

Airborne

Spring 2020 | Issue 1

Covid19

Our response

'NVIS SAVES LIFE OF GRIMSBY MAN'

read all about Connor's story

'Meet the team'

take a look at our latest
YAA recruits

BEHIND THE SCENES:

the new Simulation
Suite



A year in stats

April

was our busiest month 2019

335

patients carried by air

West Yorkshire

was our most flown to region

1,523

incidents attended 2019

Leeds General Infirmary

was our most flown to hospital

Welcome to YAA

Welcome to our spring charity newsletter. While I would usually take this opportunity to update you about our charity's latest achievements and lots of positive news, we cannot ignore the impact that COVID-19 is having on the YAA, our region, and the rest of the world right now.

The last few months has been an extremely difficult time for everyone, and unfortunately Charities, nor the YAA are immune from this.

It's no secret that we have seen a huge downturn in fundraising incomes and activities, particularly in the last couple of weeks. A calendar packed full of summer events and activities has been virtually wiped out, with an estimated loss for this period alone being in the region of £420,000 plus. We have had to close our Head Office in Elland to keep our staff safe, and everyone is now working at home for their own safety. They are working extremely hard behind the scenes to ensure we are ready to get back to our fundraising activities once things start to get back to some normality, and we're also taking the opportunity to explore and plan some more projects for the future. There is still plenty for us to do – the phones still need answering, donors need responding to and thanking, accounts still need processing and it's important now more than ever to keep our wonderful supporters engaged and informed about our work, so we're relying on our social media channels now more than ever.

At the beginning of April, and in partnership with Yorkshire Ambulance Service NHS Trust (YAS), our staff were deployed back to the frontline for three crucial weeks to help with the fight against Covid19. Obviously, this wasn't ideal, but we will always do whatever we can to support our colleagues in the NHS and YAS and protect the people of Yorkshire and redeploying our Doctors and Paramedics was the best decision at the time.

In the midst of this crisis however, we have been truly humbled by the generosity and support from the people of Yorkshire and further afield, who have rallied round, to support us in our time of need.

I must also express my gratitude for our own fundraising team, who have used this challenging time as opportunity to help those in greater need by assisting community groups in delivering food parcels and helping out in their local communities using our fleet of useful vans. They have also been supporting some of our own YAA volunteers who have been self-isolating themselves and are unable to get out for essential items, obviously adhering to social distancing guidelines at all times, to ensure everyone's safety.

It is times like these when, as a nation, we must all pull together to support one another, and in particular the NHS, our local ambulance services and our vital key workers. The Charity will continue to do everything it can at this time to plan for the future, and as soon as this situation has safely subsided, our helicopters will be back in the air and our fundraising teams will be back out and about supporting and educating the people of Yorkshire about the wonderful work we do.

My sincerest wishes and grateful thanks go out to all of our supporters.



Peter Sunderland
Yorkshire Air Ambulance
Chairman

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Covid 19 *Our Response*

In March 2020, the news broke that COVID-19 had been declared a global pandemic and we – like many charities across the UK, had difficult decisions to make to help safeguard our staff and the people across Yorkshire.

Due to the intensifying situation surrounding COVID-19 our charity has had to make many changes to safeguard our staff, crew and the people of Yorkshire.

At the beginning of April, the difficult decision was made to temporarily redeploy all our Critical Care Team to their frontline duties to help against COVID-19. This resulted in us being temporarily offline for three weeks.

To protect our office staff and visitors, a decision was made to temporarily close our charity headquarters, Cayley House in Elland. Our staff still remain highly active behind the scenes, planning for the future and ensuring the day to day running of the charity, but for now, in the safety of their own homes.

Following the Government guidelines to minimise the spread of COVID-19, we have also taken action by working with local event organisers to postpone, re-arrange or cancel any of our upcoming events, cheque presentations and talks.

These were obviously very upsetting steps for us to take knowing how much time and effort goes into these wonderful events by their organisers, however it is so important that we all do our part to support social distancing at this time.

As soon as the restrictions start to lift, our team will be on hand to support organisers with their wonderful events. We genuinely can't wait to be back out and about in our local communities – but only when it is safe and appropriate to do so.

As we do our part to help protect the people of Yorkshire and those further afield by working on the frontline, please assist us by staying at home and only making essential travel. Your support truly means a lot to us.



YAA Staff *Updates*

We have seen some staff changes over the last 12 months, so here's just a few new faces to join our YAA team!

We are delighted to announce that five new HEMS paramedics joined our aircrew back in 2019 – Rachel Smith, Matty McCabe, Gav McCune, Andy Crow and James Allen. They have been seconded from our partners, Yorkshire Ambulance Service NHS Trust and will be joining us for three years.

Our newest **HEMS** paramedics

HOW DO YOU FEEL ABOUT YOUR NEW ROLE:

Gav: I remember the Yorkshire Air Ambulance coming to do a visit at the Burn Hall Training School and I knew from that day that I wanted to eventually work for the YAA. I'm really enjoying my new role.

James: : I know how lucky I am to get this role and I'm using that to get the most out of the secondment as I can. Everyone has been very supportive so far and I'm looking forward to learning as much as I can over the next three years. I know how lucky I am to now have this role and I know there are lots of people who would love my job. Each of them have been a tremendous asset to our team.

Rachel: My new role has pushed me out of my comfort zone, but I'm really enjoying working for the Yorkshire Air Ambulance and I'm looking forward to the next three years.

Matty: I'm over the moon, I'm absolutely over the moon. I tried three times to get here, it's third time lucky. I was really disappointed when I didn't get on previously, but I knew where I needed to improve. I know how lucky I am to now have this role and I know there's lots of people who would love my job.

Andy: Working for the Yorkshire Air Ambulance is a dream come true, something I never thought I would be able to do. Every day is different, it keeps us on our feet.



During the last year, we have also introduced five new fundraising staff

Clare Deacon and **Tessa Klemz** who cover North Yorkshire, **Keiron Hardwick** who covers East Yorkshire, **Helen Berriman** who covers West Yorkshire and **Laura Lawton** who covers South Yorkshire.

All of them have been a tremendous assets to our teams, enabling us to spread the word about our charity further across the region.

Pilot Colin Hawkesworth joined us in early 2019 from the National Police Air Service and Chief Pilot Owen McTeggart, who previously worked at another Air Ambulance joined the charity in October.



WHAT DO YOU ENJOY ABOUT YOUR JOB?



Owen: The extended night HEMS hours and the family environment.

Colin: The people I meet and the lovely countryside of North Yorkshire.

Tell us an interesting fact about yourself?

Owen: This is not my first time working for YAA! I was initially employed to fly out of Topcliffe in 2012. But because I lived in Cumbria at the time I was internally transferred to GNAAS by Multiflight.

Colin: I'm an Ex-Army helicopter display pilot!



Our office team also welcomed three new recruits. Leanne Seward, Marketing and Brand Manager, Rebecca Martin our new Marketing Assistant and Katherine Humphries our new HR Officer.

HOW DO YOU FEEL ABOUT YOUR NEW ROLE:

Leanne: It's great working for a charity and knowing that you're doing your bit to enable the service to save lives across the region.

As we go to press, Leanne has just had her second child and is now on maternity leave. Leanne's role is being covered, for 12 months, by Interim Marketing Manager, Angela Brearley.



Rebecca: I love the friendly atmosphere and working for a charity that really makes a difference to peoples lives. It's a rewarding job.

Katherine: I love the variety of the role and being involved with lots of different people. The feeling of contributing to something important and worthwhile. The work of the YAA is something I have always admired.

We've appointed a new *Chief Pilot!*



Owen McTeggart commenced his role as our new YAA Chief Pilot in March 2020, with former Chief Pilot Steve Waudby becoming our Director of Aviation.

Owen's background

Owen has been flying helicopters for 23 years. He joined the army aged 16 and applied to undertake Pilot training back in 1996. He has flown Gazelle helicopters all around the world and previously trained Apache Pilots at the Army Air Corp flying school.

He began working for the YAA previously in 2012 before being transferred by Multiflight to another air ambulance charity due to his home location. He resumed his role as one of our Line Pilots in November 2019.

Working for the YAA

When asked what he enjoys about working as a YAA Pilot, Owen said: "I enjoy helping people, not only in their time of need, but also helping the crew progress in their HEMS careers. I also enjoy communicating with people on scene who come up to our helicopters and ask us questions about working for the YAA."

Owen currently lives in Kendal, in the Lake District, but is looking to relocate to North Yorkshire. "I love the history associated with Yorkshire and walking down the old cobbled streets of York."

Comparing the landscapes between the Lake District and Yorkshire, Owen said: "Every day is different, the scenery is

different. One moment you're flying across the Pennines and the next you're at the coast. It's the biggest county in the UK with such a variety of landscapes."

We are currently one of only a few air ambulances in the north of England with night flying capabilities and this was one of the reasons Owen was drawn to working for us.

"The Yorkshire Air Ambulance after 4pm in the winter lends itself to several neighbouring counties as they aren't night certified, which means you can be flying quite far into the North of England and as far down as Lincolnshire. Those additional flying hours can make such a difference to someone who really needs our help", said Owen.

Looking to the future

When asked what he will bring to his new role as Chief Pilot, Owen said: Experience and a calming presence. There are a lot of strong men and women in the aviation and medical fields but I think I'll suit being a more emotionally supportive member of the team – being that someone that the crew can talk to and confide in.

He continued: "Being calm on scene and being able to trust each other ensures that we can do our jobs efficiently, especially in the highly pressured environment of HEMS life. It's a Pilot's job to reassure the crew and ensure that they feel in safe hands. I'm looking forward to the new challenge and being the go-between the Pilots, the Paramedics and the Doctors".

Welcome on board Owen!

To learn more about YAA job opportunities please visit:

<https://www.yorkshireairambulance.org.uk/contact-us-careers/work-for-the-yaa/>

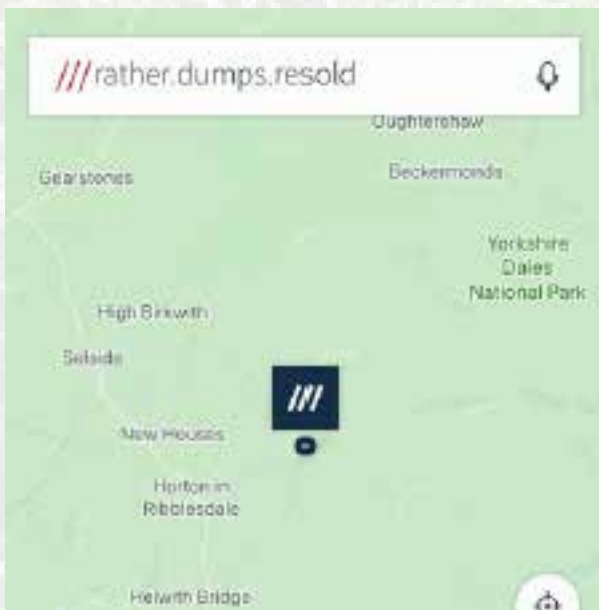
What would you do if you found yourself in an emergency and you didn't know where you were?

What3words is a free app that can pinpoint your location within a 3 metre square radius to emergency services.

What3words is being used by a growing number of emergency services and rescue teams across the world and it is now being used by the Yorkshire Air Ambulance to help save lives across the region.

Developers behind the app have divided the world into 57 trillion squares and given each square a unique 3 word address that can be found using GPS. When a caller is unable to identify where they are, they can simply pass the three words generated by the app to emergency services and they will be able to track their location.

The what3words app is compatible with other apps such as Google Maps, Apple Maps and Waze and can also connect to Satnavs. It can also be speech-activated and because the app is GPS and algorithm-based, it can be used with no internet connection.



The Yorkshire Air Ambulance began using the app earlier this year and it has already been used successfully in incidents such as road traffic accidents and to find walkers in remote areas.



Matt Syrat, Clinical Operations Manager said: "There's a lot of rural areas and less identifiable roads in Yorkshire and if a person cannot distinguish where they are, it can delay the time it takes for emergency services to reach the incident.

This new system enables us to pinpoint a nearly exact location of the casualty using the three words given to us by the call taker and we can dispatch immediately. The what3words app will be invaluable to saving lives, especially in remote areas of Yorkshire."

Patient's Story

Catherine Stevens

Paramedics Sammy and Tyrone turned midwives for the mum who ended up giving birth to the twins on the A19!

Catherine Stevens from Selby, was planning on going into work one last time to complete her handover process with her colleagues, but when she started experiencing pains at around 7 months pregnant with twins, her mum decided it would be best to ring the hospital.

When Catherine's mother rang the triage department at the maternity unit, she was advised to travel to York Hospital as soon as she could, but whilst travelling on the A19, the twins decided to make an arrival, two months earlier than planned.

When Catherine went into labour, she was asked to leave the car and lay by the side of the road. Passers-by who stopped to help, included a man with a van, a couple, a community nurse and a doctor.

We were dispatched, along with two road ambulances from the Yorkshire Ambulance Service. Our HEMS paramedic Sammy Wills took the lead in delivering the twins. Baby Poppy arrived first and was handed to YAA paramedic Tyrone to assess her, and Sammy then worked on delivering her baby brother Jake.

Speaking of the Yorkshire Air Ambulance, Catherine said: *"Sammy was fantastic. I didn't even fully process what had happened until I reached the hospital."*



Jake was in the breech position and he was born in his amniotic sac. Sammy had to work against the clock to break the sac and get the youngster breathing.

Speaking of the Yorkshire Air Ambulance, Catherine said: *"Sammy was fantastic. I didn't even fully process what had happened until I reached the hospital."*

Jake and Poppy were born at 10.33am on the 21st February 2019 and Catherine and the twins were taken to York Hospital by road ambulance. Both Yorkshire Air Ambulance paramedics accompanied the mother and babies to ensure their safe journey. Catherine spent several nights in hospital as a precaution Catherine.

Catherine spent several nights in hospital as she adjusted to being a mum to twins. Unfortunately, Jake had to be sent to Hull University Teaching Hospital to the neo-natal care unit where he received a blood transfusion. Thankfully, the twins both made a full recovery and were discharged from hospital 6 weeks later. In February 2020, they celebrated their first birthday.

If you would like to share your story with us, **please contact j.mcdonnell@yaa.org.uk or call 01422 237900**

Patient's Story

Connor Lond

YAA night vision technology helped to save the life of Connor following an accident on his way to Leeds for a Christmas night out.

A passenger of a serious road traffic collision That took place in December 2018 has defied doctor's odds thanks to the rapid response of the Yorkshire Air Ambulance and their night vision technology.

Connor Lond, 23, and his friend were driving from Grimsby to Leeds for a night out, when the front wheel of the car slid on gravel on the M18, causing it to spin. As the car spun out of control, it was hit by an oncoming vehicle.

"I can remember the wet weather and approaching Brigg, but a lot of the incident is a blur", said Connor.

We were dispatched immediately to scene and due to the incident being late at night, the mission was flown using Night Vision technology.

Pilots and navigational crew on board our helicopters wear Night Vision goggles to enable them to identify hazards and obstacles late at night when approaching landing sites.

Night Vision status was granted to the Yorkshire Air Ambulance back in September 2017 and has enabled the lifesaving rapid response service the ability to extend our operational hours into darkness.

When our team assessed Connor, he was showing signs of a serious head injury and a decision was made to put him into an induced coma and fly him to the nearest major trauma centre.



Connor was carried down an embankment to the helicopter and was flown to Leeds General Infirmary, a 30 mile flight which took only 15 minutes by air, but would have been 45 minutes by road.

Tests at the hospital revealed that Connor had fractured six ribs, his clavicle, his pelvis, and he had a bleed on the brain.

His family were told that he had a 20% chance of survival. Connor spent two weeks in hospital and despite his serious injuries, he has made a remarkable recovery.

"It was difficult learning to walk again, but to go from feeling broken emotionally and physically to become someone who is stronger, healthier and able to walk, lift weights and to graduate, means the world to me", said Connor.

FACT:

'Last year, the Yorkshire Air Ambulance attended 139 incidents using Night Vision technology





Behind the Scenes: Our New Simulation Suite

In June 2019, we officially opened our state-of-the-art Simulation Suite situated at our Nostell airbase

The suite is a fully immersive training room that can be adapted to replicate various real life trauma situations. It features 360 degree projectable walls, a scent dispersal machine and is temperature controlled.

The simulation suite not only tests the paramedic's clinical skills, but it also tests their sensory system, similar to the experience of a real-life call out.

The suite also features a family of manikins, known as Simbodies, most of which are life casts of cadavers to give them the look and feel of a real person. The elderly manikin Vivien was specially made for the Yorkshire Air Ambulance, cast from a woman still alive and living in London today.

Simbodies have movable joints and limbs, and are anatomically correct with airways, nostrils and skin suitable for needle decompression. The manikins come with specialist moulage kits, which are sleeves with common injuries such as fractures and burns that can be attached to the manikin for the paramedics to train on.

Matt Syrat, Clinical Operations Manager said: *"When practicing procedures on our life-like Simbodies, it gives you the sense that you are working on a real life person and can evoke some emotional feelings similar to those you may feel on a real job.."*



"The Simbodies also enable us to practice complex procedures that the older style manikins weren't capable of."

Simulation training exercises take place several times a week with an observer watching from a control room. Exercises are selected using 'Simcards' designed by the paramedics based on call outs they have attended previously.



According to Paramedic personal reflection reports, more than three quarters (85%) of our YAA HEMS paramedics have noted improvements in their confidence from using the Simulation Suite, as well as increased muscle memory, has enabled them to remember procedures more quickly.

After each training session, the crew will debrief and discuss the exercise in detail and what could be improved.

"The Simulation exercises are not an assessment. It is peer support from colleagues with an equal skillset and experience, making sure we all have the same training", added Matt.

Not only does the simulation suite test the crew's current skills, it also enables them to practice new industry techniques and technology in a safe environment to see how they would perform on a job. The Simulation Suite has been particularly useful testing the skills of the latest HEMS recruits to ensure they have the same level of training as the current HEMS paramedics.

"Since opening the suite six months ago, specialist teams across Yorkshire such as HART (Hazardous Area Response Team) and RAT (Rapid Action Team) have both had access to the facilities.

By opening our simulation suite to more specialised groups, we are able to ensure the clinical exposure they get is highly tested at the same level as their job entails", said Matt.

Speaking of the future, Matt said: *In a few years down the line, we would like to explore the option of opening the facility to other emergency services."*

He continued: *"It has already proved to be life changing for us in terms of our training."*



Inspiring the next generation of fundraisers

Children and young adults are the fundraisers of our future and it's never too early for them to be taught that you can have lots of fun by helping other people and that their actions, no matter how small, can make a real difference to people's lives.

Here are just a few fun ways to tackle boredom and teach your children all about the YAA from the comfort of your own home

Download our Y.A.A Pack

Children will be more inspired to help out a charity if they see the activity as fun! Our Y.A.A pack is full of fun and creative ideas to keep children entertained while they learn all about the vital work of our charity.

Bake biscuits with our helicopter cutters

Baking is also a fun way to inspire children and a great way to raise funds. We've recently introduced our helicopter biscuit cutters to our online store, so why not have a go at making your own yellow helicopters and share your creations with us.

Grow sunflowers

Join in our Yellow Yorkshire Day from home by planting some yellow sunflowers and asking for sponsorship for every cm of growth. Not only does this teach children about nature, it also is a conversation starter about our charity colour!

Fill a sweet tube with coins

Collect coins in an empty sweet tube (a Smarties tube is a great example) as a reward for helping around the house and demonstrate how quickly it all adds up.

Start a jar of fundraising ideas

Encourage children to write all their fundraising ideas on a piece of paper and pop them in a jar. Once we're out of lockdown, you'll have a range of activities to choose from and enough to keep you busy the whole year through.

Looking for more ideas? Looking for more ideas?

Contact your local fundraising team here:

<https://www.yorkshireairambulance.org.uk/contact-us-careers/contact-us/>



New website Launch

At the end of March, we were excited to finally reveal the top secret project that our marketing team had been working on, our brand new website.

Our new website has been streamlined to help you navigate with ease - we've listened to what our supporters would like to hear about the charity and we've packed the site full of exciting new content.

Keep up to date with where we have been

We're often asked why we have landed in certain locations and how many incidents we have attended recently, so to keep you up to date with our operations, we have launched two new exciting tools – our YAA incident round up and our brand new wheel of stats on our homepage.

Our incident round up page will give you details of incidents that have taken place throughout the week so that you have an online record of all our missions, and our yearly stats will track all the missions the YAA has attended in 2020 to date.

Shop and donate with ease

Our shop has also had an overhaul, with new products and imagery, and our donations and lottery pages make it easier than ever to support us.

Join our fundraising mission

Fundraising is at the heart of everything we do and we are privileged to have so many of you wanting to join our fundraising mission. To help you get started, we have made sure you have all the tools you need on our website from our fundraising guides, to contact details for your regional fundraising teams so you have as much support as you require. We also have a section for our corporate supporters to help inspire employers and employees.



Read all about us

Our new blog and news section will enable you to see what goes on behind the scenes here at the YAA.

You can learn all about our staff and crew, as well as our operational and clinical developments within the charity and in our 'Meet our Patients' section, you can read all about the lives your donations have helped.

Giving back to our supporters

We cannot thank you all enough for the hard work you do keeping our service operational. To give back, we have launched a new section called 'Community thank you's' to thank all individuals, businesses and organisations who have gone above and beyond to raise money and shout about the YAA.

We've also updated our 'in Memory' and 'in Lieu of' boards so that you're able to leave a message to loved ones with every donation.

To visit our new website, head over to
www.yaa.org.uk

Upcoming Events *2020-21*

Join the Yorkshire Air Ambulance team with our calendar of exciting events across the region. From sporting events to fundraising days, there's something for everyone to enjoy.



Yellow Yorkshire - Friday 3rd July

Our annual Yellow Yorkshire fundraising day is back for 2020, but we're doing things virtually this year. Join us for a yellow themed day and help raise vital funds for the YAA.



Leeds 10K - Sunday 5th July

A firm fixture in the running calendar and a hugely popular and inclusive event for runners of all abilities. Join the Yorkshire Air Ambulance on Sunday 5th July 2020 for the Leeds 10k and a day you won't forget.



York 10K - Sunday 2nd August

This year's York 10K takes place on 2nd August, giving racegoers the chance to run through the heart of the medieval city, passing by iconic landmarks such as Clifford's Tower and York Minister.



St Leger Day at Doncaster Races – Friday 11th September

Join us for one of the most anticipated dates in the YAA calendar, the St Leger race day at Doncaster Races. Located in an executive marquee in the centre of the racecourse, guests will enjoy a fabulous day of racing, good food and great company.



SkyDive Sunday 20th September

Experience new heights and the stunning views over Yorkshire by taking part in one of two Yorkshire Air Ambulance skydiving days, organised by SkyDive GB in Bridlington.



Sheffield 10K - Sunday 27th September

Secure your place on Sheffield's 10K and join the YAA and thousands of others on a journey through the Steel City.



YAA 20th Birthday - Sunday 25th October

On the 25th October, the Yorkshire Air Ambulance will be officially turning 20 years old. Join us for a day of celebrations and fundraising and keep your eyes peeled for special events in your area.



Total Warrior - Saturday 27th and 28th June 2021

Total Warrior 2021 will be taking place on the 27th and 28th June at Bramham Park, Leeds. There are courses to suit the whole family from the 12K full warrior experience to half warrior and junior warrior courses.

All event details, including dates are subject to change. Please check our website for the most up to date information

<https://www.yorkshireairambulance.org.uk/get-involved/events/>



Meet *Angela*

Tell us a bit about yourself...

My name is Angela Vyas and I'm a Community Fundraiser for West Yorkshire. I live in Chadderton, which is technically in Lancashire, but I live close to the motorway, so it's very easy to cross the border and travel around Yorkshire. I'm married and I live with my husband who's a Hindu priest.

As part of my role, I cover the whole of West Yorkshire booking in and managing in store promotions in Supermarkets, garden centres and medical centres such as the Tesco Blue Token Scheme and ASDA Green Living. I also work with various community groups to spread the word about our charity.

Why did you decide to work for the Yorkshire Air Ambulance?

I started my career in education and then went into self-employment for 15 years, where I ran my own complementary health magazine. I loved and adored my job, but everything was going digital and it was something that I wasn't passionate about, so I wanted to leave on a high and start a new challenge.

The charity sector appealed to me because of the charity work I do voluntarily for the Indian Association Oldham and because I enjoy networking and making money for good causes. It's great waking up every day knowing that you're making a difference.

What does your typical day look like?

There's no typical day for a fundraiser, every day is different. For example, this morning I'm in the office to pick up some merchandise and then later I'm going to set up a stall at a local beer festival, hosting a stall at a local bus station and then I'm going to Brighouse for a cheque presentation.

One day I could be at a stall in a supermarket and the next day at a gala or fete. No two days are ever the same and that's what keeps my job exciting.

When you have the time to be at your desk, you can start planning, I tend to plan well in advance. It's a challenge, looking at the different areas and different aspects that will raise the charity's profile.

What do you enjoy about your job?

The variety, being able to network and being able to raise the profile of such an important cause.

I also enjoy going to events that I would have never heard about such as Jazz festivals.

It also gives me a lot of job satisfaction when someone comes up to you and tells you that the Yorkshire Air Ambulance has saved their life or the life of someone they know. It's great knowing that by working for the YAA, that you're making a difference.

Hinduism is a major part of your personal life, has this helped with networking and building relationships as a fundraiser?

One of my personal goals is to work with more ethnic communities and networks. We want to show that the Yorkshire Air Ambulance caters for all faiths. I've been using my faith to appeal to wider community groups as I'm able to speak Hindi, I'm familiar with different languages and able to converse in Punjabi. This helps when delivering talks in places such as temples or mosques.

We have such a diverse culture in the UK and we're here for everybody regardless of their religion.



What is your most memorable aspect of the charity so far?

One of my most memorable moments was a phone call from the Bishop Konstant Catholic Academy Trust a group of schools in Wakefield. They had chosen us as their Charity of the Year and wanted to raise £12,000 for us, but ended up raising £16,000. When they called up to tell me, we were both crying with happiness. It's amazing to see smaller groups achieving fundraising success and I love getting involved and building those relationships.

What would you say to others looking to become a fundraiser?

I would say, don't think its 9-5, because it certainly isn't a 9-5 job. You can switch off, but the more you give, the more you get back. You need a passion to get out into the community, network with other groups and not be afraid to try new ideas. Sometimes new ideas don't always work, but you can learn from them. Fundraising is always changing and we're always looking for innovative, future proof ideas.

Looking for more ideas? Contact your regional fundraising here:

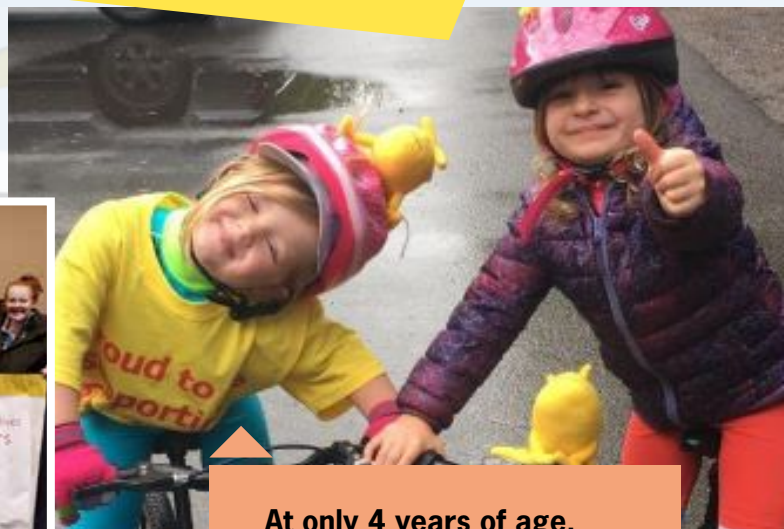
<https://www.yorkshireairambulance.org.uk/contact-us-careers/contact-us/>

Fundraising *Shout Outs*

The Yorkshire Air Ambulance relies heavily on people to spread the word about our charity and help raise vital funds. Here are just a few of the fundraising events that have happened in 2019!



Catterick Young Farmers raised an impressive £465.75 for the YAA through their annual dinner raffle, selling logs and carol singing.



At only 4 years of age, Aria and Edith from North Yorkshire have raised an incredible £555 for the Yorkshire Air Ambulance by taking part in a 10k sponsored bike ride.



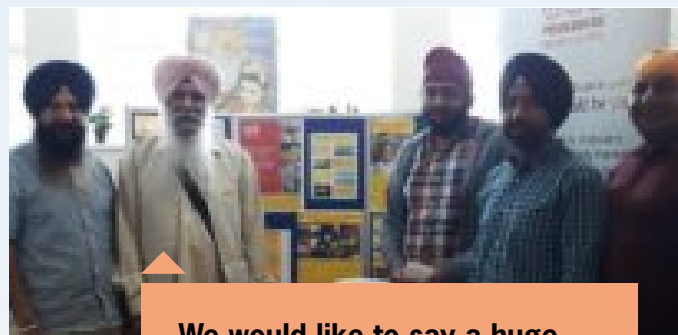
Four children from Barton-le-street raised an impressive £600 by riding the 24 mile Cinder Track from Scarborough to Whitby.



Thank you to The Ravenfield Cavalier, Rotherham who raised an incredible £5,000 from their annual bed push.



A charity dinner at Giggleswick School in North Yorkshire has raised an impressive £3,509.42 for the Yorkshire Air Ambulance. The cheque was presented to the North Yorkshire fundraising team by Dan Cook, Director of Sport at Giggleswick. Thank you all for your support!



We would like to say a huge thank you to the Bradford bus drivers who attended the Gurdwara and donated £200. Other members of the community donated bringing their total raised on the day to almost £400.



A huge thank you to Adrian Toye who walked the Bibbulmun trek, one of the world's longest walking trails and raised £2,000 for the Yorkshire Air Ambulance.



A memorial football match for Lee Pearsall that took place on Boxing Day 2019 has raised more than £2,500 for the YAA. A huge thank you to all the organisers and those who attended.

Thank you to everyone for keeping us flying over Yorkshire! If you have a fundraising story to share, please contact your **Regional Fundraising team** or our **Marketing team!**
<https://www.yorkshireairambulance.org.uk/contact-us-careers/contact-us/>



Business *News*

We are incredibly lucky to receive support from businesses of all sizes across Yorkshire spreading the word about our service and raising vital life-saving funds. Below are just a few highlights over the last twelve months.

Cooplands Bakery
raise over
£65,000
through sales of
plastic bags

A huge thank you to Cooplands Bakery who have raised over £65,000 for the Yorkshire Air Ambulance over the last three years by charging for plastic bags.



HSBC Leeds raise
£8,000
through bucket Collections

Thank you HSBC Leeds who have raised £8,000 for the YAA. HSBC attended our St Leger Day in 2019 and helped to bucket collect, whilst also match funding £1,000 per person. In addition, our fundraising team have also had the pleasure of attending numerous events at their Park Row Branch.

Ramsdens loose change scheme



The popular currency exchange provider and financial services business has launched a new initiative to encourage shoppers to transform their unwanted and unused foreign currency into much needed funds for local charities.

Three West Yorkshire based stores, Halifax, Morley and Otley will be taking part in the scheme and raising funds from left over change for the Yorkshire Air Ambulance!



Jeepey Jamboree hits

£16,000

milestone

A huge thank you to Jeepey Mart in Brough. The company hold an off road weekend for their customers every summer and raise money for the YAA at their event. Over the last few years, they have raised an incredible £16,201!!



Skopes Clothing extends their support to six years

Skopes clothing has signed another deal with us, pledging to help the charity with their corporate wear for the next three years.

The Yorkshire based tailoring specialist has renewed their sponsorship deal, pledging to support the YAA fundraising team with another three years' worth of uniforms for their fundraising staff, following a previously successful three year partnership.



Field Lane Co-op Members Raise

£4,000

for oxygen cylinders!

Thank you to the Field Lane Co-op members who raised over £4,000 to help purchase oxygen cylinders for YAA. Customers of the Field Lane Co-op in Brighouse, have raised an impressive £4,190.33 through the Co-ops membership card holders' charity scheme.

Views from the *Crew*





Thank *You*



It costs £12,000 a day to keep the Yorkshire Air Ambulance's maintained and in the air, thank you for supporting our charity and keeping us flying over Yorkshire.

You can support the Yorkshire Air Ambulance by

- Becoming a YAA Volunteer
- Hosting an event
- Playing our weekly lottery
- Leaving a gift in your will



For more information or to leave a donation:

Phone: 01422 237900

Visit: yaa.org.uk

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