LIFTOFF MAGAZINE

#76, NOVEMBER 2026



TWO BASES, ONE LIFESAVING SERVICE

A cardiac arrest, car accident or serious fall can happen any time, anywhere this Christmas. P6-7

Scene reconstruction

East Anglian Air Ambulance

Together we save lives

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Tammy Swiderski, Community Fundraising Lead

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WELCOME TO LIFT OFF #76

Day and night, across Bedfordshire, Cambridgeshire, Norfolk, Suffolk and beyond, our crews respond to critical medical emergencies – road collisions, sudden serious illness, cardiac events, traumatic injuries. These are the moments that can change a family's life in seconds – but because of your support our crews can be at the scene, delivering critical care in minutes. In this issue, we're shining a light on what makes that possible: the strength of community itself.

When the Knife Angel installation visited Ely this summer, thousands came to see it during its month-long stay. The striking eight-metre sculpture, built from 100,000 blades, stood as a powerful symbol of hope over harm. The installation's hosts, Soham Town Rangers FC, kindly chose to support East Anglian Air Ambulance throughout its stay. The Knife Angel drew crowds from across the region who supported its message against knife crime, and it captured something we see every day in our work: that when communities pull together, remarkable things happen.

This spirit of togetherness is exactly what powers East Anglian Air Ambulance all year round – but even more so as we look ahead to Christmas. We can't fly without people like you who show up for us in whatever way you can. While you can't put a price on a life, you can put a price on trying to save one. On average it costs £4,250 to respond to somebody experiencing a life-threatening emergency – so whether it's a donation, a lottery or raffle play, a sponsored event, support from your community groups or clubs, craft fairs and bake sales, a workplace collection or time given as a volunteer, every pound raised keeps our crews ready.

This year we've come together like never before as we strive to raise the funds needed to relocate and build a new base in Cambridgeshire. It remains one of the biggest undertakings in the charity's history - but time and again, we've seen what this community can do when we join forces. That's why we're asking for your continued support as this vital campaign continues. You can read the latest update on the Cambridge Air Base Appeal on P15 of this issue of Lift Off. Whatever you're able to give, please know it's so much more than a donation. It's a new base taking shape. It's a crew ready to lift the moment the call comes in. It's a family finding some comfort because you've made sure we can get to the side of their loved one.

This Christmas, when you give to East Anglian Air Ambulance, you're not just supporting a charity – you're protecting your neighbours, your friends, and the people you love. You're part of something bigger. And for that, we can't thank you enough. On behalf of us all, we wish you a peaceful and safe festive period. Thank you for your support and kindness this year.

Tammy

Tammy
Community Fundraising Lead

OUTSTANDING NEWS

In June, East Anglian Air Ambulance was rated Outstanding following an inspection by the Care Quality Commission (CQC) at our Norwich base. Outstanding is the highest possible rating awarded by the CQC. When carrying out the inspection, they assessed the charity across a number of key areas. The base was rated Outstanding for being effective, caring, responsive and well-led, and Good for safe.

The inspection was of our operation in Helimed House, Norwich - but in truth this was an assessment of the way we operate across the whole organisation and is therefore a collective achievement; everyone from our clinical team, pilots and ground staff to donors, fundraisers, volunteers and supporters - you are a crucial part of every tasking and every life saved. Thank you all, sincerely.

The regulator identified that 'Staff showed exceptional compassion when treating people, and this was reflected in feedback from them and their families. They said staff listened to them, reassured them, and looked after them with kindness and respect.'

They added that "The service not only followed national guidance to provide people the best care but innovated and contributed to it. Helimed House was leading research in areas such as how to better diagnose bleeds on the brain and how to better manage cardiac arrests to save more lives."

East Anglian Air Ambulance Medical Director, Dr Victor Inyang, said, "We are incredibly proud to serve the people of East Anglia. As a charity, our ability to deliver this lifesaving service relies on the generous support of our communities, and we are deeply grateful for the part they play in making this possible."



Scene reconstruction



HRH Prince William delivering blood

A royal visit

Also in the summer, we welcomed former East Anglian Air Ambulance pilot, His Royal Highness The Prince of Wales, back to our Norwich base when he delivered lifesaving blood ahead of the crew's night shift.

Following a generous personal donation to Norfolk Blood Bikes, which enabled the charity to purchase a new vehicle, The Prince of Wales presented the car at the Norfolk and Norwich University Hospital before collecting the latest units of blood and personally delivering them to Helimed House. This donation not only strengthens Norfolk Blood Bikes incredible work, but also benefits lifesaving organisations and patients like ours that rely on a consistent and dependable blood supply.

Hope, not hate

The Knife Angel, a 27-foot-tall monument created to raise awareness of knife crime and its impact on individuals, families and communities, visited Ely during the summer.

The project, hosted by Soham Town Rangers FC, also supported East Anglian Air Ambulance. Our CPR team and volunteers provided members of the public with CPR and defibrillator training to create more lifesavers in the community. Additionally, we took part in dedicated workshops for secondary school students, alongside other emergency services during the Angel's month-long stay.



Knife Angel monument

Scene reconstruction

CHRISTMAS APPEAL

TWO BASES, ONE LIFESAVING SERVICE

A cardiac arrest, a car accident or a serious fall can happen any time, anywhere this Christmas.

In that moment, the only thing that matters is how fast the right help can reach you. That's why our two air bases exist: so our crews can be by your side within minutes, wherever you are in our region.

The bases are lifelines for critical care, 24 hours a day, every day of the year. But our Anglia Two (Cambridge) crew are losing their home, and they urgently need a new base to respond from. Without a base in the centre of our region, people facing the worst moments of their lives could find themselves waiting longer for the lifesaving care they need.

Two bases. One lifesaving service.

Every day, our crews are tasked to emergencies from our Cambridge and Norwich air bases, working together to bring advanced critical care to patients across Bedfordshire, Cambridgeshire, Norfolk and Suffolk.

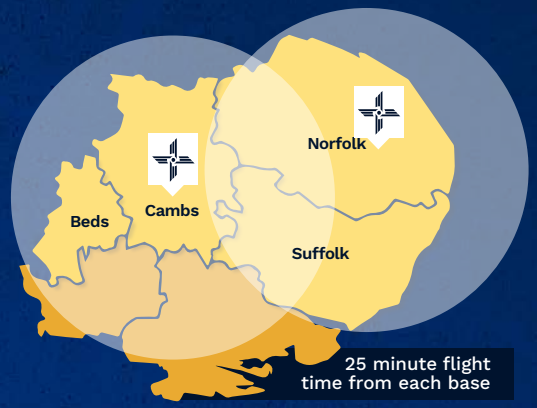
The location of an emergency is never predictable. That's why having two bases across our region matters. Together, they help ensure our crews can reach people quickly, with hospital-level care, equipment and treatments that can make a lifesaving difference.

For 26 years, our community has helped make that possible. Every mission, every patient and every family we've supported has been made possible by people like you choosing to support your local air ambulance.

This Christmas, we're asking you to help protect that future.



New Cambridge base architect drawing



That's why we're asking for your help to fund a new base for our Cambridge crew.

Every donation helps build the new base our crews need to reach people fast across East Anglia. More than that, it helps protect a service that thousands of people rely on, often in the most challenging moments of their lives.

You may have seen our Christmas Appeal video. It shows exactly what your support makes possible: lives saved, families supported and a glimpse of what your kindness helps achieve every day.

This Christmas, help keep critical care close to home by making a donation to our Cambridge Air Base Appeal today.

Because nobody chooses when they need us. But together, we can keep the helicopter minutes from you.

Please scan to support our Christmas Appeal.

CHRISTMAS APPEAL

WHEN LIFE CHANGES IN SECONDS

We can make a difference in minutes



Jane being attended by East Anglian Air Ambulance and the East of England Ambulance Service

Jane Harness is normally very active. She has horses and walks five or six miles with her three dogs every day. In February 2026, while on a day off from work, she was in a field next to her home in West Norfolk when she turned to call one of her dogs. Her foot caught the ground awkwardly and she fell.

"I snapped my right femur in half," Jane explains. "I couldn't get up – and I could see that my leg looked deformed."

Jane lives in the countryside in a village not far from King's Lynn. Thankfully, she had her phone with her and she called her daughter, then dialled 999.

"I told them, 'I think I've done something bad' – but at that point I thought it might be a dislocation."

The call handler connected Jane with the Critical Care Desk (CCD), who asked if she could share a video of her injury. The CCD is managed in Norwich, Chelmsford and Bedford by experienced clinicians – usually critical care paramedics – who also work with Helicopter Emergency Medical Service organisations, including East Anglian Air Ambulance. They monitor 999 calls to identify the emergencies where an advanced pre-hospital critical care team could make the greatest difference.

The CCD determined that Jane did need help from an air ambulance crew. However, the Anglia One (Norwich) crew were already attending another emergency so the Anglia Two team were dispatched by helicopter from Cambridge. Despite Jane being in Norfolk, our Cambridge-based crew can also cover neighbouring counties, helping ensure patients across the region can receive rapid, specialist care when it matters most. The 40-mile journey by air took just seventeen minutes.

Our crew, Dr Brendan Fletcher and Critical Care Paramedic (CCP) Joe Dowsing, went straight to Jane.

"They looked at me and immediately said, 'You've broken your femur.' They were so kind and reassuring – they asked me about my job and talked to me the whole time," Jane explains.

Dr Brendan and CCP Joe then needed to sedate Jane so they could carefully manipulate her badly broken bone back into position. Our clinicians use sedation to make difficult moments more comfortable for patients. It may be needed when a joint must be relocated, a fracture stabilised, or when someone is distressed after a seizure. Given intravenously, sedation helps patients feel calm and relaxed while essential procedures are carried out.

Once Jane was more comfortable, Dr Brendan and CCP Joe accompanied her by land ambulance to the Queen Elizabeth Hospital in King's Lynn for further care. She later had surgery and spent ten days in hospital.

Jane adds, "I didn't realise how serious the injury could have been, so I'm incredibly grateful for the almost immediate treatment I received. It's having hospital-level care before you even arrive – those minutes can make such a difference."

LETTERS FROM FATHER CHRISTMAS

It's a small bit of Christmas magic, and a mighty way of helping us.

Father Christmas is a busy man in December - presents to wrap, a sleigh to prep, and a very long list to check twice. Our crews know a thing or two about being busy come December too, responding to emergencies through the night when everyone else is tucked up in their beds.

Request a letter from Father Christmas

In recognition of a donation of £15 (or more if you feel able), we'll have a personalised letter written, sealed, and sent from Father Christmas to a child close to your heart. It will be filled with personal details only Father Christmas could know, like their favourite activity and something that they're proud of, before landing on their doorstep in time for Christmas.

Not only will the letter bring a smile to the recipient, but your donation will support the Cambridge Air Base Appeal to protect lifesaving care for people in your community – one of the most special gifts you can give.

As a thank-you, a specially created illustration will also be enclosed. It's our way of saying how much your kindness means to us and to every patient and family your support will help. We hope it brings a little warmth to your home this festive season, and reminds you of the difference you're making for people across our region.

Letters from Father Christmas really is a magical way of keeping our crews ready to fly, whenever they're needed, while bringing a piece of Christmas joy to somebody you love this festive season. The final date for letter requests is 30 November. We'll update you by email when your letter is on its way!

Visit our website to request your letter in time for Christmas.
Final date for letter requests 30 November 2026



OTHER WAYS YOU CAN SAVE LIVES THIS CHRISTMAS

There are many other ways you can help keep our helicopters flying and our crews ready. However you wish to show your support, you can have a truly lifesaving impact for a family this festive season.



Christmas Lights

Christmas Lights

One of our favourite festive traditions is seeing the fantastic Christmas light displays our supporters create each year. Whether you want to light up your entire house or simply create a festive window display for a few hours each evening, Christmas Lights is a wonderful way to spread seasonal cheer while raising vital funds. To join a wonderful community of Christmas Lights fundraisers, simply email **info@eaaa.org.uk** and we'll be in touch to help support your fundraising journey.



'Snowy Village' Christmas Card

Christmas Cards

You'll find East Anglian Air Ambulance Christmas cards for sale in our online shop and with our friends at the Original Norwich Charity Christmas Card Shop at St Peter Mancroft Church, Norwich. This wonderful hub sells Christmas cards on behalf of a wide range of charities, and their continued support has raised an incredible lifetime total of £43,570 to save lives.





'These socks save lives' available online

The perfect last-minute gift

It's not just Christmas cards that are available to buy from our online shop. We've got everything from toys and stationery to clothing and homeware, plus a special Christmas section with cards, jigsaws and, of course, socks. Perfect to fill stockings of all sizes, and every purchase helps to save lives – plus you can also avoid queues and crowds of Christmas shoppers!

The final date for online orders is 13 December 2026

And don't forget...

If you're part of a group, club or organisation that would be interested in fundraising this Christmas, we'd love to hear from you. Our team would be delighted to support your efforts, whether you're planning a Christmas quiz, grotto, hosting a roast dinner, or planning another festive fundraising event.

Get in touch about your Christmas fundraising on info@eaaa.org.uk



A COMMUNITY TOGETHER

Yellow Cambridge takeover

Because it's always somebody's loved one

The Cambridge Air Base Appeal continues to move forward, and it's a journey we're on together. Every gift, every fundraiser, every kind word of encouragement has come from communities across Cambridgeshire and beyond who believe, as we do, that nobody should face an emergency without expert care close by.

£5.1m raised. £3.1m to go.
(correct at time of print)

Getting quizzy with it

Host a quiz. Save lives. It's that simple. Lots of you are getting involved with The Big Quiz, using our ready-to-use packs to host your own fundraising quiz. A fun hour or two of trivia will help build the base – and it's not too late to get involved, especially if you're planning a quiz this Christmas. You can request your free pack today on our website! Your fundraising quiz isn't just a bit of fun. It will give people second chances when they need them most.



Host a quiz. Save lives.

Going the distance

On 5 September, Mei Pang ran 101.7km, the distance between our Norwich and Cambridge bases, by completing laps of Sutton Heath in Suffolk. Our crew attended her partner earlier this year following a road collision and we're humbled that Mei took on a huge personal challenge to raise funds to support the new base appeal. Mei has raised over £7,600!

Having a ball

The Willis family from Cambridgeshire have been huge supporters of East Anglian Air Ambulance since the Anglia Two crew attended dad-of-five, Jonathan, when he was critically injured on their family farm in 2020. They've held two fundraising balls and have raised over £112,000 since that day. This year's ball is taking place on 14 November in Thorney near Peterborough in support of the Cambridge Air Base Appeal.



Former patient Jonathan and wife Wendy

Lifesaving Trekkers

On 6 September, 150 brilliant fundraisers laced up their boots for our very first Trek event in Cambridgeshire! Whether they tackled a brisk 2.4 miles, a solid 24km, or went all-in for the full 24-mile challenge, every step took them through some of Cambridge's most stunning scenery - and every mile walked was another step towards building a new air base.

Cambridge Air Base Update

This summer brought a milestone worth sharing. In August, South Cambridgeshire District Council formally granted planning permission for our new site at New Shardelowes Farm in Fulbourn - a significant step towards a permanent, purpose-built home for the Anglia Two (Cambridge) crew. At the time of writing, we're working through the final legal steps to secure the land, with purchase expected by the end of 2026.

This Christmas, there's a simple way to help bring us in to land - building a permanent home for the Anglia Two crew in Cambridge. Every donation, as part of our Cambridge Air Base Appeal, brings us closer to a new home, built by our community to serve our community. If you'd like to give, the easiest way is via our website, or you'll find a donation form enclosed with this issue of Lift Off.

ISSUE 76

KEEPING GRACE CLOSE, WHEREVER WE FLY





"Grace, when you were so suddenly taken from us, I very strongly felt the need to combat my shock and grief by writing about you. I've never been without that motivation, and here I go again.

It was February 1982 when I found a Valentine's card in my pigeonhole at work. We were both working in a school when a colleague and his wife plotted to get us together! It worked because during an incredible evening at their garage party, we danced in their driveway all night. By Valentine's Day the following year, I had resolved to propose but nerves got the better of me. You knew what I was planning and by the next night, we were engaged.

You had two wonderful children from your previous marriage, and we were a great team. When the children went to university and flew the nest, we had so many wonderful adventures together. We travelled the world, flying high; everywhere from the USA, Canada, New Zealand and Australia, making memories.

Even when we were back in Suffolk, you were never idle. A talented team leader of a handbell ringing group, music brought you much joy – with a room at home dedicated to your practice. If there were initiatives for good causes at our church, you would take them on with gusto. At home, you would always be quilting or doing embroidery. You joked that if you were making something you wanted to keep a secret from me, you'd make it in front of me, because I'd never notice!

Together, we were passionate about fair trade and set up our first stall in 2003 at church. Fair trade gave us more opportunities to travel, including to South Africa in 2007 and Chile in 2010. It was here that you suffered your first stroke and spent three weeks in hospital. Just 21 months later your 'never give in' approach to life shone brighter than ever before when, with sheer bravery and determination, you completed a sponsored charity walk from Cromer to Overstrand.

In 2015, when you accompanied the Coastline Singers, a local singing group, you suffered a stroke that you wouldn't recover from. You died sharing the joy of music.

In the years afterwards, I added your name to a local lifeboat, so when I saw the opportunity to also add your name to one of the East Anglian Air Ambulance helicopters, I knew it would be another perfect tribute to you. Having a static gravestone is all well and good, but I wanted something that allowed your driving force and incredible spirit to live on. By adding your name to the helicopter, we're together in the East Anglian Air Ambulance team - and you're travelling, flying high, once again."

Mick

Your loving husband, Mick

If you, like Mick, would like to remember a loved one by adding their name to our helicopter as a very special tribute, visit **eaaa.org.uk/name**

VIEWS FROM YOUR CREWS



Blood moon, Captain Henrietta Davies



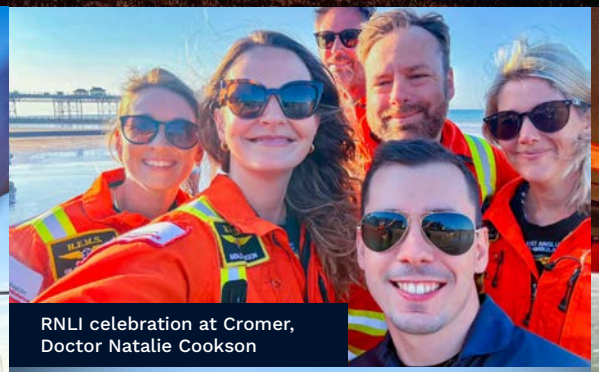
Cambridge city view, Dr Rachel



Snowy landing, Dr Liam Neale



Eclipse glimpse at Norwich base, Dr Jack Webb



RNLI celebration at Cromer, Doctor Natalie Cookson



Norfolk coast touchdown, Doctor Mark Clayton





Crew shot over the Cambridge Biomedical Campus, Dr Thomas Adams

ISSUE 76

DONATIONS IN ACTION

New ventilators supporting patient care



New ventilator at the scene

The advanced equipment carried by East Anglian Air Ambulance's helicopters and critical care cars enables enhanced care at the incident scene – when our patients need it most. Due to advancements in technology, and our previous models being discontinued, we recently updated the ventilators used by our crews, which support our care for people in their most vulnerable and frightening moments.

The purpose of a ventilator

Ventilators are mechanical devices which support a patient's breathing. We use ventilators in a range of medical emergencies. They are critical for patients who are unable to breathe adequately on their own due to trauma, respiratory distress or serious illness.

Additionally, ventilators can be used when somebody is suffering from, for example, heart failure or a respiratory condition that might require non-invasive ventilation.

They're not just machines; they are lifelines.

An upgrade to meet evolving medical standards

We previously carried separate ventilators for adults and paediatric patients. We have upgraded to single ventilators, which cover a wider patient age range so that separate adult and paediatric ventilators no longer need to be carried.

The big decision

As with any changes in equipment, an East Anglian Air Ambulance working group was formed. They scoped the market against the specification required. Different ventilators were reviewed by the working group and the crew. Through a rigorous evaluation process, the selection was narrowed down to three based on several factors, including user perspective, size, weight, cost and effectiveness of use in the pre-hospital setting. We decided the TV50 – Mindray ventilators were the best fit for our needs and those of the patients we attend.

The eight new TV50 ventilators are now operational and offer advancements including improved battery life, size, and support for patients of all ages and conditions. We have four ventilators at our Norwich base and four at our Cambridge base. This provides equipment for each helicopter and critical care car, plus additional machines to provide resilience and to support crew training. This vital ventilator upgrade has been funded by donations, including a generous gift from the Heveningham Hall Country Fair charitable trust, long-term supporters of our work.

Impact on patient care

The ventilation of some patients can be challenging to due to lung mechanics or respiratory physiology. Innovation and advances in technology can make this easier and give our crews the ability to ventilate a wider proportion of the patient group we attend, therefore helping to improve patient care.

Technology continues to progress and we hope it will eventually allow us to transmit ventilator patient data to our records, in the same way as we do for patient monitoring. This would build an even clearer, bigger picture to inform our treatment and care of patients, responding quickly and providing the very best care when the very worst happens.

LAND'S END TO JOHN O'GROATS:

Three friends, three bikes, one mission

In 2018, Adam Clarke was involved in a road collision that left him with life-threatening head injuries. He's never forgotten the help he received from our crew, who treated him at the scene before flying him to Addenbrooke's Hospital for specialist care. Earlier this year, he was joined by two friends, Keiran Williams and Lawrence Green, as they took on an epic Land's End to John O'Groats ('LEJOG') cycling challenge after previously taking on a fundraising Paris to London ride.

Adam says, "The speedy rescue that East Anglian Air Ambulance were able to provide has given me the life I have today. Our last challenge was my way of saying thank you to those who crewed my flight, this year's LEJOG challenge was about giving someone else the same chance at life that I was given."

The trio set off from Land's End with a quick 17km for photos on Thursday 18 June with the real ride starting on Friday 19 June. They completed the ride nine days later, on Saturday 27 June – through some of the hottest days the country has seen in a long time. While the ride started in the mist and wet roads, they cycled into the "brutal" heatwave that gripped the country, cycling through the Lake District and into Scotland on the record-breaking days of the hottest recorded temperatures for that area. They even had a day of heavy rain too.

"The climbs through the Lakes and into the Highlands sapped the legs of energy, ready for the penultimate day, which was supposed to be an 'easy day' although this proved to be anything but, with headwinds all day and heavy rain making riding conditions very difficult," Keiran said.

They then had a series of mechanical issues affecting the bikes, even getting a puncture just 10km from John O'Groats. But despite this, the team always believed that they would finish.



The trio at the start line

Adam said, "The sense of achievement is massive. It's not sunk in, and the support we have had from friends, families and work colleagues has been amazing. We cannot believe the money we have raised for East Anglian Air Ambulance. I am so pleased that someone else will have the chance of a life that they gave me!"

Lawrence added, "Everyone thought we were mad to be doing this in such a short time. It was really difficult at times, but the memories will last a lifetime."

Keiran said, "What East Anglian Air Ambulance does is so important. Adam and I saw what they have in Norwich, if they can replicate that in the Cambridge area with their new base, we as the local public will have a world-class facility to support us."



ISSUE 76

THE BIG LIGHT

How the high intensity search light supports lifesaving missions



In the months when darkness creeps forward, we find ourselves reaching for the 'big light' in our homes earlier in the day. The same is true for our helicopter pilots, who use a high-intensity search light (HISL) when additional light is needed during taskings.

When the clocks went back on 26 October 2025, the nights drew in across our region. Between then and 29 March 2026, when the clocks went forward, our crews were called out 360 times between 7pm and 7am to reach people facing the worst moments of their lives.

As this winter approaches, we're looking at the difference the helicopter's 'big light' makes to missions by air during the hours of darkness.

Our pilots, engineers and aircraft are supplied by Babcock International Group (Babcock), our aviation partner. Flying at night presents many more risks than flying in daylight, and it's a regulatory requirement to have two high-intensity lights on the aircraft in order to fly night-time missions, in case one fails during a call-out.

The second light is a steerable landing light. Without both, we wouldn't be permitted to fly to emergencies at night. The lights, including the HISL, are tested every morning, so if there's a technical problem, there is time for an engineer to resolve it ahead of nightfall.



The high-intensity search light (HISL)

The HISL is a vital piece of equipment on the aircraft, as its primary use is to illuminate landing sites and identify hazards during the recce. At 800 watts, it's a powerful beam - and it appears even brighter for our pilots because the night vision goggles, worn on taskings during the hours of darkness, amplify the light – making potential hazards much easier to identify.

Pilots can control and move the HISL from the cockpit. They can move it 235 degrees around the outside of aircraft and tilt it 118 degrees, either via the collective control or by its own handheld remote-control system. Operating the lighting forms part of the training Babcock pilots undertake for flying at night. Also part of that training is flying neighbourly - consideration for our communities by not shining lights directly onto properties, vehicles or people, and switching off high intensity lights just before landing to avoid glare.

There are also five fixed landing lights: one on the nose, three at the back, and one on the right of the aircraft. These are used during the day as well as at night.

The HISL really comes into its own on especially dark nights in rural areas, away from the lights of our towns and cities, where it can brighten up a whole area, making it easier for the crew inside the aircraft to identify any hazards before landing.

The skills and expertise of Babcock pilots, and every detail on and inside the helicopters, helps our doctors and critical care paramedics provide lifesaving care to critically ill or injured people in our region, whatever hour of day or night.



ONE LAST GIFT, ONE INCREDIBLE LEGACY

In September, St Catharine's College, Cambridge was the venue of our first ever Insight Event, where we offered a deep dive into the work of East Anglian Air Ambulance and how the charity has evolved over time.

The venue was significant because Dr John Addenbrooke was a scholar and fellow there and went on to leave a gift in his Will to found a hospital in Cambridge. In 1993 Sir Terence English was elected Master of St Catharine's, 14 years after performing Britain's first successful heart transplant at Papworth Hospital.

These events are our way of thanking those who have chosen, or are considering, leaving a gift in their Will to East Anglian Air Ambulance. They will be giving future generations the same reassurance we all have – that the best possible out-of-hospital emergency care



Joshua Lawrence

is available within minutes, should we ever need it.

Guests heard from Dr Patricia Mills about the critical steps and split-second decisions our crew make that influence patient outcomes.

Joshua Lawrence, our Community Training Programme Manager, shared how the community can positively affect patient outcomes. He explained how the East Anglian Air Ambulance Community CPR team empower people to learn lifesaving



Dr Patricia Mills

CPR skills and how to confidently use a defibrillator. When the worst happens, our crews can get to the scene quickly, but not as quickly as the people already there.

We were humbled that former patient, Kate, and her husband, Steve, shared Kate's extraordinary story of survival following an out-of-hospital cardiac arrest. You may be surprised to learn that gifts in Wills not only continue to fund one in three of our taskings, but they also funded the Norwich base, and will be making a significant contribution to the new Cambridge base. They really are extraordinary gifts.

Due to the positive feedback received, we now plan to hold a further Insight Event in Norwich in the spring.

If you're interested in learning more about the impact gifts in Wills make, and would like to hear about the next event, please contact Lucy Wells: lucy.wells@eaaa.org.uk





A YEAR OF EXTRAORDINARY GENEROSITY

Between 1 July 2025 and 30 June 2026, our incredible volunteers donated 20,256 hours to East Anglian Air Ambulance – those hours are worth £310,132 to the charity. That's enough to fund 73 missions, an extraordinary achievement!

To put that into perspective, 20,256 hours is enough time to walk almost two and a half times around the Earth or fly from Norwich to New York and back over 1,590 times.

Instead, our volunteers chose to give that time to us.

They supported events across the region, delivered CPR and AED training, held bucket collections, gave talks, attended cheque presentations, and supported patients and their families. They welcomed visitors, supported our Operations team, tackled admin and proofreading, cheered on our Trek 24 and Only The Brave participants, and supported fellow volunteers, staff and crew - and so much more.

Every one of those hours ripples outward: raising vital funds, increasing awareness, recruiting new volunteers, inspiring gifts in Wills, building partnerships, and helping secure the future of our service, including encouraging and rallying support for the new Cambridge Air Base.

Thank you for giving your time to East Anglian Air Ambulance. We couldn't do what we do without you!

Could you be part of next year's volunteering story? Visit our website to learn more about getting involved!





SHELVES OF LIFESAVING SUPPORT

In the heart of medieval Lavenham, Byron & The Bard is a bookshop stocked with treasures. Alongside its shelves of stories, the shop is helping fund the story of East Anglian Air Ambulance too. Many families are together today because a loved one received critical care from our crew – and that's the reason owner Holly Bellingham has pledged her support.

"Lavenham isn't in the middle of nowhere, but in the event of an accident or emergency, it feels a very long way from anywhere," Holly explains. "There are people in the village who would not be alive today if it wasn't for the efforts of the East Anglian Air Ambulance crew."

On average, our crews treat five patients across the region each day – and it's all possible thanks to public donations.

From 1 November 2026 to 31 October 2027, Byron & The Bard will kindly donate 15% of the RRP of any book to East Anglian Air Ambulance when customers quote the reference EA00126.* This means if you're looking for Christmas stocking-fillers or gifts for somebody special, you can help to fund lifesaving care. And if they don't have what you're after on the shelf, Holly and her team will do their best to track it down from publishing houses.

You can follow Byron & The Bard on Instagram and Facebook - though true to its old-fashioned charm, the shop doesn't trade online. Instead, Holly and her team prefer to get to know their customers, taking orders by phone or email and posting books free of charge anywhere in mainland Great Britain.

"Better still," Holly adds, "visit the shop in person and say hello!"

It takes a team to save a life. Support like this is what keeps our crews ready around the clock, by air and road, reaching the region's most serious emergencies wherever they happen. Thank you, Holly and Byron & The Bard.

**This offer cannot be used with any other affinity group discount or on purchases made online via bookshop.org. Please direct enquiries to Byron & The Bard.*

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3rd prize £200

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East Anglian Air Ambulance



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BEDFORDSHIRE SAT 12 JUNE

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