



East Anglian
Air Ambulance

ANNUAL REVIEW

2019-2020

Together we save lives

ALMOST 30,000 MISSIONS ATTENDED
SINCE THE YEAR 2000

“WE HAVE ALL REACTED
AND ADAPTED IN SOME
WAY FROM MARCH TO
KEEP EAAA FLYING”

INTRODUCTION:

A VERY EVENTFUL YEAR

This was to be a year of carefully planned changes and important steps towards our 24/7 goal, alongside other key developments in our service, such as expanding our Aftercare Team, continuing our commitment to CPR training and maintaining a strong and efficient fundraising programme. Come February, we realised that the next five months would look very different, and not just for EAAA.

Due to the Coronavirus pandemic, we were quickly reacting to several unforeseen challenges. We all discovered completely new ways of working and operationally adapted to a 'new normal' of delivering HEMS. Alongside this, we managed to keep all areas of the charity performing well and supported our staff throughout the challenges of lockdown.

We have always been proud of our staff, and our supporters, but now more so than ever as we have all

reacted and adapted in some way from March – June in order to keep EAAA flying. Despite being apart more than ever, and not knowing how our fundraising streams would survive, we still feel connected and united behind our core mission. In addition, we have managed to keep our 24/7 plans on track, as much as possible.

EAAA is as determined as ever to keep our helicopters flying and saving lives – no matter what. In so many ways, we are stronger and more flexible than ever before and continue to deliver the very best pre-hospital care for our patients. This was evidenced during the Covid-19 critical care transfers which we performed to help the NHS during the peak of cases in April.

We are very proud, and thankful, that throughout the pandemic we have been able to adapt and keep both of our crews safe and operational, thanks to the support of the EAAA community.

2019-2020

THE PAST YEAR IN HIGHLIGHTS

A year of two halves, here are some of the highlights from the first half of the year, the pre-Covid-19 half, when our focus was still mainly on Mission 24/7 and EAAA 'business as usual'.

August 2019

Filming starts for another series of Emergency Helicopter Medics (EHM) on More4, making this the third series of EHM EAAA has appeared in alongside Great North Air Ambulance and Thames Valley Air Ambulance, raising awareness for the sector.



October 2019

Marks the start of our 24/7 RRV night shifts in Norwich with a doctor and a critical care paramedic. A milestone in working towards 24/7 operations by helicopter.



December 2019

Norwich based staff start packing up for the big move and say goodbye to Hangar E on Gambling Close, making way for the development of the new base.

GOODBYE!

January 2020

Building works officially start for the new 24/7 base and the occasion is marked with a ground-breaking event (*more info on page eight*).

Kirsty McQueen takes the McQueen Charter nationwide at the National Health and Wellbeing at Work Conference in Birmingham.

July 2019

EAAA is successful in applying for £790k in a one-off Department of Health and Social Care grant for capital projects. The funding will go towards various projects, including a state-of-the-art training room in the new Norwich base, a new hangar at Cambridge airport, a new rapid response vehicle (RRV) and new night vision goggles.

After consulting the local community in Norwich on our plans for the new 24/7 base, planning permission is submitted for approval.



September 2019

£8,078 is raised by volunteers during National Air Ambulance Week. EAAA's first Trek 24 event is a huge success (*more on page six*) and the Anglia Two crew is awarded the BBC Three Counties 999 Gold Award for their part in responding to a major incident in Stevenage in July.



November 2019

Planning is granted for the new Norwich base (*more on page eight*) and EAAA wins Best Large Business in the EDP Business Awards, recognising the charity for its commitment to running an innovative and efficient organisation for the good of local people.



February 2020

50 volunteers attend our bi-annual Volunteer Celebration event in Thetford, to say a huge thank you to them for their support and contributions to EAAA (*more on page 25*).



KEY EVENTS FROM MARCH TO JUNE ARE COVERED ON PAGE 19, AND DETAILS OUR CORONAVIRUS RESPONSE

STEPS TO BECOMING 24/7

FUNDING THE ADDITIONAL FLYING HOURS THROUGH TREK 24

In September, we enjoyed a brand new and very successful fundraising event, Trek 24. This event saw hundreds of supporters volunteer to walk 24 miles or 24 kilometres for EAAA along the North Norfolk Coast in aid of our mission to start flying 24/7 and the need to raise an extra million pounds a year to do so.

Trek 24 was a big boost for our Mission 24/7 campaign, raising over £100,000. This was an EAAA first for a brand-new challenge event and 10% of the extra million a

year we will need to raise. Trek 24 really helped to keep the Mission 24/7 campaign going and gave our supporters a new and tangible way to help.

This event also provided a very good framework for a new challenge event which could be adapted to suit different locations around East Anglia, and a Trek 24 Bedfordshire was planned for September 2020. Trek 24 will (hopefully) return in 2021. A huge thank you to everyone who supported this event in 2019 and was due to take part in 2020.

45 VOLUNTEERS

240 PARTICIPANTS

OVER £100k RAISED



STEPS TO BECOMING 24/7

MAKING WAY FOR THE NEW NORWICH BASE



In November, planning permission was granted for the new Norwich base and we promptly put all of our detailed plans into action so that this long-awaited project could start becoming a reality.

We swiftly moved all of our Norwich-based staff - including the Anglia One operation - out of Gambling Close and into temporary accommodation, so that building works could begin in early 2020. This was no easy task, and required months of careful planning and trouble-shooting.

Fortunately, we were able to work out all the kinks (including gaining CQC and Home Office approval to store our medical supplies at a different address) and everyone has been happy in their new, temporary homes. This was a major undertaking which was approached extremely professionally and resulted in a very smooth and quick move, with no clinical down time. Our charity staff,

including all of the staff previously based in the Aviation Academy, on the other side of the airport, came under one roof for the first time, in rented office space at Peachman Way on Broadland Business Park.

The Anglia One clinical team and Operations team moved across the airport to a portacabin set-up on the Eastern Apron, next door to Bristow. This required a lot of support from Babcock, our aviation provider, to enable a smooth transition for our helicopter operation to the temporary premises, including developing sound procedures for us to operate alongside the Bristow AW139 offshore helicopters. We are also thankful to the National Police Air Service (NPAS) who loaned us a fuel bowser so that we can re-fuel while the airfield is closed.



East Anglian Air Ambulance's **TREK 24**

STEPS TO BECOMING 24/7

STARTING TO BUILD THE NEW BASE

In late January 2020, after everyone and everything was safely moved out, the contractors moved in and the old base was knocked down to make way for the development of the site for the new Norwich 24/7 HQ. This was a very exciting time, seeing years of hard work and planning come to fruition.

The new base marks a landmark in EAAA history where the charity becomes a property owner for the first time. No longer will we be renting our operational and office space in Norwich, and we have the freedom to build something completely purpose-built for our needs.

The build has been affected by the Covid-19 lockdown and is anticipated to be 12 weeks behind schedule. All going well, we are aiming to move in Spring 2021 and start flying 24/7 in May 2021. The funds for the land transaction and base build have been ring-fenced from years of generous legacy donations, which have been wisely invested by our trustees, meaning the build will not be affected by the current economic climate and any future fundraising challenges.

The new base will not only enable us to fly 24/7 for the first time, helping hundreds more patients a year across the region, but it will also future-proof EAAA for many years to come by making our operation much more sustainable.

CAMBRIDGE BASE UPDATE

This year we have also progressed with plans at our Cambridge Base to build a hangar for the aircraft next to the base. This has been supported by funds from a Government grant secured in Autumn 2019 and will mean that the Anglia Two helicopter is online faster, providing an additional 182.5 hours per year, helping us to save more lives in the future. The project has been delayed by Covid-19 but will hopefully be in place in early 2021.



**NEW NORWICH BASE
CONSTRUCTION PROGRESS
AS OF 14.06.20**

STEPS TO BECOMING 24/7

GOING 24/7 BY RAPID RESPONSE VEHICLE

Before we can start flying 24/7, a very important step for us clinically was to start delivering 24/7 care by rapid response vehicle. This is something we have been working towards over the last two years and have successfully rolled out across both bases this year.

In Autumn 2019 we went 24/7 by rapid response vehicle (RRV) with a doctor and critical care paramedic (CCP) from Norwich seven days a week, after first trialling this with a solo CCP night shift. A few months later we introduced the same 24/7 shift pattern at the Cambridge base, too, making our organisation fully 24/7 by RRV.

In March, the night shifts were bolstered by the arrival of two new RRV vehicles. The Volvo XC90s are a vital upgrade on the Land Rover Discovery Sports we have been using since May 2017, providing enhanced overall performance, including safety, with better headlights. These vehicles also offer a lot more boot space for the crew's essential equipment. One of the RRVs was fully funded by a one-off government grant, the other was kindly funded by our supporters and two charitable trusts; The Wixamtree Trust and Martin Laing Foundation.

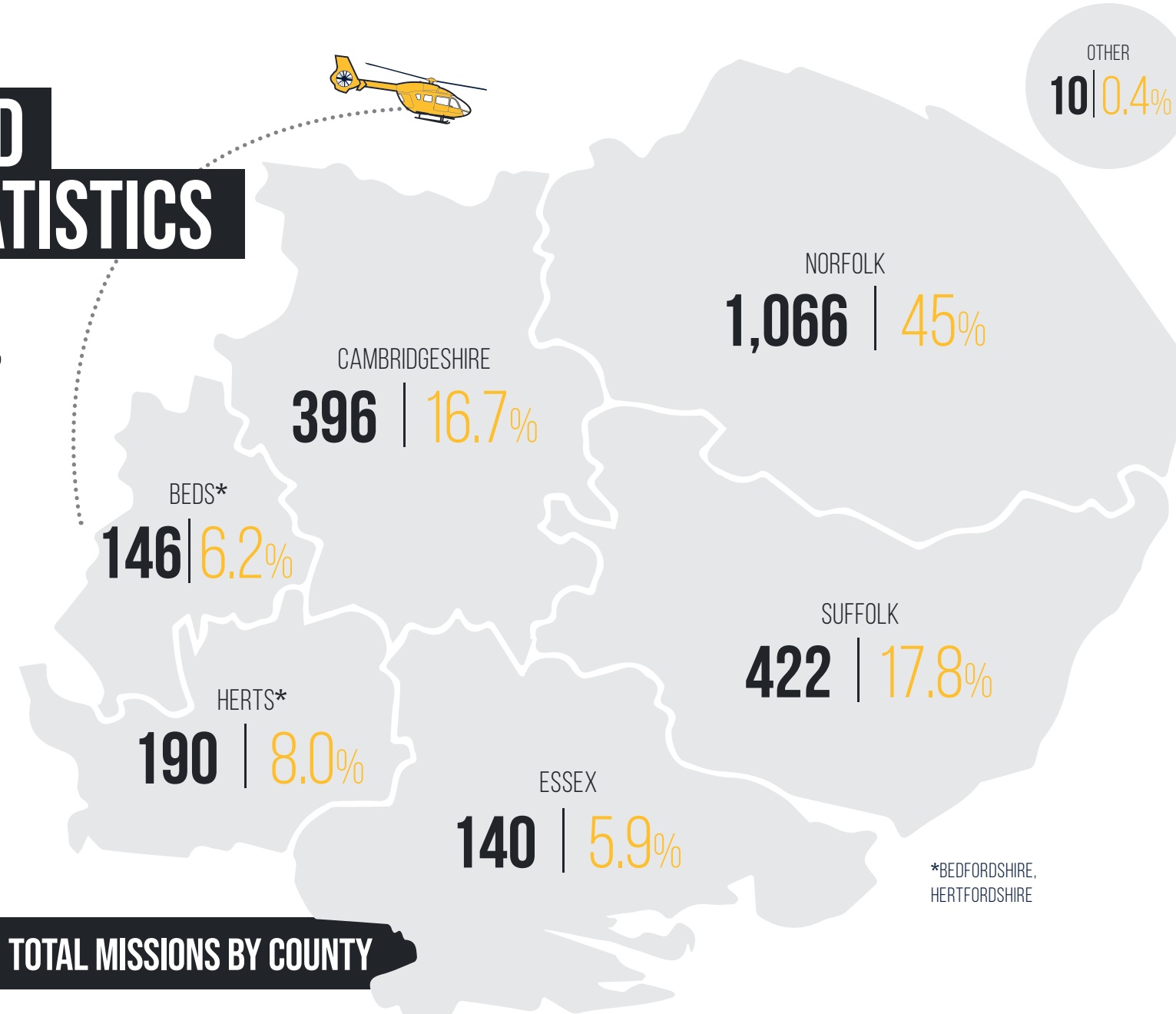
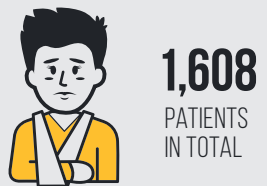
Andrew Downes, CCP and Head of Service Improvement and Clinical Quality, said:

"We are delighted to extend our service to 24/7 by RRV in anticipation of flying 24/7 in the near future, to enable us to help more patients. In addition, the new RRVs are not only better suited to our needs but enable us to have a day and a night RRV, providing enhanced resilience at shift changeover and in case of breakdowns."

57.8%
OF ALL RRV TASKINGS
WERE BETWEEN THE
HOURS OF 7PM
AND 7AM

2019 - 2020

MISSION AND PATIENT STATISTICS



HEMS Interventions
1,011

HEMS interventions are defined as a clinical intervention done in the field that the ambulance service couldn't provide.

Aftercare Contacts
INCREASED 9%

Aftercare contacts, defined as people who have filled in feedback surveys or requested support.

Flying Time
105,072 MILES
875 HOURS

Approximate figures from Anglia One and Two combined in the last financial year.

TOTAL PATIENTS BY MISSIONS TYPE
Rounded to the nearest 0.5%

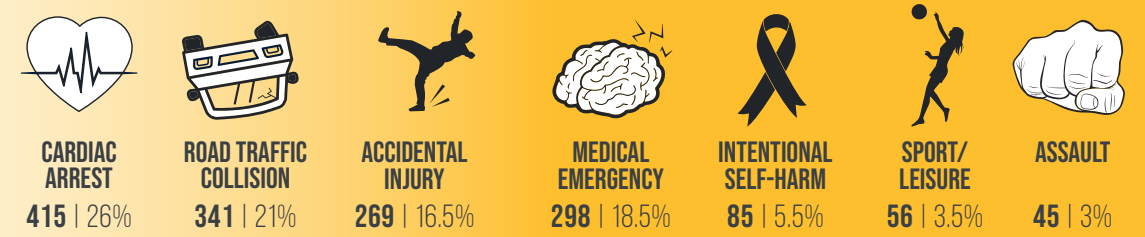
OTHER 66 (4%); EXPOSURE 28 (1.5%); OTHER TRANSPORT 5 (0.5%)



OF ALL RRV TASKINGS WERE BETWEEN THE HOURS OF **7PM AND 7AM**

COVID-19

"THIS YEAR WE HAVE ONLY SEEN A 3.6% DROP IN PATIENTS DESPITE THE LOCKDOWN REDUCING TASKINGS"





PLANNED CHANGES AND IMPROVEMENTS

GROWING THE EAAA AFTERCARE TEAM

LEFT TO RIGHT; ALISON BRETT, SUE GEE, LISA BOYLE AND GEORGIE SELLICK

The Aftercare Service has become a cornerstone of EAAA and crucially helped us to extend the care we're providing for our patients. We're now able to support patients and relatives after the incident as well, sometimes years later, and in the last year we have seen significant growth within this team.

Two years ago we welcomed Alison Brett to head up the Aftercare Service and we are pleased to see it moving from strength to strength, with year on year growth in the number of people they are helping.

The Aftercare Service aims to reach out to our patients after their incident, to offer support during their recovery and to help patients and their relatives understand what happened. They also provide vital bereavement support for the families of patients we are sadly not able to save. Additionally, Aftercare provide important feedback

for our crews on patient outcomes to aid the continuous improvement of our service.

Throughout the last 12 months, the Aftercare Service has seen a massive boost with the appointment of three part-time Clinical Liaison Officers, based in different parts of the region. For the first time, our Aftercare service is now a full team. Sue Gee, Georgie Sellick and Lisa Boyle are all experienced nurses with strong links to the region's hospitals. They have been a huge asset to EAAA and our patients over the last year and have all helped to grow and improve the service.

Aftercare has seen a 9% increase in new patient contacts, despite the team's redeployment between April and June during the Covid-19 pandemic, impacting on the last three months of the year's Aftercare capacity. *(Read more about this on page 23).*



9% INCREASE IN PATIENT CONTACT



PLANNED CHANGES AND IMPROVEMENTS

TAKING FIRST AID AND CPR TRAINING FURTHER

Cardiac arrests continue to be our most common call-out and throughout this year we have continued our commitment to CPR training; to increase the number of people in East Anglia who are trained and confident in delivering life-saving first aid skills. We hope this will help to improve patient outcomes when we're tasked to an out of hospital cardiac arrest. We also continue to raise awareness for the importance of CPR training and the chain of survival, as much as we can.

From 1 July 2019 to 30 June 2020, 7,262 people in East Anglia have been taught life-saving CPR skills by EAAA. This year's training has been hugely helped by the introduction of 11 bespoke First Aid Volunteers assisting CCP Mark Milsom, such as Dr Tom Moore, one of EAAA's original doctors.

4,700 children have attended a Crucial Crew session in Norfolk, with the support of The Norwich Freeman's Charity.

272 children have attended an EAAA Mini Medics course, with support from the East of England Co-Op.

Basic Life Support training has been provided to a variety of groups and organisations, including Young Farmers, Norfolk District Council and County Council, Bertram Books and the A14 construction group.

To help provide more defibrillators out in the community, we're proud to have installed defibrillators in all EAAA pool cars. When these cars are in use, we are safe in the knowledge that a defibrillator is close to hand, should it be needed.



PLANNED CHANGES AND IMPROVEMENTS

THE SUPPORTER ENGAGEMENT TEAM AND A NEW DATABASE

"LEFT TO RIGHT: GEMMA MCKAIL, RUTH SIDEBOTTOM, BARBARA STAPLEFORD, LUCY WHIGHAM AND JENNY MITCHELL"

We have a new Supporter Engagement Team in place which is now the central port-of-call for all our supporters. Now it is in place, we wonder how we ever coped without it!

The creation of the Supporter Engagement Team has been a huge step for the Charity in terms of putting our supporters at the heart of everything we do, and has been a long-term goal of Stuart Wyle's, our Head of Community Fundraising and Events.

By making sure we have a dedicated team, concentrating on providing excellent customer service to all of our supporters, we have been able to streamline and improve on several processes. The Supporter Engagement team has brought staff from different parts of the organisation together to focus on managing phone, email and postal enquiries better and making sure everything is quickly and appropriately recorded.

In January this year we started the implementation of a new and improved fundraising database, on a Microsoft Dynamics system.

This database is more than just a list of supporters (there are over 100,000 records on the system), it will enable us to better track every interaction with our wonderful community and will enable us to better integrate this database with other systems across the charity, saving time, effort and money.

It will also help us to give our supporters the best possible EAAA experience and is already helping our Supporter Engagement Team in responding to daily calls and queries. The new system will also be of great use to us as we continue to develop our 'supporter journey' through EAAA and has great potential for helping in other areas of the charity as well as fundraising.



PLANNED CHANGES AND IMPROVEMENTS

INTRODUCING OUR NEW MEDICAL DIRECTOR



In May 2020 Mr Alastair Wilson retired from his post as Medical Director, which he had held for six years, sharing his learnings and expertise from London Air Ambulance. Alastair helped to accelerate the clinical operation at EAAA to be more evidence-based and improve the inter-hospital networks across the region.

Taking over from Alastair Wilson is EAAA's Dr Victor Inyang, who has been flying with the charity since 2004. Victor is a very well-known Emergency Medicine Consultant in the region and has taken over as Medical Director during the biggest medical crisis of our generation.

Victor comments: "It's been incredibly challenging at times, but we put our patients at the centre of everything we do. I'm really pleased with the way we've been able to adapt the service and support our colleagues in the NHS during the Covid-19 pandemic. Flexibility has been a strong attribute of our team by participating with critical care transfers and supporting the ambulance service with crew and patient support lines, as well as notable staff secondments to other organisations to share expertise."

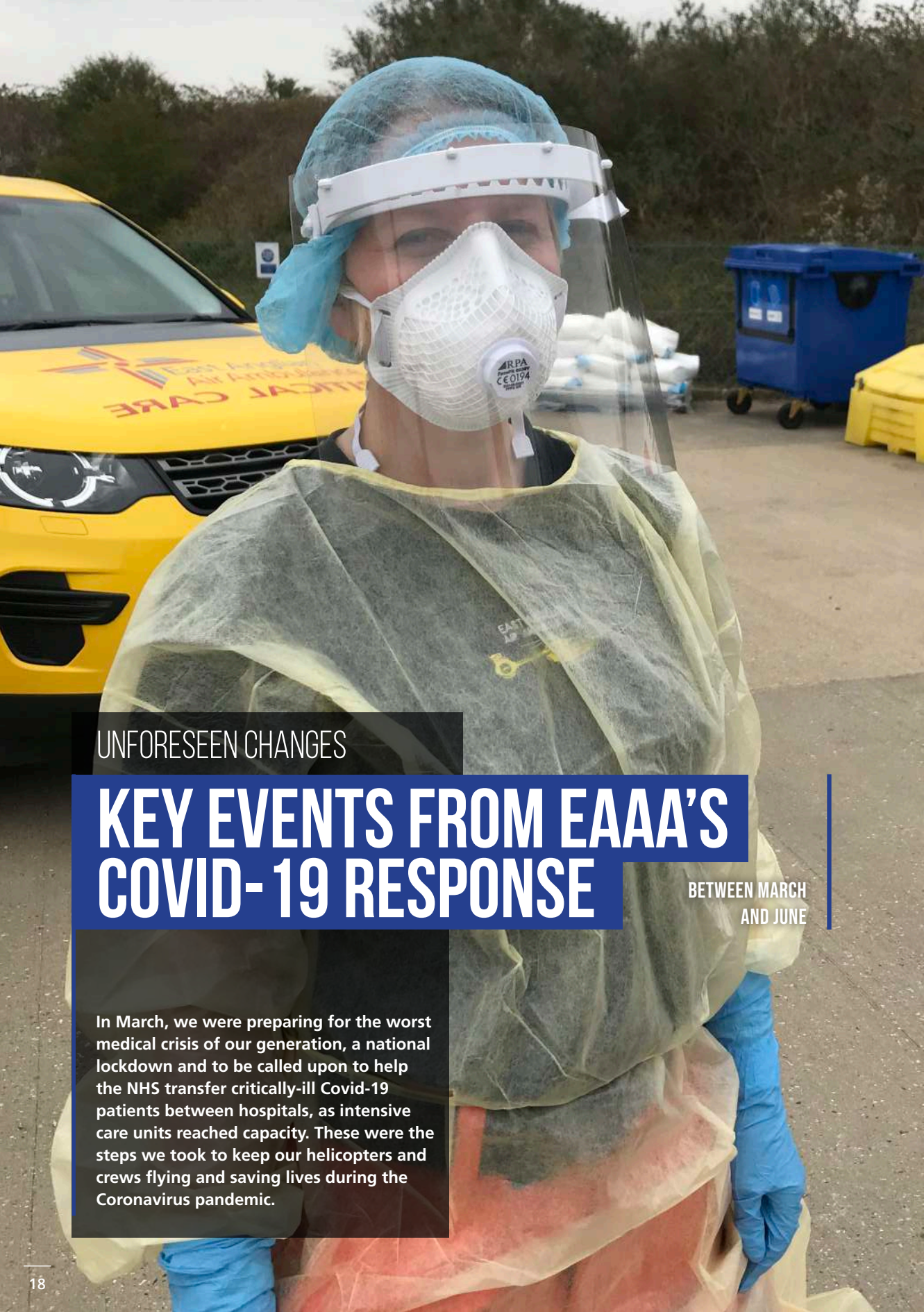
PLANNED CHANGES AND IMPROVEMENTS

WELCOME TO OUR NEW FINANCE DIRECTOR



Also In May 2020, we strengthened the Executive Team with the creation of the new post of Finance Director leading a restructured Finance team. We welcomed Rachel Spencer, an experienced accountant with extensive board-level experience in the public and charity sector. She brings expertise in audit, governance and risk, and will also take over the role of Company Secretary on the retirement (after a long and valued term of office) of Chris Dicker.

Rachel has a practical, down-to-earth and thorough approach which is already earning approval from her colleagues and Trustees alike. She comments: "Despite joining the charity during lockdown, I'm thoroughly enjoying the role. This is an organisation that lives its values and really supports its staff at all times. I look forward to playing my part in helping this charity deliver even more benefit to the community."



UNFORESEEN CHANGES

KEY EVENTS FROM EAAA'S COVID-19 RESPONSE

BETWEEN MARCH AND JUNE

In March, we were preparing for the worst medical crisis of our generation, a national lockdown and to be called upon to help the NHS transfer critically-ill Covid-19 patients between hospitals, as intensive care units reached capacity. These were the steps we took to keep our helicopters and crews flying and saving lives during the Coronavirus pandemic.

FEBRUARY / MARCH 2020

Acquiring PPE – Our Operations team started to source the PPE our crews needed, but found that some supplies were already hard to get hold of.

MARCH 2020

Locking down EAAA – On 11 March, before the national lockdown announcement, EAAA decided to lockdown its bases to essential staff only and send all staff who could work from home to do so, until further notice.

Briefing medical teams – Our medical teams started to prepare for treating Covid-19 patients by reviewing all procedures and training crews on operating safely in PPE.

Secondments – Some of our doctors went back to work in the NHS full time and as nurses were also called upon, our Aftercare team wanted to help where they could.

Doctor Pam Chrispin was seconded to NHS England's Critical Care Cell to help set up and run a coordination centre for the transfer of critically ill Covid-19 patients in the East of England.

APRIL 2020

HEMS taskings - Taskings were 30% down, however the severity of the jobs did not decrease and self-harm and suicide attempts increased.

Where possible, we did not fly patients to hospitals to limit the potential contamination of the aircraft. Patients were only flown if they were more than a 40 minute drive to the most appropriate hospital and were extremely time critical.

Furlough – As schools closed and the furlough scheme was announced, EAAA considered if some staff were eligible.



Furlough helped to safeguard some of the charity's income where workload had reduced. We said a temporary goodbye to 21 staff who created the 'Furlough Family'.

PPE Appeal – On the 7 April, EAAA launched its first emergency fundraising appeal, inspired by a very open and honest internal update from Richard Hindson, Head of Operations, on the challenges ahead.

Fundraising and Marcomms teams worked together to create and launch an appeal in record time. *(More on page 22).*

APRIL INTO MAY 2020

Covid-19 transfers – EAAA helped the NHS with 17 Covid-19 critical care transfers between the region's intensive care units to help with capacity during the peak of cases. *(More on page 20).*

MAY 2020

To share positivity, EAAA launched its Inspiration Awards online for the first time, including a public vote to engage supporters.

May also marked the retirement of Mr Alastair Wilson and the appointment of Doctor Victor Inyang, as Medical Director.

JUNE 2020

EAAA launched a month-long virtual Get Up and Go Yellow fundraising challenge to engage supporters safely from their home or work.



UNFORESEEN CHANGES

COVID-19 CRITICAL CARE TRANSFERS

EAAA CREW AIDING WITH A COVID-19 CRITICAL CARE TRANSFER

Within the East of England, up to 50 Covid-19 critical care transfers a day were predicted during the peak of cases in April. Thankfully, the real case scenario was a lot less. EAAA helped with 17 Covid-19 critical care transfers between the region's intensive care units, as some hospitals reached capacity.

The transfers were extremely long and challenging for our crews, but we were proud to be able to help. The Cambridge base shift pattern temporarily changed to enable the night team to start earlier and overlap with the day team, creating maximum support for the transfers during daylight hours. One helicopter was also kept online for normal HEMS taskings throughout. Either the Anglia

One or Anglia Two crews could be tasked to assist with a transfer, depending on HEMS taskings.

The crews were flown to the patient who needed transferring. They wore full level three PPE, including a respirator hood, and used their extensive pre-hospital critical care skills to monitor and treat the patient, who was normally on a ventilator, throughout the transfer in a road ambulance.

These transfers often took a very long time, such as from Southend to Norwich, and were very challenging for our crews; working in full PPE, treating a very sick person with a disease they had never encountered before. But we were proud to be able to help when needed.



17
COVID-19
CRITICAL
CARE
TRANSFERS

UNFORESEEN CHANGES

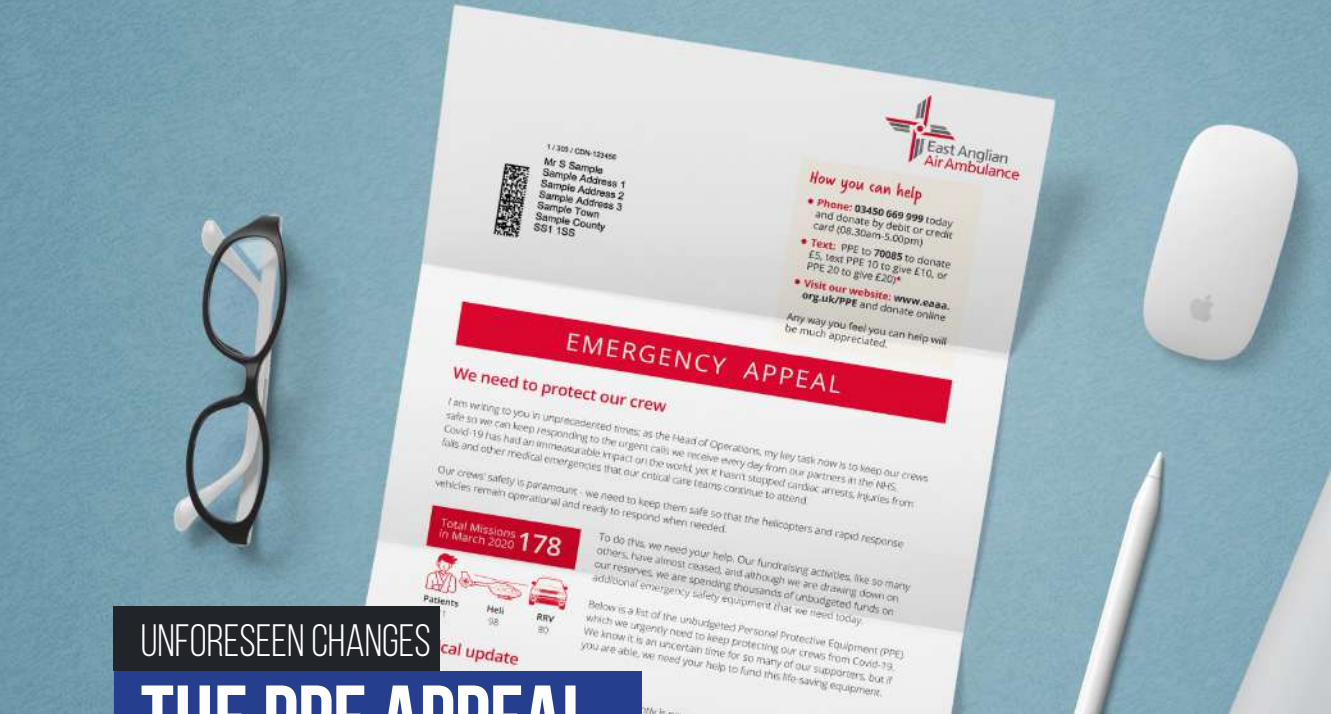
INSIGHTS FROM DOCTOR CHRIS CHADWICK

"When I started my HEMS fellowship with EAAA, certain clinical scenarios and presentations could be anticipated. It's fair to say a global viral pandemic was not something any of us expected! But it's definitely true to say we are a sum of our parts. Clinically, we have had to find a new way of ensuring we could deliver the highest quality care, that we are rightfully proud of, but in personal protective equipment.

It has been humbling to see how much our wonderful supporters care about us as well, with a staggering response to our emergency PPE appeal and with all sorts of other donations. Feeling protected in the best equipment available has allowed us to focus on our 'day (and night) job'. Thanks to your ongoing support, we have been able to proudly continue to concentrate on the most serious patients in front of us, by providing them with critical care in their crisis, no matter what.

Thank you."

DR CHRIS CHADWICK
PHOTO TAKEN BEFORE
COVID-19



UNFORESEEN CHANGES

THE PPE APPEAL, OUR HIGHLIGHTS

The PPE appeal, EAAA's first emergency appeal, generated an overwhelming response at an unprecedented time. We had never launched such an appeal before and didn't know what to expect.

Two donations per minute were made online during the first few days, over 2,000 phone calls were received in the first week and lots and lots of post was sent to us.

As part of our appeal response, all staff who could help answer the phones were drafted in to do so (including some off-duty crew), and was an experience everyone enjoyed. The support came at a time when fundraising and frontline crew alike were in need of a morale boost.

Knowing the PPE required for the crew was being paid for by dedicated supporters gave our frontline teams

great comfort during long and hot Covid-19 critical care transfers and the conversations we had with our supporters during this time were incredibly meaningful. Everyone just wanted to help.

In total, over £437,000 was raised, enough to protect our crews for the foreseeable future, and several donations of the physical equipment we needed were made. In addition, several contacts came forward to help us source the PPE we required at sensible prices.

Together, the community was helping to keep our crew and patients safe and to keep both helicopters flying throughout the pandemic.

Thank you.

“THE APPEAL GAVE US A UNIQUE OPPORTUNITY TO TALK TO LOTS OF OUR SUPPORTERS, WHO ALL REALLY WANTED TO HELP“

OVER
£437k
RAISED



OVER
2,000
CALLS IN
ONE WEEK



LISA BOYLE WEST SUFFOLK HOSPITAL



SUE GEE NORFOLK AND NORWICH



DR PAM CHRISPIN WORKING FROM HOME

UNFORESEEN CHANGES SECONDMENTS

Some members of the EAAA team were able to help during the pandemic in different ways. Some were seconded into different roles completely, in order to help.

In April, Aftercare team members Lisa Boyle and Georgie Sellick returned to work full time in West Suffolk and Cambridge University Hospitals respectively, to help care for Covid-19 patients in ITU for over three months. Shortly after, Alison Brett, Head of Aftercare, was asked to help at the Nightingale Hospital in London to set up and staff a Family Support and Liaison Team.

Fortunately, Alison was able to come back to EAAA full time after six weeks, as the London Nightingale Hospital went into hibernation. In the interim, the Aftercare Service was kept going by Sue Gee, who balanced her EAAA work with her shifts at the Norfolk and Norwich University Hospital.

Doctor Pam Chrispin was also seconded during the start of the pandemic to NHS England's Critical Care Cell in a reactive role to set up and run a coordination centre for the transfer of critically ill Covid-19 patients in the East of England. This involved forecasting how regional hospitals would cope in intensive care during the peak of cases and how air ambulance teams across the region could be redeployed to help transfer patients between hospitals.

UNFORESEEN CHANGES

DIDN'T STOP LAURA 'BIRDY' BIRD

Laura Bird first got in touch with us to ask if she could run the London Marathon for EAAA in 2020. She wanted to run 10 marathons in 10 days, finishing with the London Marathon. Her reasons for doing so were highly inspiring.

She had tried to take her own life in 2010 by stepping in front of a lorry on the A14. Now, ten years on, ten years after EAAA saved her life, Laura wanted to run 10 marathons to say thank you and celebrate where she is now in her life.

At the time, Laura was airlifted to Addenbrooke's Hospital and sustained multiple life-changing injuries from the accident. She needed many operations on her legs and had to learn to walk again; feeling lucky to have survived.

In the process of this challenge, Laura has become a fantastic ambassador for mental health, and yes – she did it! She completed her challenge. Not on the original date, or original series of marathons that she had planned, but she found a way to do it all the same.

Laura Bird ran 10 marathons in 10 days during June, finishing with a marathon in her home town of St Ives. Laura raised over £7,000 for EAAA, enough to fund two life-saving helicopter missions, and taught us an awful lot about resilience, drive, perseverance and mental health. Laura now hopes to become a motivational speaker.

LAURA RAN A
10/10/10 CHALLENGE
FOR EAAA



Laura was the winner of an EAAA Inspiration Award, find out more at: www.eaaa.org.uk/inspirationawards

UNFORESEEN CHANGES

VOLUNTEERING HIGHLIGHTS

We have 220 regular volunteers and 120 occasional volunteers who all support EAAA in different ways, from co-ordinating collection tins and giving presentations to community groups to helping at events. Our regular volunteers are also fantastic at providing administrative support in our offices and we have volunteer trainers in our First Aid programme.

In September, volunteers delivered an exceptional National Air Ambulance Week (NAAW) with 29 fundraising collections held across the region, totalling 260 hours of volunteering and £8,078 raised! Then, a few days later, 45 volunteers helped to facilitate EAAA's Trek 24 event. Without our amazing volunteers, our events simply couldn't go ahead.

In February, we hosted our volunteer celebration day, a biannual event to recognise and reward our volunteers. We were very lucky to be able to host this event in early February, as it was one of the last volunteering events of the year. Unfortunately, as a result of Covid-19, our challenge event Only The Brave didn't go ahead in March and in April we suspended all volunteering activity.

Since then, we have focused on communicating with our volunteers weekly via email, ensuring everyone continues to feel part of the organisation. With the easing of restrictions in June, volunteers completed a survey to establish who felt ready to resume some activities, where we could safely offer roles. We have been hugely encouraged by the continued enthusiasm of our volunteers and the innovative ways they have found to support EAAA during this time. Planning ahead, we are implementing virtual presentations for volunteers to deliver safely, socially distanced collections with contactless donations and tasks which can be safely completed from home.



JAMIE EDGHILL
1943 - 2020

In memoriam: Jamie Edghill

On 11 March EAAA sadly lost one of its most dedicated volunteers, Jamie Edghill. He remained committed to EAAA to the very end and has left a huge gap in our volunteering community. He began his journey with EAAA as a collection box volunteer in 2004, which he continued to do until his illness prevented him. He made it his mission each month to fund one of our missions. Jamie managed well over 200 collection boxes across North Norfolk and was one of our longest standing volunteers.

In total, Jamie raised over £500,000 towards our service and regularly found time to represent EAAA in his local community and will be sorely missed by all of us. We have decided to honour Jamie's memory by naming our yearly Volunteering Inspiration Award after him.



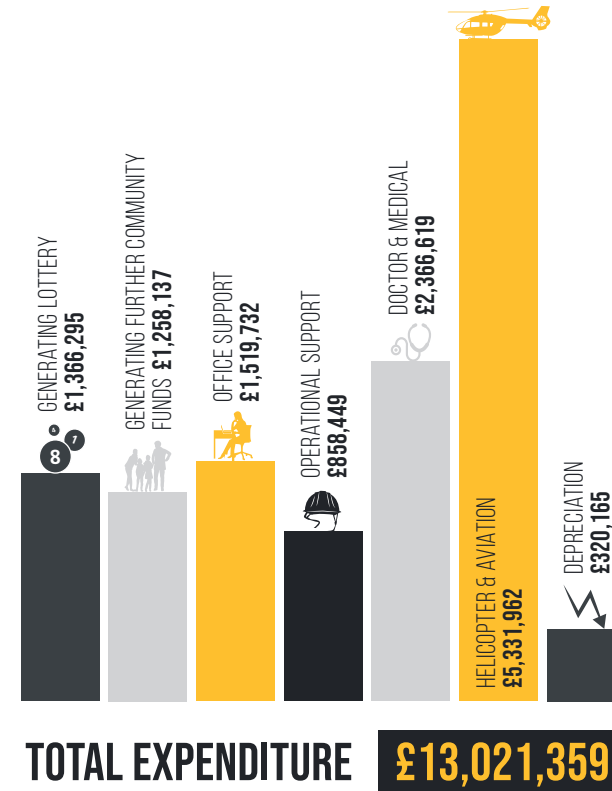
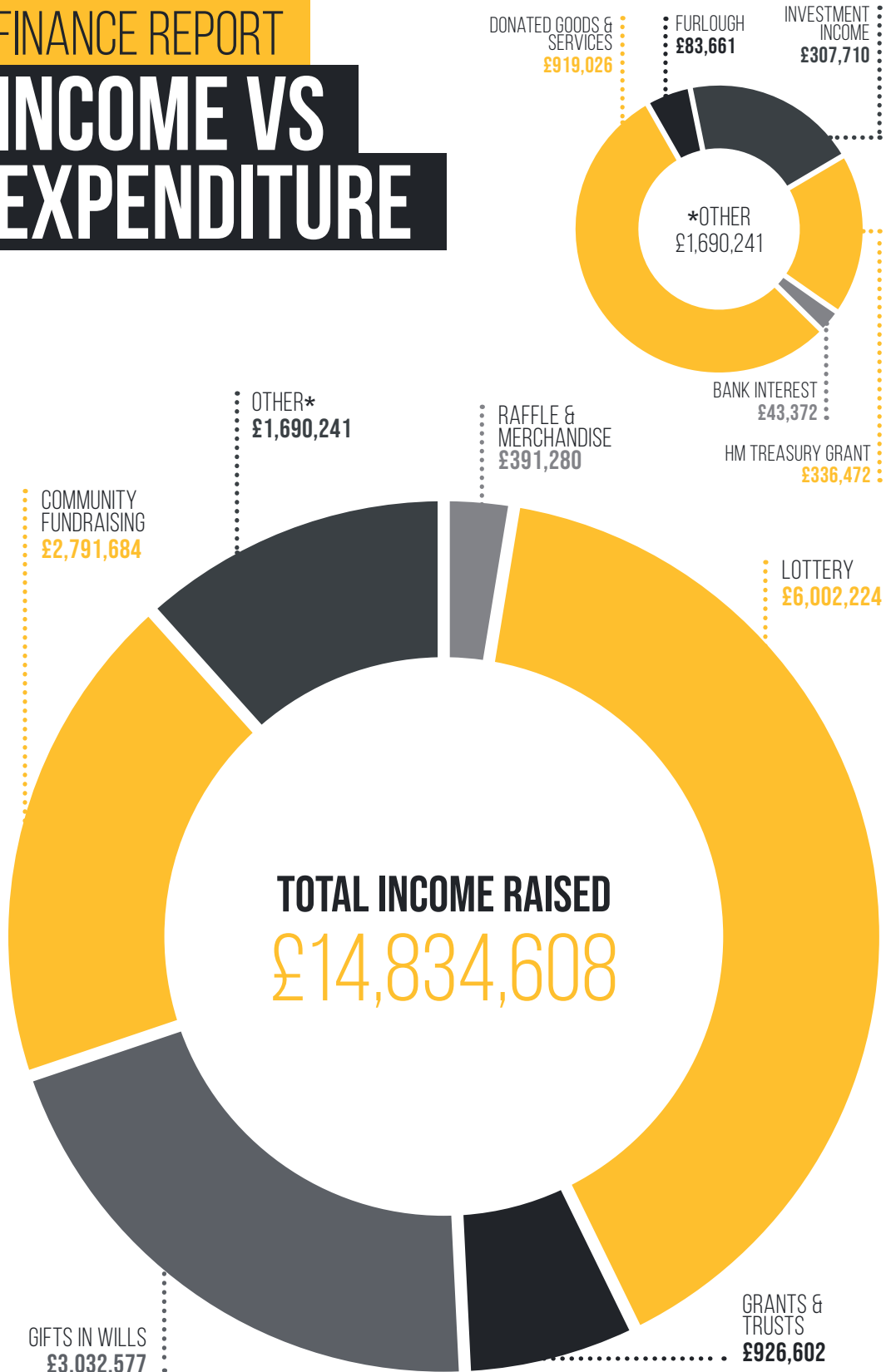
**“THANK YOU FOR YOUR
SUPPORT – WE WOULDN’T
BE HERE WITHOUT YOU.”**

**EAAA CREWS
ANGLIA ONE AND TWO**

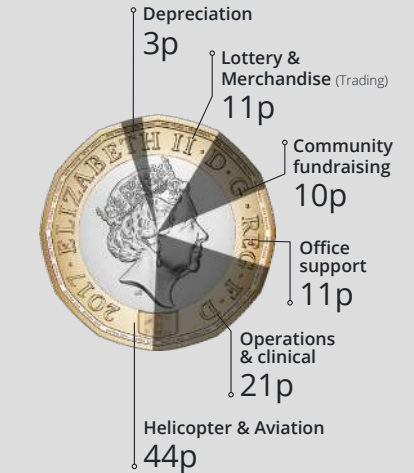


FINANCE REPORT

INCOME VS EXPENDITURE



WHERE DOES MY £1 GO?



To operate a 24/7 service we need to raise at least £13 million annually. As shown above every single pound donated is hugely important and can help make a big difference towards our life-saving service.

COMMUNITY FUNDRAISING

Our community and events fundraising started strong, especially with the launch of Trek 24, but most activities from March were disrupted by Covid-19. This included volunteer led activity, such as collections and collection boxes. However, our supporters found innovative and often virtual ways to take on their own challenges and we saw incredible support for our Emergency PPE Appeal.

GIFTS IN WILLS

These amazing gifts help us look to the future and will enable us to deliver a 24/7 helicopter operation for the local community from our new Norwich base. By funding 1 in every 5 of our missions in 2019/20, our supporters' legacies live on through the lives touched by their incredible generosity.

LOTTERY

Fortunately, our lottery income remained strong this year with over £6M raised, which was instrumental in supporting the charity throughout the year. This is significant as our lottery canvassing activity (our largest source of new players) was suspended for six months due to the lockdown. However, over the same period, many of our existing lottery players increased their number of weekly plays and several new players signed up as a result of online and postal campaigns.

A huge thank you to all our players!



The figures used in this review are extracts from the audited, unsigned draft accounts and may be subject to change. The full accounts will be available from the Charity Commission.



East Anglian
Air Ambulance

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