



IMPACT REPORT

2024/2025



We're more than a yellow helicopter.

It's Nicola. And it's Luke, Henrietta and Martin.

Four highly trained people.

Which is good, because it's 3am. And very dark.

It's also a blood transfusion.

It's an ultrasound. Defibrillator. Heart surgery equipment.

A mechanical chest compression system.

Nicola and Luke's wine gums.

And it's all airborne in three minutes.

We're more than a yellow helicopter.

It's two air ambulances, flying 24/7/365.

It's four critical care cars, research and training.

Two state of the art bases.

Stocked with the most innovative equipment.

Funded by the communities we serve.

Staffed by experts and volunteers.

From the call room, to the stockroom.

Trained to treat children. Attend motorway accidents.

Help those that are trapped, injured, in cardiac arrest.

It's five people we help everyday, having the worst day.

It's the most serious 1% of 999 calls.

It's our full support afterwards.

We can do all this.

Because we're more than a yellow helicopter.

We're here to give the very best care, when the
very worst happens.

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Matthew Jones

Chief Executive

WELCOME TO OUR IMPACT REPORT

2024/25

We're so pleased to share what we achieved together in 2024/25. Every emergency we responded to, every life touched, it's all thanks to you.

As a charity bringing care to only the most critically ill or injured people in the East of England, our patients are always at the heart of all we do. We care deeply about every single person who needs our help and, over the past year, you ensured we were there when it mattered for 1,846 people, including 156 children, in life-threatening situations. Beyond somebody's darkest moments, our aftercare team supported 665 former patients and their families helping them to navigate a new path after a medical emergency.

We couldn't do any of this without you.

We recently marked a significant milestone of 25 years since our charity was founded. In that time, our crews have been tasked over 42,000 times and treated over 27,000 people. It's a remarkable and humbling point of reflection in our history, which is entirely down to you. Receiving no regular government funding, the charity is fuelled by your generosity, advocacy and commitment. It's the reason we've been going for so long, and the reason we respond to, on average, eight emergency callouts a day from our bases in Norwich and Cambridge.

Many new lottery players and first-time donors joined an incredibly committed cohort of long-term supporters in our lifesaving mission this year. Together, you raised a phenomenal £18.8 million in 2024/25. From the epic Lap of Anglia cycling event, which has now raised over £300,000, to the thousands who braved the mud at Only The Brave, raising £191,000, your energy, passion and kindness have been incredible. A special word too for our volunteers, who continue to go above and beyond to support us. Collectively they've given up their time, energy and expertise to support us in a plethora of different ways. It's a contribution worth over £250,000, the equivalent of 59 taskings – but to us, it's priceless.

Looking ahead, we have exciting plans. With the closure of Cambridge City Airport on the horizon, we're working towards a new state-of-the-art Cambridge air base,

aiming to be up and running by the end of 2027. We've launched the early stages of our £8.2 million appeal, submitted a planning application, and have exchanged contracts to purchase the site.

In the coming year, we're focused on growing our impact – undertaking a review and commencing implementation of a new charity-wide strategy, expanding CPR training in schools, developing our valuable aftercare service, and continuing to lead the way in pre-hospital emergency medicine.

From all of us at East Anglian Air Ambulance – and every patient and family member whose life has been touched – thank you. You've saved lives, kept families together, and brought hope when it's needed most. We're so grateful you're part of our team.

Matthew Jones
Chief Executive



YEAR IN NUMBERS

**Your impact in
2024/25**

We provide advanced critical care 24 hours a day, 365 days a year to the most seriously ill and injured people in Bedfordshire, Cambridgeshire, Norfolk and Suffolk, by air and road.

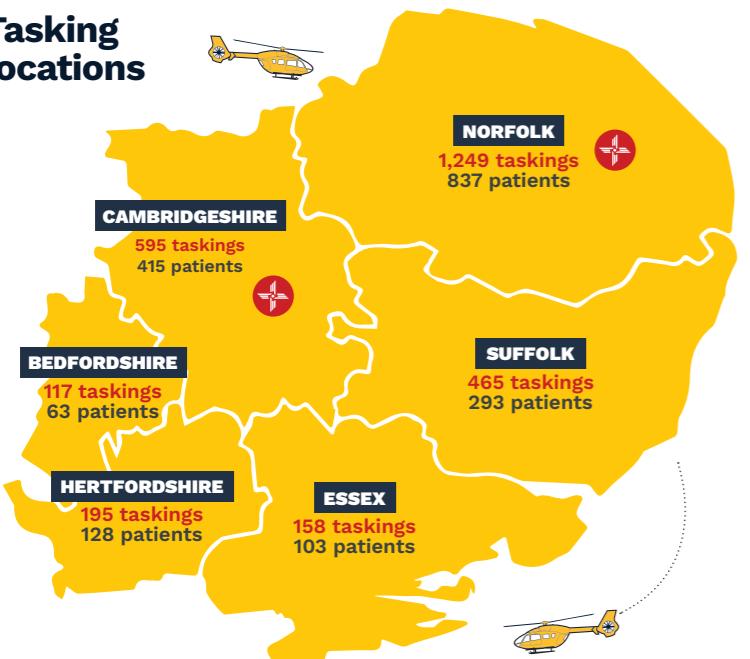
We care deeply about the work we do and the people we help. And we do more than many might think. We not only provide emergency treatment at the scene but, in the weeks, months and years that follow, we offer aftercare to our patients and their families. We also deliver community lifesaving training programmes and undertake clinical research too – and are powered almost entirely by your donations to do our work.

“ All year round, your generous donations mean crews from our bases in Norwich and Cambridge can respond, by air and road, to people who are experiencing some of their darkest moments. As always, our motivation comes from a determination and passion to provide the best possible treatment and care to every person we are called to help – but it’s you who inspire us every day with your kindness”

Critical Care Paramedic, Nigel

DELIVERING OUTSTANDING OUT-OF-HOSPITAL CRITICAL CARE

Tasking locations



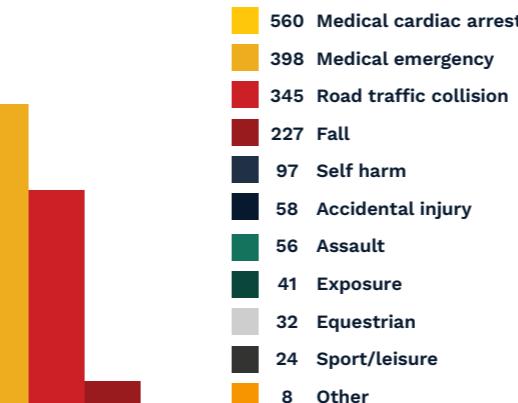
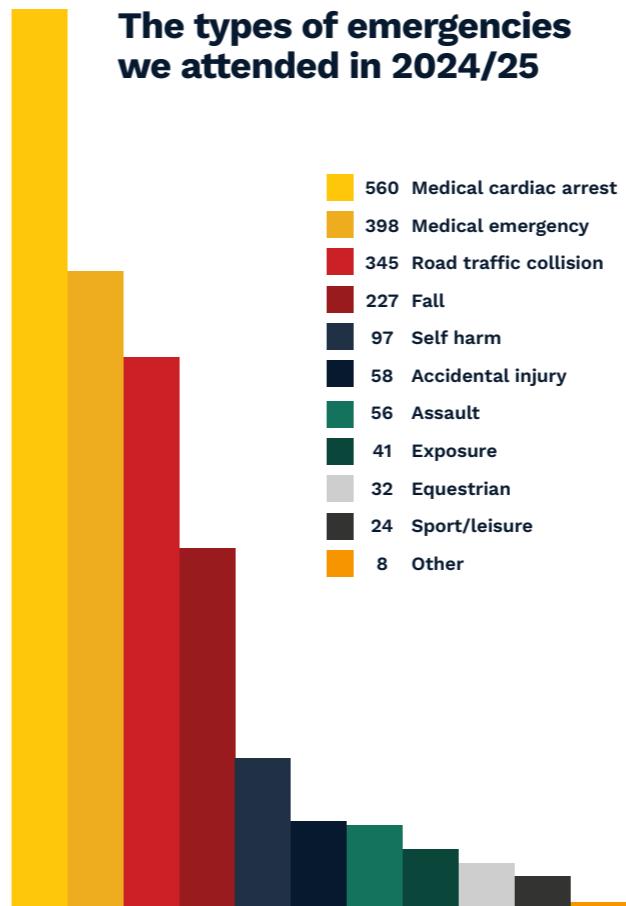
We're here when people need us most. Since the charity's first flight in January 2001, we have been dispatched to over 42,000 life-threatening medical emergencies. Last year we treated, on average, five people every day.

The main reasons people needed emergency treatment and care from our crew remained medical cardiac arrest, road accidents and medical emergencies, such as neurological incidents. Cardiac arrest taskings continue to increase. They account for over 30% of patients treated and are the most common reason we are called out.

- 1,846 total patients treated
- 888 trauma* patients
- 958 medical patients

*Trauma is physical injury; a medical emergency is any serious health issue needing urgent care.

The types of emergencies we attended in 2024/25



Helicopter Emergency Medical Service (HEMS) interventions

Your support sent expert advanced care straight to those who needed it most. HEMS interventions are designed to deliver advanced, pre-hospital critical care directly to patients in time-critical, life-threatening situations. These can involve blood transfusions, emergency sedation and anaesthesia, and carrying out surgical procedures at the scene of the incident – before the patient even reaches hospital.

- 1,215 patients required HEMS interventions
- 73 blood transfusions
- 261 pre-hospital emergency anaesthetics
- 61 patients required surgical interventions

We're always looking for ways to do things better. Whether it's using the latest medical research, testing new equipment, or learning new skills, through our Research, Audit, Innovation and Development (RAID) Group, we're constantly improving how we care for people in emergencies. You enable us to stay at the cutting edge of pre-hospital care – making sure every patient gets the very best treatment, right when they need it most.

EMILY'S STORY

13-year-old Emily was enjoying a day horse riding in Thetford Forest with family and friends. Something startled her horse, causing it to rear up several times. On the third time, Emily was thrown off. She was wearing a riding helmet, but she hit her head in the fall. Shortly afterwards, she had a seizure.

"I honestly thought Emily was going to die," Emily's Mum, Becky says. "That moment was terrifying and horrendous. It wasn't long before I heard the East Anglian Air Ambulance helicopter - it was perhaps only minutes but those minutes felt like hours."

Emily was sedated and given advanced pain relief by our crew, Dr Claire and Critical Care Paramedic Andy. Because of a possible head injury and concern about Emily's airway, they put Emily into an induced coma. This would give her neuroprotection and minimise the effects of any potential brain damage. Emily was then transferred to the helicopter ready for the flight to Addenbrooke's Hospital. Becky accompanied her in the aircraft.

"I could see that Emily's heart was being monitored and there were tubes everywhere. All these things looked terrifying initially but became less so when the crew explained everything to me," Becky adds.

Later, at the hospital Becky was told there were no bleeds on Emily's brain.

Becky explains, "There was possibly a small bruise, but they said everything was going to be ok. She was in Intensive Care for 24 hours and a High Dependency Unit for 4-5 days. It was amazing to get her home, because I honestly thought at one point that she may never come home again."

"It was a horrendous 24-hours for our family, and I truly believe that without a riding helmet and without the crew from East Anglian Air Ambulance it could have been a different story. We owe everything to them and the donors who make their work possible."



Location: Thetford Forest

Incident type: Equestrian

Activation: Anglia Two (Cambridge) crew by helicopter

HEMS interventions: Sedation, advanced pain relief, pre-hospital emergency anaesthetic, intubation.

"We owe everything to them and the donors who make their work possible."

Emily's Mum, Becky

AFTERCARE SUPPORT

for patients, families and bystanders

Our support for local communities goes far beyond the lifesaving care delivered at the scene of an emergency. Behind the scenes, our dedicated Aftercare Team of specialist clinicians offer emotional and practical support to patients and their families as they navigate the often-overwhelming aftermath of a life-changing incident.

It's more than a phone call. It's a friendly face, a continued connection, somebody to listen, who can help with paperwork. It's a bridge to specialist support, and it's somebody who can fill in the gaps of a devastating day. It's not just for our former patients; it's for their family, their friends, their colleagues, and even bystanders who witnessed the incident, and clinical colleagues from other emergency services who attended.

“The most rewarding part is working to help people piece together and understand what happened to them or their loved one. We provide ongoing support to those who need it, and it's humbling to see people progress following a devastating incident.”

Clinical Liaison Lead, Natalie Ashley

Over the last year, our Aftercare service connected with 665 new patients and their families - a significant increase on the previous year's 391 contacts.

We're here to listen, answer questions, and make sure no one feels alone in their recovery journey.





COMMUNITY TRAINING

We attend, on average, 42 people suffering a cardiac arrest each month. When someone has a cardiac arrest outside of hospital, every second counts. Therefore it's our goal to train more people in our community in essential lifesaving skills. Because when someone collapses in cardiac arrest, it's not just the air ambulance crew who can make a difference - it could be a colleague, a passer-by, a friend, or a child who's been trained to act. We can get to these emergencies fast – but not as fast as someone already at scene.

Right now, the survival rate for out-of-hospital cardiac arrests in the UK is as low as 8%. But when someone receives immediate CPR and a defibrillator is used within the first few minutes, their chances of survival can more than double.

Having the right skills can make all the difference. That's why we're working towards an ambitious goal: to train over 100,000 people across our region each year in CPR and defibrillator use by 2029. It's a big challenge, but an important one.

“The best thing about training others is inspiring people to make a difference and giving them confidence. Around 80% of out-of-hospital cardiac arrests happen at home. We want people to know what to do in a terrible moment, have the confidence to act, so ultimately more lives can be saved.”

Community CPR Training Manager,
Josh Lawrence

Thanks to the efforts of our team, volunteers, and training partners, 32,109 people received training last year - 5,746 more than the year before.

Our 'train-the-trainer' programme encourages young people to train their peers, with the ultimate aim of ensuring whole generations of children enter adulthood with these skills well established.

Every person trained brings us one step closer to improving survival rates across the East of England.

IAN AND WENDY'S STORY

During the night, Wendy Gausden woke to her husband, Ian, making "horrible breathing sounds." He was in cardiac arrest.

Wendy performed CPR for 18 minutes until a Community First Responder and three land ambulances arrived and took over. In the meantime, our Anglia One (Norwich) crew, Dr Toby and Critical Care Paramedic (CCP) Luke, were tasked to bring hospital-level treatment and care directly to Ian's side. This included using a LUCAS machine, which gave Ian good quality, consistent chest compressions. Dr Toby and CCP Luke put Ian into a medically induced coma, and then onto a ventilator at scene to take over his breathing.

They then identified that Ian was not ventilating adequately. By using a point of care ultrasound, they found that his lungs were not inflating as they should

because there was a build-up of air between the lung and the chest wall. They needed to decompress the left side of Ian's chest to ventilate him adequately using a procedure called a thoracostomy. Although this helped, the crew soon realised that Ian needed this intervention conducted on the other side of his chest as well.

After carrying out these two surgical procedures, Ian began to ventilate well, but it was essential that he was then taken to hospital quickly. Due to the narrow staircase in Ian and Wendy's home, the Fire and Rescue service helped to get him down the stairs in a stretcher so he could be flown to the Norfolk and Norwich University Hospital for further treatment.

Ian went on to make a full recovery and shared his story in Spring 2024 to raise awareness and donations for the charity.



Location: Stowmarket

Incident type: Cardiac arrest

Activation: Anglia One (Norwich) crew by helicopter

HEMS interventions: Pre-hospital emergency anaesthetic, ventilation, emergency surgery, heart and lung ultrasound.

"East Anglian Air Ambulance donors and fundraisers give families a chance. Loved ones can be saved and that really is the biggest gift. For that I am truly grateful."

Cardiac arrest survivor, Ian



RAID

Research, Audit, Innovation and Development group

Your support doesn't only save lives; it shapes the future of emergency care in our region.

We continue to play a leading role in shaping UK and international thinking in pre-hospital emergency medicine - driving innovation, education, research, and best practice across the sector. Every insight gained, every procedure refined, and every life saved brings us closer to our goal: delivering truly outstanding out-of-hospital care to the communities we serve.

This year, through our Research, Audit, Innovation and Development (RAID) Group, your generosity has driven forward exciting developments.

In January 2025, our RAID group launched BRAIN-FIRST, a UK-first research project exploring whether a simple blood test undertaken at the scene of an emergency can help detect serious head injuries more quickly. By spotting signs of bleeding in the brain before a patient reaches hospital, this innovation could help our clinical



YOU'RE PART OF THE CREW

Your support isn't just generous – it's vital. Every thoughtful act, every donation, every moment you give keeps us ready to respond, day and night.

It takes a whole crew to deliver urgent care when the very worst happens. And you're a key part of that crew. Whether you have volunteered, given a donation, played our lottery or taken on a fundraising challenge, you're giving people the best possible chance when they need it most.

Thank you for standing beside us – we couldn't do it without you.



Our weekly lottery continues to be our most significant income stream, generating revenue of £6.6m, representing 35% of total income in 2025.

Gifts in Wills contributed £5.1m of income. These exceptional and kind gifts fund one in four of our emergency taskings.

Kind and thoughtful donations totalled £3m to fund critical care 24/7 by air and road.

Alongside our own events, Only The Brave and Trek 24 series, the hundreds of community events across the region organised in aid of the charity, has seen event income remaining consistent year on year at £1.3m.

Corporate supporters raised an amazing £344,000 – a powerful contribution which has funded the equivalent of 81 emergency taskings.

Grants from Trusts increased significantly in 2025, generating income of £0.5m (2024: £0.1m). £0.3m of this income relates to supporting the new Cambridge air base project, specifically being a grant for the construction of the helipad from the HELP Appeal.

Thank you to our volunteers!

We simply couldn't do what we do without the dedication of our volunteers. From those who give their time regularly to those who support us occasionally, each person plays a vital role in delivering our lifesaving mission.

In 2024/25, 289 regular volunteers and 347 occasional volunteers gave an incredible 16,315 hours of their time, a contribution valued at £252,000, and equivalent to 59 taskings. That's four more than our target, marking an unprecedented achievement and a powerful testament to the generosity and commitment of our volunteer community.

To every supporter and volunteer: thank you. You are the heartbeat of East Anglian Air Ambulance.

KALLUM'S STORY

Decisions and actions that made a lifesaving difference

On 13 August 2024 at 5:38am, our Anglia Two (Cambridge) crew, Dr Liam Neale and Critical Care Paramedic Josh Davis, were tasked by critical care car to a single vehicle road traffic collision in Bedfordshire, where the driver of the car was in a life-threatening condition.

The driver was 27-year-old Kallum Ryan-Mueller from March in Cambridgeshire. An accident detection setting on his iPhone had alerted the emergency services and Kallum's emergency contacts.

"When we arrived at scene, Kallum was in the back of the land ambulance," Dr Liam explains. "During our assessment, we quickly identified he had suffered serious head and chest injuries. Due to his head injury, Kallum was in an agitated state, so we gave him a pre-hospital emergency anaesthetic at the roadside to protect his brain and to help his breathing."

Due to a life-threatening chest injury, Dr Liam and CCP Josh performed a thoracostomy to release the air that was building in Kallum's lungs. The land ambulance team had administered medication to Kallum, but our crew were able to administer an additional dose to align with national guidance for head injuries.

CCP Josh says, "We're very fortunate that we can deliver this care thanks to the kind donations from the public."

Inserting an invasive arterial line – a thin catheter into an artery – was also vital so that Dr Liam and CCP Josh could carefully monitor Kallum's blood pressure, beat by beat, to optimise his care during the journey to hospital.

Dr Liam adds, "Kallum really did have the full package of gold standard care before he even reached hospital. We knew this could make a big impact in terms of his outcome and give him the best possible chance of survival and recovery."



Location: Biggleswade area

Incident type: Road accident

Activation: Anglia Two (Cambridge) crew by critical care car

HEMS interventions: Sedation, pre-hospital emergency anaesthetic, advanced medication, emergency surgery

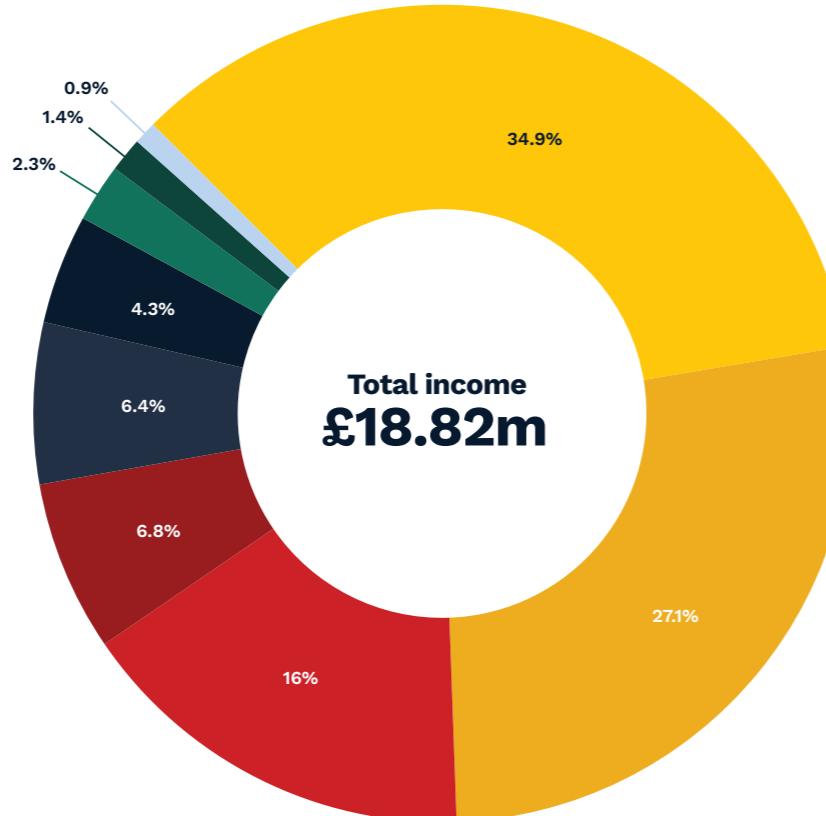
"The crew from East Anglian Air Ambulance absolutely made all the difference. The decisions they made on the day undoubtedly saved Kallum's life. The more information we find out, the more I understand just how important every single decision was, beginning from the very moment Kallum's phone contacted emergency services. I will forever admire every single person that played a role in saving my future husband's life. "

Kallum's fiancée, Heidi

FINANCIAL REVIEW

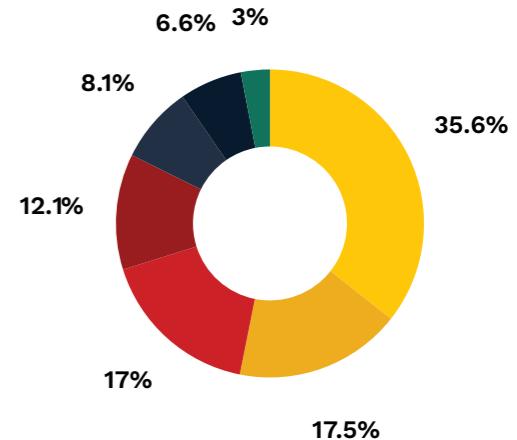
Income

Lottery	£6.56m	█
Gifts in Wills	£5.09m	█
Donations (including Gift Aid)	£3.02m	█
Events	£1.27m	█
Donated goods and services	£1.20m	█
Investments	£0.82m	█
Grants from Trusts	£0.43m	█
Raffle, gaming and merchandise	£0.26m	█
Other income	£0.17m	█



Expenditure

£6.53m	█
£3.21m	█
£3.12m	█
£2.23m	█
£1.48m	█
£1.20m	█
£0.56m	█



With ongoing economic challenges and global uncertainty, it has been a more challenging year for East Anglian Air Ambulance than recent years, but overall, we remain financially resilient moving forward.

Total income for the year was £18.82m (2024: £18.97m), and whilst lower than budgeted, we were still able to meet the costs of our charitable and fundraising activities, which totalled £18.33m (2024: £17.89m), as well as our future plans for the development of our new Cambridge air base for which we are currently raising the capital required.

Whilst we hold investments for long term financial security, market volatility during the period resulted in a loss on the valuation of our investments of £0.3m (2024: £0.5m gain).

The overall result, after the loss on the value of investments, was a surplus for the year of £0.2m (2024: £1.6m surplus).

1,846 THANK YOUS

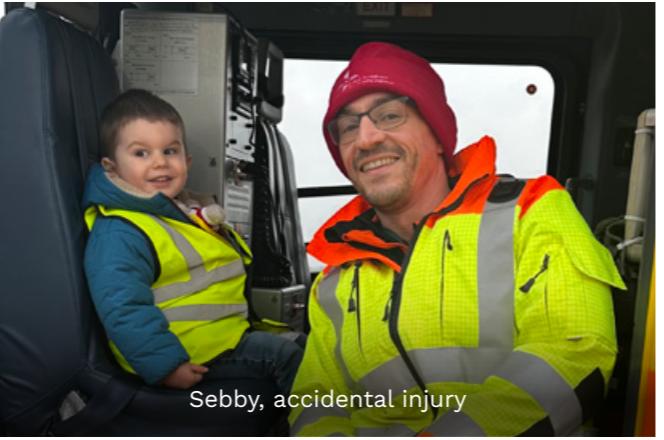
Because of your support, 1,846 people received critical care when they needed it most – turning moments of crisis into chances for survival.



Paul, cardiac arrest



Cathryn, road accident



Sebby, accidental injury



Martin, road accident



Jaden, motocross injury

“When I think about all the things I would have missed if I hadn’t survived, I appreciate everything everyone did for me.”

Former patient, Roger

We can't support our fellow emergency services without your support too. We're fuelled almost entirely by donations, and every single pound provides urgent care when people need it most.



Together we save lives

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