do so."*

We are grateful for the Norfolk Blood Bike charity who deliver the blood to our base every day.

By playing the EAAA Raffle, you will be helping to save lives like Andrew's in our region and contributing to saving thousands more across the UK through supporting clinical research projects like this one.

EAAA Raffle

In 2019 our raffles and merchandise raised over £390,000 to help our crew continue saving lives across East Anglia. We run three raffles a year, each one raising an average of £130,000. We'd like to say a big thank you to those who supported our raffles last year and wish you the best of luck for 2020.



With a star prize of £3,000, be sure not to miss out on your chance to win by ordering your tickets for our spring raffle now by calling 0330 002 0268 or going online at: www.eaaa.org.uk/raffle (you must be over 16 to enter)

WHAT'S COMING UP.

EAAA events

11 APRIL - EASTER EGG TRAIL AT SANDRINGHAM

Find the clues hidden around the beautiful Sandringham Estate and win a prize! Free parking will be available on the day. This event is organised by the Priory Rotary Club of King's Lynn in aid of EAAA.

16 MAY - BIG LEAAP

Beccles Airfield, Suffolk or Sibson Airfield, Peterborough

We are looking for 50 daredevils to come together for this exhilarating tandem skydiving challenge!

16 MAY - WE REMEMBER WALK

Elveden Estate, Thetford (16:00 - 18:00)

Join us in remembering lost loved ones together at our annual memorial walk near Thetford Forest. We will walk through the tranquil woodland to reach the memorial bench, where we will listen to a few words from humanist celebrant John Wilkinson, followed by the scattering of wildflower seed. There is no charge to take part. To RSVP call 03450 669 999 or visit our website.



For more information on all of the above events, head to www.eaaa.org.uk/events

4 JUNE - GET UP AND GO YELLOW

Save the date and don't forget to tell your friends, family and co-workers! We want to see as many people in the region 'Go Yellow' on the 4 June as possible. Send us your photos on the day!

26 JUNE - NORFOLK SHOW BALL

Norfolk Showground, Norwich

Help us celebrate 20 years of saving lives at the Norfolk Show Ball. Tickets are £75 per person and the theme is Magnificent Men and Women and their Flying Machines!

5 JULY - SALLE PARK ESTATE OPEN GARDENS

Reepham, Norfolk (10:00 - 16:00)

Visit one and a half acres of working kitchen gardens and four acres of formal pleasure gardens with roses beds, topiary yews and specimen trees. Entry fee £5 adults, Children free. 100% will go to EAAA.

11 OCT - ROYAL PARKS HALF MARATHON

This stunning central London Half Marathon takes in some famous landmarks on closed roads, and four of London's Royal Parks - Hyde Park, The Green Park, St James's Park and Kensington Gardens. Join the team and secure your place with East Anglian Air Ambulance! **Registration fee:** £25, **Fundraising target:** £350



AVIATION AREA.

What it's like to fly for EAAA

We asked Martin Polding, one of the Captains at the Cambridge base and Regional Manager for all of our pilots, what it's like to fly for EAAA.

What do you like most about helicopters?

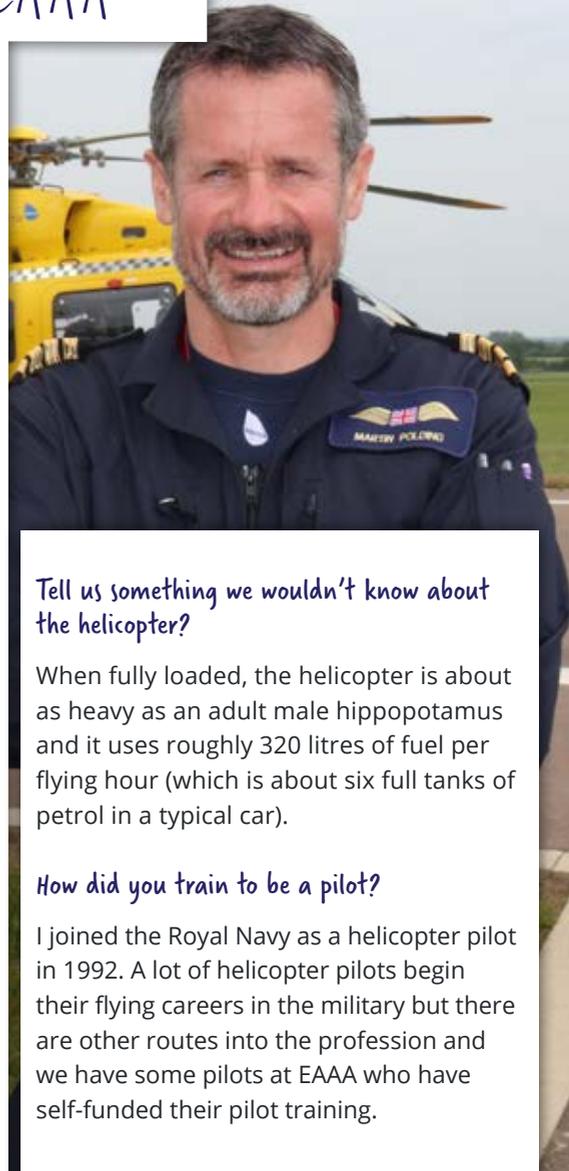
From the very first time I tried, unsuccessfully, to hover a helicopter - I knew it was the job for me. I enjoy that feeling of freedom you get and being able to come to a hover and land practically anywhere.

What's the hardest part of the job?

From a professional standpoint, the hardest part of the job is flying night missions. There is a higher level of risk at night, particularly avoiding hazards such as power lines and masts. We use state of the art night vision goggles to help mitigate the risks, but it still requires a high degree of concentration and discipline.

What's your favourite part of the job?

The best bits of the job for me are working as part of a close-knit team and getting out and about helping people in the community. The job never gets old and every mission has its own unique set of challenges.

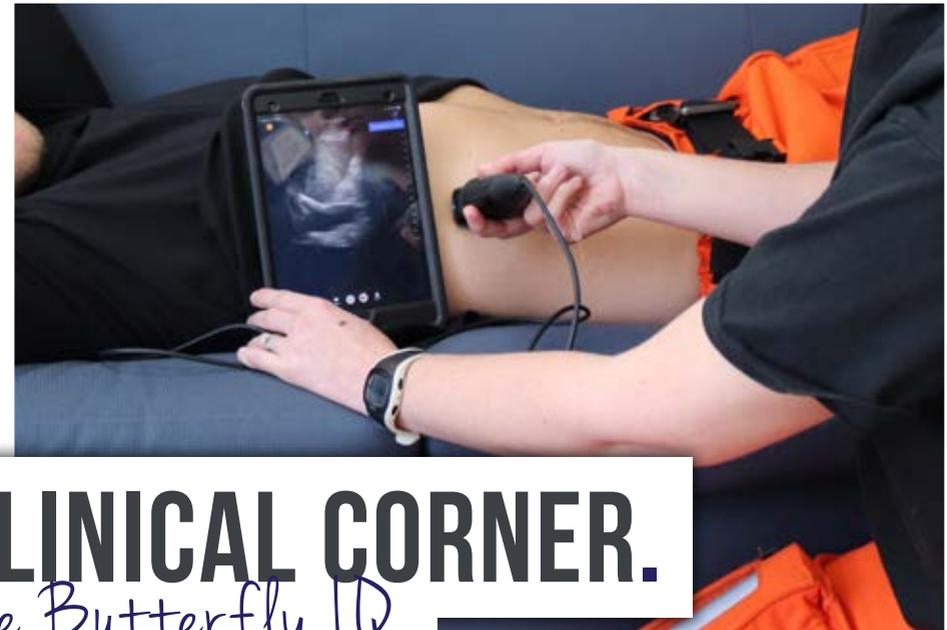


Tell us something we wouldn't know about the helicopter?

When fully loaded, the helicopter is about as heavy as an adult male hippopotamus and it uses roughly 320 litres of fuel per flying hour (which is about six full tanks of petrol in a typical car).

How did you train to be a pilot?

I joined the Royal Navy as a helicopter pilot in 1992. A lot of helicopter pilots begin their flying careers in the military but there are other routes into the profession and we have some pilots at EAAA who have self-funded their pilot training.



CLINICAL CORNER.

The Butterfly IQ

Our Clinical teams have been trialling the latest portable ultrasound device: the Butterfly IQ, which has only recently become available in the UK.

Ultrasound uses high-frequency sound waves to create images of the inside of the body and can be a vital diagnostic tool. The Butterfly IQ portable ultrasound connects to a phone or tablet to display high-resolution ultrasound images and video, making it incredibly easy to use in the pre-hospital environment. The device has also been tested by our engineers to certify that it is safe to use in-flight, so it has also been used whilst flying at 1200ft and 160 mph!

The ultrasound images and video can be uploaded to a secure cloud folder, allowing quick expert review of the images to aid diagnosis and treatment. This has been of huge benefit to our crews in aiding interpretation of ultrasounds and helping our patients to get fast, definitive treatment.

Doctor Jon Barratt, who has been leading on the trial, said: *"It's amazing to see how quickly this technology is advancing and for us to see how it can be maximised in the pre-hospital environment. Being able to quickly share the images with colleagues has been of huge benefit to the team. The better the equipment we have, the more we can do for our patients before they get to hospital."*

VIEWS FROM THE CREWS.



Sunset above the clouds, King's Lynn



Above the fields, Norfolk



Dr Nicola Ebbs, night vision



Centre Parcs, Elveden



The Shard, London



Anglia Two, St George's Hospital

HELP US CELEBRATE

20 years of saving lives



Yes. That's right! This year we will be 20 years old. A pretty huge milestone, only made possible thanks to you and your continued support!

To celebrate saving lives across East Anglia for the last 20 years, we are honoured to be the beneficiary of the Norfolk Show Ball on Friday 26 June at the Norfolk Showground. This will be a wonderful opportunity to look back on how we have grown over the last 20 years, celebrate with our supporters, volunteers, patients and crew – past and present – and look forward to our plans for the future.

We hope you will be able to join us. It's set to be a night to remember, with the theme: Magnificent Men and Women and their Flying Machines! We're adding a steampunk twist to the traditional black tie dress code and are encouraging our guests to embrace the vintage aviation / 19th-century industrial era look. Let your imagination run wild, or just add a pair of goggles to your outfit – the choice is yours!

Tickets are £75 per person and include a drinks reception on the lawn, followed by a wonderful four course dinner, alongside the charity staff and crew, and a host of evening entertainment. This exclusive event will offer guests the opportunity to be among the first to hear how EAAA has evolved over the past 20 years with your support and our future plans, as we get closer to launching a 24/7 service by helicopter across the region. Table bookings can be made for groups of 8-12 people.

Phillipa Levy, Special Events Fundraiser, said: "Not only will the Norfolk Show Ball help us to celebrate our 20th anniversary, but it will also allow us to say thank you to the supporters and volunteers who have helped us to get to where we are today. We are especially grateful to our headline sponsor, Norwich Accountancy Services, for their generous support towards the event and hope to welcome guests from across the whole EAAA community on the night, which will help us to make it a really special occasion."

We can only keep our helicopters flying and saving lives thanks to your generous



support. From all of us at EAAA, from our patients and their family members, thank you for enabling us to operate for the last 20 years. We hope you will join us on Friday 26 June to celebrate.

For information and to book tickets, please visit: www.eaabal.co.uk

WIN TWO TICKETS: We're offering 50 chances to win a pair of tickets to the Norfolk Show Ball. For just £10 per entry, all you need to do is fill in the prize draw entry form included with this issue, select your preferred payment method, fold, seal and send it back to us; just pop in the postbox, we've covered the postage!

DO NOT TEAR PERFORATIONS

Norfolk Show Ball Prize Draw

Join us to mark East Anglian Air Ambulance's 20th anniversary at the Norfolk Show Ball on Friday 26 June 2020 at Norfolk Showground.
Learn more on pages 16 and 17 of LIFTOFF #55

£10 per entry for a chance to win two tickets!
(50 pairs to be won and no limit on the number of entries)

To enter, you may purchase entries via our website at www.eaaa.org.uk/shop/ball. Or, to enter by post, please complete the form below, seal and post back to us using this freepost option, before Monday 18 May 2020. Any entries received after that time will be treated as a donation.

Please note: if you have already purchased tickets to the event, you can still enter the draw and be entitled to a full refund should you win.

Entry Form

Title Full name Telephone

Email address

Address

Postcode

Number of entries £10 per entry for a chance to win two tickets! Payment due

I enclose a cheque/postal order made payable to 'Friends of East Anglian Air Ambulance'.

Please debit my account (debit card only)

Card No. - - - -

CV/C

Expiry -

I have read and understand the terms and conditions for the prize draw

I confirm I am over the age of 18

Terms and Conditions: Closing date Monday 18 May 2020. The draw will take place on Friday 22 May 2020. Entries close on 18 May 2020. The prize draw is organized by East Anglian Air Ambulance for the purpose of fundraising for East Anglian Air Ambulance. Registered charity in England and Wales No. 1038176, Incorporated in England, C. Gordon, 100A, Waterloo Rd, Gillingham, Kent, TN14 6JG. Licensed by the Gambling Commission, www.gamblingcommission.gov.uk. Licence number 0631918/527835002. Please see website for full terms and conditions.

MEET THE TEAM.

SIMON JUDD

Supporter Marketing Manager

Hi everyone! I'm Simon and I joined the EAAA team in September. It's my job to manage the marketing for lottery, raffles and any new innovations that can help bring in essential donations. Even though I have only been here six months, I feel like I have been with EAAA for years and I couldn't imagine working anywhere else! It is such an amazing charity with an extremely hard-working family behind the scenes.

The main part of my role is to encourage new people to join our lottery and existing players to keep playing. I also manage the agency we use for our door to door lottery canvassers. Hopefully you will have met one or two of them whilst they have been out and about across the region. The canvasser team work extremely hard for us, in all weathers, and are an essential part of recruiting new lottery members, so if you do see them in our EAAA red fleeces, please give them smile and say hi!

We have a lot going on this year - our Spring Raffle is now open and you could win up to £3,000 cash. If you haven't received your

tickets yet, you can play online at: www.eaaa.org.uk/raffle. You will also be first to hear about our Summer Anniversary Raffle in June, which will have a special top prize of £10,000!

We have made some changes to our policies and terms and conditions which are important for you to know about. Due to changes in the Gambling Commission regulations, and our own social responsibility, you are no longer able to use credit cards when playing in the lottery or our raffles. However, you can still pay by debit card or cheque.

A new cap of 10 plays per week has been implemented for any players of our weekly lottery and you must be 18 years or over to play. We have also increased the first payment for new lottery players to £5 from £4.34, in order to cover a five week month so no draws are missed.

I've really enjoyed my time with EAAA so far and can't wait to help build this great charity even more, but we couldn't do any of it without your help. So, I would like to take the opportunity to personally say thank you to all of our lottery and raffle players, for all that you have done for EAAA so far.



Did you know our lottery players fund 45% of our life-saving service? There are 18 guaranteed prizes in the weekly draw ranging from £50 - £1,000 and the automatic chance to win up to £25,000 in the weekly accumulator prize! Sign up to play on page 28 or at www.eaaa.org.uk/lottery

- Simon Judd

Helibobs EAAA MASCOT

Look out for our new mascot, Helibobs, at our fundraising events this year! Helibobs was named by our supporters after an online vote and loves to pose for photos at our events. Make sure you come over and say "Hi" when you see our friendly helicopter mascot out and about.



1 in 4 of our life-saving missions is funded by gifts left in Wills.



Gifts in Wills are helping to pave the way for our future as a 24/7 service, as our new base has been funded by historic legacy donations which have been prudently invested. We are very, very lucky to be able to fund such a big development thanks to the generous and unexpected gifts of our supporters.

One such gift came to us in the shape of a Nembo Spyder Ferrari. The car was left to EAAA in 2016 by the late Richard Allen, a successful businessman, racing driver and car enthusiast who supported the charity after it helped one of his fellow race drivers who was involved in a crash.

We sold the car in a specialist auction in 2017 and it made an incredible £530,000 which helped us to purchase the land for the new 24/7 base.

Gifts in Wills, no matter what size or shape they might be, really do make a huge difference. We understand how important it is to look after loved ones first, but whatever type of Gift you do choose to leave in your Will will be put to good use and help to save lives.



For more information, or to request our Gifts in Wills booklet, please contact 03450 669 999 or email info@eaaa.org.uk

East Anglian
Air Ambulance's
TREK 24

Tickets from £20!
(Early bird ends 31 May)

To help us fly 24/7 next year, we're thrilled to bring back our popular Trek 24 Norfolk Coastal walk in September, this time featuring a different route, as well as a brand new Trek 24 event in Bedfordshire! So take your pick!



New for 2020!

Bedfordshire
Sat 5 September

Our Norfolk Trek 24 event last year was so popular we are organising a brand new event on the other side of the region!

Join us for a 24 kilometre or 24 mile circular walk through beautiful Bedfordshire, starting and finishing at Hexton Manor.



North Norfolk
Sun 13 September

This time starting at Heacham or Thornham and finishing at Holkham Hall, join us for a 24 kilometre or 24 mile walk, west to east along the North Norfolk Coast. Last year's hugely successful Trek 24 walk saw over 200 people walk east to west towards Holkham Hall, from West Runton or Cley and raised over £100,000!

Head to www.trek-24.co.uk for more info

THE MCQUEEN CHARTER.

Putting mental health first



Inspired by the late air ambulance doctor, Dr Carl McQueen, the McQueen Charter is a new initiative which aims to improve mental health and wellbeing in the workplace by helping employers to put mental health first and create safe, positive and open environments where staff feel able to discuss their mental health and supported to access help, if needed.

Dr Carl McQueen died by suicide in 2016. His wife, Kirsty, has since created this charter with the help of Sarah Atkins at EAAA to make it easier for others to address their mental health and wellbeing. Originally designed as a helicopter emergency medical service (HEMS) specific tool, the Charter's principles can be applied to any workplace to encourage upfront policies and conversations about mental health.

The Charter has been trialled at EAAA with great impact; more than 25% of staff are now certified mental health first aiders and the charity now offers Wellbeing Days which can be taken at short notice by any member of staff who feels they need to take a day to focus on their mental health.

The McQueen Charter has been sent to all air ambulance charities in the UK in the hope that they will be some of the first organisations in the country to formally adopt the Charter.

If you would like to know more about the McQueen Charter, go to:

www.eaaa.org.uk/mcqueencharter

PATIENT STORIES.



Katy-Ann has brittle bone disease and needed our help when she tripped and fell playing in her garden.



Geoffrey had a cardiac arrest in the early hours of the morning. We worked with a NARS first responder to save his life.



Simon suffered a cardiac arrest at work and had life-threatening complications. His wife, Louise, told us what she and her family have been through since.



Haydn suffered a life-changing brain injury when he was knocked off his bike by a car.

Without your support we wouldn't be able to help save patients like those shown

above. To find out more about their stories go to:

www.eaaa.org.uk/stories

A GREAT BIG *Thank you!*



CHRISTMAS LIGHTS

Thank you to all those that decorated their homes over Christmas to fundraise for EAAA. What creative and festive supporters we have! A huge thank you to the Willmott family in Sandy for their spectacular effort and raising £4,903 for EAAA. Over £10,000 was raised in total across the four counties.

Do you decorate your house at Christmas? Would you like to help EAAA at the same time? If you'd like a fundraising pack to help, contact info@eaaa.org.uk



WHIRLYBIRD GIN

A huge thank you to Norfolk-based Black Shuck who have created a limited edition 20th anniversary gin for EAAA. Blueberry and maple flavour, only 2,020 bottles have been produced and £4 from each bottle sold goes to EAAA. Over 1,000 bottles have been sold already, raising over £4,000 so far! You can pick up a bottle from several stores across Norfolk or online at: www.blackshuckltd.co.uk



TEA DANCE IN CASTLE CAMPS

Mary Walters and Pat Smith have been supporting EAAA for a long time and organising weekly dance sessions for more than 15 years. Thank you for this fantastic donation of £3,000 to EAAA in January.

HISTORY UNEARTHED

A massive thank you to the metal detectorists from History Unearthed (and landowners who allow them to use their land) for their continued donations from their digs. Since 2014 they've raised a whopping £10,540!

THE SIX RINGERS IN LEVERINGTON, WISBECH

Staff and patrons raised a whopping £4,500 at their Christmas auction. They have been supporting EAAA for many years and have raised a massive £27,500 in total so far!



BAG PACKING IN M&S, CAMBRIDGE

In December we had fun with help from our volunteers at the M&S Food Hall on Sidney Street, Cambridge packing bags for customers and raised £1,279.89.

BEN BURGESS TRACTOR RUN

Ben Burgess raised a fantastic £3,055 in September at their first annual tractor drive in memory of their manager, Steve, who died in a car accident early in 2019.



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) or
 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



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 _____

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

East Anglian Air Ambulance (Trading) Ltd
 Lottery Office, Hangar E,
 Gambling Close, Norwich Airport
 Norwich NR6 6EG

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

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 Friends of East Anglian Air Ambulance Trading in support of East Anglian Air Ambulance, registered charity no. 1083876. Responsible persons: C Causton, EAAA, Hangar E, Gambling Close, Norwich, NR6 6EG. Tickets cost £1 and the draw is held every Friday. Licensed by the Gambling Commission: www.gamblingcommission.gov.uk. Licence number: 003319-R-327830



To play in our Spring Raffle, go to: www.eaaa.org.uk/raffle

Winter RAFFLE UPDATE

A huge thank you to everyone who played our Winter Raffle and sold tickets to their friends and family! One of our lucky prize winners was in the Isle of Islay in Scotland – so a huge thank you to whoever got our raffle tickets that far from East Anglia! The raffle raised £122,000 in ticket sales and £24,000 in donations, which is amazing! Thank you.

We were delighted to get this note from the second prize winner of our Winter raffle, who won £1,000:

Dear Raffle Team,

Very belated thanks for my 2nd prize in the Winter draw. I was amazed and delighted.

This year has been a difficult one as my husband John, had a stroke on the 1st May, and I am now his carer. After being discharged from hospital, my husband had to be re-admitted, and we remember excitedly watching the air ambulance landing nearby whilst waiting for my husband to be admitted from our ambulance. I am hoping that the win might buy some respite care in 2020.

Many thanks,
 Pauline Thomson

20 *Years* 
TOGETHER

Look out for the next issue of LiftOff celebrating our 20th Anniversary!

Join us as we take a look at EAAA milestones from
the last 20 years of saving lives, only made possible
with your support.

East Anglian Air Ambulance's
ONLY THE BRAVE
SHT. X TNO

ONLY THE BRAVE

Elveden Estate, Thetford, IP24 3TQ



Head to our website and social media pages from
Saturday 29 March to see photos from our biggest
fundraising event of the year: **Only The Brave!**



Returning to Elveden for its 5th year,
thousands of participants took on a brand
new course, featuring new obstacles such
as the Rota Scramble, 24/7 Clock Climb and

Emergency Room Dash! Last year's event
raised over £200,000, watch this space to
find out how much the 2020 Only The Brave
raises to help us save lives.