

A photograph of two paramedics in orange high-visibility gear and helmets walking on a tarmac towards a yellow East Anglian Air Ambulance helicopter. The helicopter has "East Anglian Air Ambulance" and "G-HEMC" written on it. The scene is set at sunset or sunrise, with a warm, golden light in the sky.

**HELP SAVE LIVES WITH
A GIFT IN YOUR WILL**

*"Your legacy is
someone's future"*



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A gift for the future

Being able to cover 20 miles within 10 minutes, we are soon on scene. There is great comfort in knowing that should anyone need our services, we will always be there to respond to the call and quickly be at their side to deliver a standard of emergency care only found in hospitals.

From easing the pain for someone who has had a traumatic injury, to keeping a patient alive in the vital few minutes after a medical emergency, the service makes a huge difference to people's lives in our community. But we want to go even further. We want to be able to give as many people as possible world-class treatment right at the scene, bringing them the very highest standards of care, saving more lives.



A gift in your Will could give us the funds to keep helping patients and their families and saving lives across the community. It truly will make a lasting difference to the service we provide and the patients we treat.

Thank you for considering this now.

Victor

Victor Inyang, Medical Director

Operating in Bedfordshire, Cambridgeshire, Norfolk and Suffolk, EAAA is able to provide emergency medical services to a vast area – many of us either know or have heard of someone who has been helped by EAAA.

On average, EAAA is tasked almost 3,000 times a year to help someone in need.



"My wife and I are extremely grateful for the East Anglian Air Ambulance and their ambulance service colleagues; I am in no doubt that these heroes saved my life and am optimistic for the future."

Steve Jones, EAAA patient, motorcycle accident

A gift of life



"I know, without a shadow of doubt, that without the swift action and interventions of the East Anglian Air Ambulance crew I would not be here today. I might have lost part of my arm but I am alive and will always be grateful to the crew."

I became a volunteer for EAAA, who were there when I needed them. Since volunteering I have learned so much about what happens behind the scenes to keep EAAA flying and am proud to be a small part of the team."

Sue Scarlett, EAAA patient and volunteer



East Anglian
Air Ambulance

**State of the art
technology for better
patient outcomes**

Technology has played a major role in allowing us to progress beyond just transporting the patient to hospital as quickly as possible. Now, we are able to start critical care interventions at the scene, so that patients have an even greater chance at survival.

From roadside surgical procedures, to resuscitating a patient in cardiac arrest to administering an emergency anaesthetic to protect a patient's airway and brain, our teams can do so much for the patient at the scene and en-route to hospital.

As technology continues to evolve, we want to be able to continue to offer these improvements to our patients. For example, the innovative Butterfly iQ point-of-care ultrasound machine, a handheld whole-body scanner that displays high-quality ultrasound images onto a smartphone or tablet, is helping our crews to reach an accurate diagnosis even quicker at the scene of an emergency.



Gifts in Wills can mean that we can continue to embrace future technology and save more lives.

Having the ability to perform a thorough assessment of the patient at this stage gives us the ability to make on-the-spot decisions about the best course of treatment and start administering it while getting the patient to the best hospital to continue their care.

We know that technology will continue to evolve, making what we may once have never imagined possible a reality.

A gift of hope for those who need us

Our Mission is to provide the best possible outcomes for people unfortunate enough to be involved in serious accidents or medical emergencies. The combination of a quick response time, advanced critical care on scene, and rapid transfer can be vital in saving lives and can greatly improve a patient's prospects of making a full recovery.

In Paul Shattock's case, the charity was able to be there for him twice, within just two weeks. Paul suffered two cardiac arrests at his home in Fakenham. Both times his wife, Jill, found him and performed CPR until help arrived. Both times Paul benefitted from the enhanced



care that our team can provide on scene. Both times he was flown from Fakenham to the specialist cardiac centre at the Norfolk and Norwich University Hospital. Luckily for Paul and his family, he has gone on to make a fantastic recovery and hasn't required EAAA's help since!

Our motivation comes from a determination and passion to provide the best possible outcomes for patients. For people like Paul.



“ I was lucky (or unlucky) enough to need EAAA's help twice. Within two weeks I suffered two cardiac arrests, both at my home in Fakenham. Both times my wife found me and did CPR and both times I was flown to hospital. I owe EAAA my life. Twice.”

Paul Shattock, EAAA patient

Our journey together

Who could have imagined when we first formed the charity in 2000, that we would evolve so quickly? We soon went from being a flying road ambulance, operating one helicopter with a paramedic on-board, just one day a week, to being able to take the latest life-saving technology and advanced critical care to the patient, 365 days of the year.

Your support will help to:

Expand our service so we can save even more lives;

Enhance the treatment and care we provide through research and development;

Prevent medical emergencies through work with communities to keep people safe and well;

Introduce new life-saving technology.



One in three of our missions are funded by gifts in Wills; by caring people like you.

Today we have two specialist doctor and paramedic teams covering the region every day, one based in Norwich and one in Cambridge, who deliver critical care 24/7, by either rapid response vehicle or by helicopter. Each of our helicopters are operated by two highly-skilled pilots, who make sure the medical teams get to the patient as quickly and safely as possible, especially at night when landings are more difficult.

We are tasked, on average, eight times a day and by the end of 2020, we had attended over 30,000 life-saving missions.

When we first began flying, we mostly attended road traffic accidents. Today, we respond to more medical emergencies out in the community, such as cardiac arrests, than we do car accidents.

With your help, we will be able to continue to develop and deliver our life-saving service for future generations to come.

A gift of vital care for your community

“I wanted to make sure I made a little difference after I'd gone, and the air ambulance is such a worthwhile cause. It's a fantastic service that just keeps on getting better and better, and we can all play a part in that by supporting it. Leaving a gift in your Will is easy to do and will help save lives.

When I was a nurse at the West Norwich Hospital, I saw for myself the critical difference that the paramedics and doctors on the East Anglian Air Ambulance could make to people's lives. That's why I have decided to support them with a gift in my Will.

Because, when someone has had a life-threatening accident or a medical emergency, the crew can be with them in minutes, with state-of-the-art equipment and expert treatment – not just to stabilise them but to give them life-saving care right at the scene.

That's why I wanted to do my bit, by making a gift in my Will to their work. Even if you don't have much saved up, leaving a gift in your Will can have a big impact.

Whenever I mention the air ambulance, it seems that someone knows someone else who has been helped by it. We're very privileged in the East of England to have this wonderful service. The air ambulance is always there for us all.”

EAAA supporter, Julie Edmunds



In the next 5-10 years we want to see an increased number of survivors from out of hospital cardiac arrest.

At present, the UK has a low survival rate - less than 10% - for cardiac arrests that occur out of hospital. We are currently looking at treatments only available in hospitals to see how we can deliver them in a pre-hospital environment, to increase these survival rates.

If we can get patients whose heart has stopped working onto a specialist device that effectively replaces the job of the heart and lungs, this could keep them alive until we can get them to a hospital. That would give them a better chance of survival, giving the hospital time to fix the problem and allow the heart to recover. A gift of vital care for your community.

“I can't think of anything I deliver in the emergency department that can't be delivered at the scene'.”

Dr. Jon Barratt,
EAAA Doctor and
hospital ED Doctor



With these medical emergencies being the biggest part of our work, we want to deliver cutting edge treatments on-scene.

The Butterfly iQ ultrasound is a great example of how the latest technology can take us one step closer to significantly improving survival rates. This piece of equipment enables our medics to make a faster and more accurate diagnosis. With over 30,000* people a year suffering from out of hospital cardiac arrests in the UK, it's important that we can embrace any future technological developments to ensure better patient outcomes.

*source: BHF 2021



Together, we can achieve so much more. We can:

Make sure that we have the capacity to always be there when the 999 service tasks us

Continue to invest in research, innovation and development so that our staff remain at the forefront of learning and development, so they can continue to provide the very best critical care

Continue to invest in amazing technology, meaning we can do more for the patient at the scene and in transit to hospital.

A powerful gift

When we receive a call from the 999 Emergency Services Control Centre, we know that time is of the essence. Because of people like you, we are here to respond by air or by road, arriving on scene within minutes.

You will be helping to make sure that we are by the side of our future patients, no matter where or when they need us, providing them with the best possible chance of survival.

Thank you.



Our promise to you

If you are considering leaving
a gift of life in your Will, we
promise you this:

- Your gift will be used to help save lives across East Anglia
- We value any gift, large or small
- We will respect your privacy and deal with your enquiry with professionalism and sensitivity
- You can change your mind about your gift to EAAA at any point
- We respect that your loved ones come first
- You can visit one of our bases to see first-hand how your money will be used - just let us know.



HOW TO LEAVE AN AMAZING LEGACY

*"Your legacy is
someone's future"*

You may find this information helpful if you are considering leaving a lasting legacy to East Anglian Air Ambulance (EAAA).

By leaving a gift in your Will to EAAA, you will be part of a vital group of people who help fund almost one in four of our missions. It's a special life-saving gift to future generations. **Thank you.**



Types of gifts:

A gift share of your estate (residuary gift)

This gift is a percentage of whatever is left over from your estate, after any cash and/or specific gifts have been made and administration fees have been paid. By leaving just 1% means you still have 99% to share between loved ones.

Cash gift (pecuniary gift)

This gift is a fixed sum of money. It's worth bearing in mind that inflation will affect its value over time, and so you can ask that it rises in line with inflation if you would like to avoid this.

Specific gift

This is a specific item like jewellery, a car, or an asset, like shares.



Choosing a legal professional

You may already have a solicitor who deals with your affairs or if you'd like to find a local solicitor in your area who specialises in Will writing, visit: lawsociety.org.uk. Alternatively, you can find a professional Will writer on ipw.org.uk. They will usually offer to store your Will for you, alternatively you can store it with the Probate Service (England and Wales).

Choosing an Executor

Your executors will be responsible for carrying out the wishes in your Will and settle any debts or tax you owe, from your estate.

Anyone over the age of 18 can be an executor, including people who are set to benefit from your Will

(although beneficiaries cannot witness your Will). This can be quite a time-consuming job, so we recommend that you ask someone first before naming them as an executor in your Will.

You can instruct a professional executor, such as your solicitor or accountant. It would be advisable to discuss any fees associated with this before appointing them.

Inheritance Tax

Gifts in Wills to a charity are tax free, so can help reduce any tax bill or rule one out. If you think inheritance tax could apply to you, it is important to seek advice from a professional so they can tell you the best and most tax efficient way to write your Will.

Adding EAAA to your Will

If you already have a Will, you can make amendments using a Codicil.

This is a simple legal document that alters or adds to an existing Will. This can be helpful if you want to add new family members or leave gifts to charities, but it's better to write a new Will for larger changes. If you have any questions about writing a Codicil or updating your Will, you should seek advice from a qualified professional, such as a solicitor.

If you would like a copy of a Codicil form, this can be downloaded from our website at:

www.eaaa.org.uk/wills

Suggested wording for your Will

Small errors can create confusion and potentially delays in having your wishes carried out.

If you would like to include EAAA in your Will, then it's important that our name, address and charity number are correct. Here's an example some wording you could use:

“ I give to East Anglian Air Ambulance, Registered Charity Number 1083876, of Helimed House, Hangar 14, Gambling Close, Norwich Airport, Norwich, NR6 6EG, the residue (or __% share residue) of my estate / the sum of £___, and I direct that the proceeds may be used for the general purposes of EAAA.”

Get in contact

If you would like to talk further about how you can help give future patients the best chance of survival, please return this form in an envelope marked '**Confidential - Legacy**'. Or call us and ask for the Gifts in Wills Manager.

TITLE

FULL NAME

POSTCODE

ADDRESS

How would you like to be contacted by us? - Tick your favourites below:

OPT-IN

EMAIL

POST

PHONE

SMS

Get the latest news and updates about our work, including our tri-annual supporter magazine 'Lift Off'

We'd love to give you more information about these specific areas. If you don't want to hear more detailed information, you can opt-out here.

GET INVOLVED

Find out what events, activities and volunteering opportunities are happening, from mud runs to cake sales, and learn more about our Wills' services.

BE IN IT TO WIN IT

Be part of a winning team! Find out about the EAAA lottery, raffle and other competitions which support EAAA.

If you don't want to hear any further from us, please tick here.

I am happy with how I hear from you, don't change my preferences.

It's easy to opt out or update your preferences at any time. Just contact us on **info@eaaa.org.uk** or update your details online via our preferences page.

Please tick here if you do not want to be acknowledged for this donation

Return Address:

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

Together we save lives

www.eaaa.org.uk
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