

# LIFTOFF

MAGAZINE

#68, MARCH 2024

## THE MAGICAL FEELING OF SAVING A LIFE P.8-9

HOW BYSTANDER CPR COULD  
SAVE MORE LIVES, LIKE SAM'S



East Anglian  
Air Ambulance

Registered charity in England  
and Wales number 1083876

*Together we save lives*



This magazine is responsible for the reforestation of **458 trees** and the reduction of **4,580kg** of carbon.

via Ecologi

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# WELCOME to Lift Off #68

### Could you have saved Sam's life?

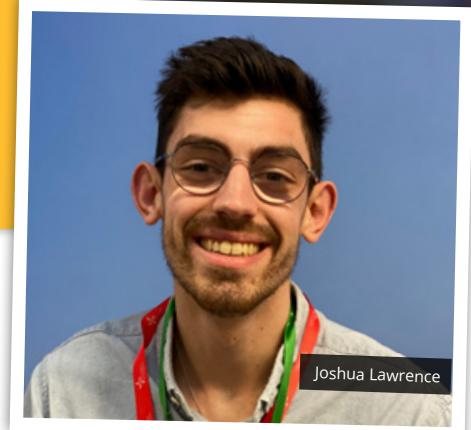
1 in 4 of our missions are to cardiac arrest patients, like Sam...

Sam suffered a cardiac arrest whilst enjoying a day out with her family in Great Yarmouth.

She received immediate bystander CPR, followed by advanced critical care from East Anglian Air Ambulance and a transfer to hospital. Together, these crucial elements established Sam's chain of survival and ultimately saved her life.



Sam, former patient



Joshua Lawrence

The chain of survival is vital when someone is in cardiac arrest. It is made up of four essential steps, each relying on the other to increase the chances of saving someone's life. In these cases, the advanced care that East Anglian Air Ambulance brings to scene is more effective when immediate CPR and defibrillation is delivered.

If someone collapsed in front of you, would you know how to recognise if they were in cardiac arrest and save their life? Turn to **pages 8-9** to read more.

A heartfelt thank you for your continued support for EAAA. I hope you enjoy reading this issue of Lift Off!

Joshua Lawrence  
Community Training Programme Manager



# IN THE NEWS.

## NEW YEAR'S HONOUR FOR CCP CARL SMITH

**Congratulations to EAAA Critical Care Paramedic (CCP) Carl Smith who was awarded the Medal of the Order of the British Empire (BEM) in the New Year's Honours List 2024.**

Carl has been a member of the College of Paramedics since its inception. He has worked for the East of England Ambulance Service since 2000 and, for the last 12 years, he has been a much-loved and respected CCP with EAAA.

When he's not working as a paramedic, Carl spends his spare time as an on-call firefighter. He also volunteers for Norfolk Accident Rescue Service (NARS) where he responds from home to support crews at the most serious incidents.



CCP Carl Smith.

Dr Victor Inyang, Medical Director at EAAA, says:

*"I am always inspired by Carl's dedication to serving the community. This award in recognition of the impact Carl has made on the lives of others is richly deserved."*

## INTRODUCING THE ACADEMY OF PRE-HOSPITAL EMERGENCY MEDICINE

As part of our mission to give the most seriously ill and injured people in East Anglia the best possible chance of surviving and recovering from a life-threatening emergency, we are driving innovation and excellence in the field of Pre-Hospital Emergency Medicine.

This year, we launched EAAA's Academy of Pre-Hospital Emergency Medicine to provide an academic platform from which we can share our expert and specialist knowledge with others.

We are committed to pushing the boundaries in clinical research, education and innovation, to measurably improve patient outcomes in East Anglia and beyond.

Keep an eye out for future updates on the academy's work.



## NEW TRUSTEES WELCOMED TO THE EAAA BOARD

**Trustees are volunteers who generously donate their time and expertise to support EAAA in developing and securing the future of our 24/7 life-saving service and helping us to meet our strategic goals.**

In December, we were delighted to welcome three new trustees to the board of EAAA. Marie Sigsworth, Charlotte Hignett, and Dr Tom Davis (from left to right above) bring with them a wealth of knowledge, experience and passion for our 24/7 life-saving service.

At the same time, we said goodbye to three of our long-standing trustees. Stephanie Bourne, Nigel Savory DL and Alastair Wilson OBE have collectively given 26 years of time, support and governance to EAAA. We can't thank them enough and wish them well for the future.

# MEET THE TEAM:

## Dr Liam Neale

### DR LIAM'S FIRST MONTHS IN PHEM.

Last year, Doctor Liam Neale was part of the latest cohort of six clinicians who joined EAAA to commence their placement in Pre-Hospital Emergency Medicine (PHEM). We recently spoke with Liam to hear more about his first few months as a PHEM trainee.

"I'm a Registrar in Intensive Care and Emergency Medicine," Liam explains. "I wanted to join EAAA as it's a forward-thinking and innovative organisation working for the east of England community, the region in which I live."

Through his work in emergency departments, Liam has been very aware of EAAA's work due to treating patients following their transfer to hospital.

He has always been very impressed with the critical care the seriously injured or unwell receive in the pre-hospital environment, so when the opportunity arose to gain more experience in this field, Liam didn't hesitate to step forward to become part of the crew.

His first week of intensive training in August involved long days of both theory and practical training to consolidate learning. The scenarios, some of which used the state-of-the-art simulation suite at Helimed House, EAAA's Norwich headquarters, introduced the trainees to some of the situations and often challenging conditions they may encounter. It enabled them to be 'hands-on' with various scenarios, as well as familiarise themselves with equipment which is taken to the scene of medical emergencies. The week concluded with major incident training, which Liam says was incredibly useful to be a part of.

In the short time Liam has been with EAAA he says there have been many missions where, as part of the crew, he has been able to make a real difference to patients



Credit: Phil Cutland Green

with on scene interventions, such as sedation and administering advanced pain relief. There have been missions in interesting locations, including on beaches, and night missions with views stretching towards the London skyline.

"EAAA's 24/7 service means attending medical emergencies, by air or road, during the hours of darkness. The pilots are phenomenal - there is nothing quite like flying Helicopter Emergency Medical Service (HEMS) missions at night to reach people when they need urgent critical care," Liam says.

"The experience of working in PHEM means a lot to me. The critical care interventions in the minutes following a medical emergency can make a lot of difference. Thanks to the kind donations and support from local people, we can reach critically injured and unwell people on the worst day of their lives and make it better."



# The 'magical feeling' OF SAVING A LIFE.

## SALLY'S STORY

Sally Tugulu is one of EAAA's CPR volunteers who donates her time to train others in this life-saving skill. It is something Sally describes as "vital" should someone in cardiac arrest need the help of bystanders. Sally explains more:

"Knowing how to deliver CPR and how to use a defibrillator is a priceless skill. I know this from experience, having delivered bystander CPR last year. I had been walking down a local street when I saw something out of the corner of my eye. I quickly realised somebody had collapsed and was in cardiac arrest.

Then everything just happened – all that I'd been teaching others for months just fell into place. I determined that the person wasn't breathing, and I commenced CPR. It was only three to four minutes before I heard the sirens of the ambulance service; it was an amazing, reassuring sound!



EAAA CPR Volunteer Sally Tugulu.

The critical care team from EAAA were tasked to assist the East of England Ambulance Service, who had used a defibrillator to resuscitate the patient. Doctor Ed and Critical Care Paramedics Rob and Luke provided enhanced out-of-hospital critical care at the scene, which included anaesthetising and intubating the patient to take control of their breathing.

I stood back and watched as a big 'machine' of people came together and worked like clockwork. This was the first time that I had been called upon to deliver bystander CPR - and to contribute to the chain of survival was astounding.

The patient was transported by air in Anglia One (Norwich) to hospital for further treatment, and I later heard from EAAA's Aftercare team that they had survived; that was an incredible moment and a magical feeling.

Thanks to the generous support of the public and volunteers, EAAA provides CPR and defibrillator training free of charge. It's amazing that EAAA supporters can have this direct, valuable impact to help local communities to have the tools to save a life - literally at their fingertips."

## COULD YOU HAVE SAVED SAM'S LIFE?

On a sunny Bank Holiday in Great Yarmouth, Sam was enjoying precious moments with her family before her life took an unexpected turn. After visiting the arcades with her son, Sam began to feel unwell and moments later collapsed in cardiac arrest.

Just behind Sam, as this happened, were two off-duty critical care paramedics from East Anglian Air Ambulance. Page and Luke were on a day out with their son when they witnessed Sam fall to the floor. Recognising signs of a cardiac arrest, Page started chest compressions whilst Luke called 999.

Anglia One was swiftly tasked and our crew reached Sam in approximately ten minutes, landing on the beach just a short distance away. Sam's heart was successfully restarted,



Sam (right) with her son, Shea.

and the EAAA crew provided advanced care during the transfer to hospital for further treatment.

Thanks to the rapid bystander CPR and defibrillation Sam received at the scene, her outcome is positive. Without these crucial first steps in her chain of survival, subsequent interventions may not have been as effective. In Sam's case, bystander CPR was performed by a stranger, but often it is carried out by a friend or a loved one.

If you would like to learn the skills to save a life, please get in touch.

## EAAA SPRING RAFFLE

Play the EAAA Spring Raffle. Tickets cost just £1 each and each one you buy helps to keep the chain of survival going, training more local people in vital CPR.

ENTER TODAY!



£1 per ticket, players must be 18+. T&Cs apply.

# CLINICAL CORNER:

## Kit bags... Unpacked!

When EAAA is tasked to medical emergencies by air or road, clinicians carry two different kit bags to the scene. We spoke with EAAA Critical Care Paramedic and Head of Clinical Education and Research, Neil Flowers, who told us more about some of the equipment carried when we attend patients.



"We tend to use this bag more often because critical care is the usual reason EAAA is tasked. The bag contains a variety of extensive equipment that can give our patients the best chance of a positive outcome."

### What is the most used piece of equipment?

"Different clinicians may say different things. I would say the Zoll Patient Monitor; it's a defibrillator - and so much more, including an ECG to check electrical activity of the heart. It monitors heart rate, oxygen levels in the blood, blood pressure, end-tidal CO<sub>2</sub> (what we breathe out), and core temperature. The machine provides an overall picture to help us monitor and treat critically unwell or injured patients."



### A surprising item?

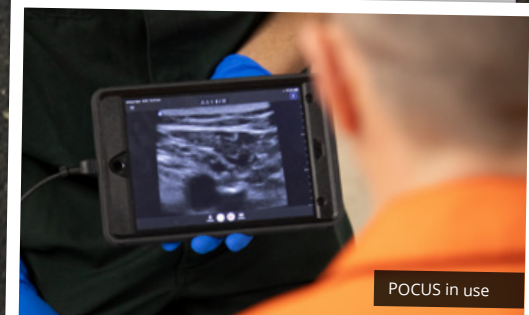
"Although they're not carried in the kit bags, people may be surprised to learn that the helicopters carry a couple of knitted teddy bears. These can be given to children who might be at the scene. This doesn't happen very often, but these can be used to comfort and distract a child while they are being treated."

### A simple but effective item?

"Besides scissors, which all clinicians will use frequently, I would say heat preservation devices, such as active heat pads and survival blankets, made by Blizzard, which help to prevent heat loss. Hypothermia can have a detrimental effect on trauma patients, so these simple pieces of equipment can really help to save lives."

### Something that makes a big difference?

"It depends on the circumstances and the patient's condition, but one piece of equipment which makes a difference is the Point of Care Ultrasound (POCUS). It's a handheld ultrasound probe, made by Butterfly, which attaches to the crew's iPad. This acts as the display device so clinicians can check for fluid around organs such as the heart, internal bleeding and other traumatic injuries. It's a key piece of equipment as it helps with decision-making and gaining a more accurate picture, which can determine the most appropriate hospital to transfer the patient to."





# CAITLIN AND SOPHIE'S STORY.



**In August 2022, four-year-old Caitlin from Norfolk was seriously injured when visiting her great-aunt's horses with her Mum, Sophie, and younger brother.**

Caitlin loves horses and regularly helped to feed them. "The horses had been fed and shut away in their stables. Caitlin was standing about three metres in front of the stable door when we can only assume one of them bolted through," Sophie explains.

"The horse went straight over the top of Caitlin. It had hit her before she even knew what was happening."

Caitlin's face was cut and bleeding, and her thumb was very badly hurt. She complained of feeling sick and became disorientated; she didn't know her name and wanted to sleep. In addition to a land ambulance, EAAA was tasked ready to provide a rapid transfer to hospital in case Caitlin had suffered head injuries.

"Shortly after the road ambulance arrived, we heard the helicopter above us. It had been just 18 minutes," Sophie says.



EAAA's Dr Dave and Critical Care Paramedic (CCP) Chris administered advanced pain relief and decided that Caitlin should be flown to the Norfolk and Norwich Hospital. It was the nearest trauma centre and would be best placed to treat Caitlin's injuries.

"At hospital, head injuries were ruled out, but her thumb was badly injured - only the tendon was intact." Sophie says. "The bone was broken, and Caitlin's nerves and ligaments had been severed. There was a chance she could lose her thumb completely. She required two operations and IV antibiotics to save it."

"I'm so grateful for the help of EAAA that day. The outcome could have been very different if things had taken longer. The advanced pain relief and speed of getting Caitlin to the right hospital was crucial. Caitlin's hand injury was so full of dirt that there was a real risk of infection. Every minute was important."

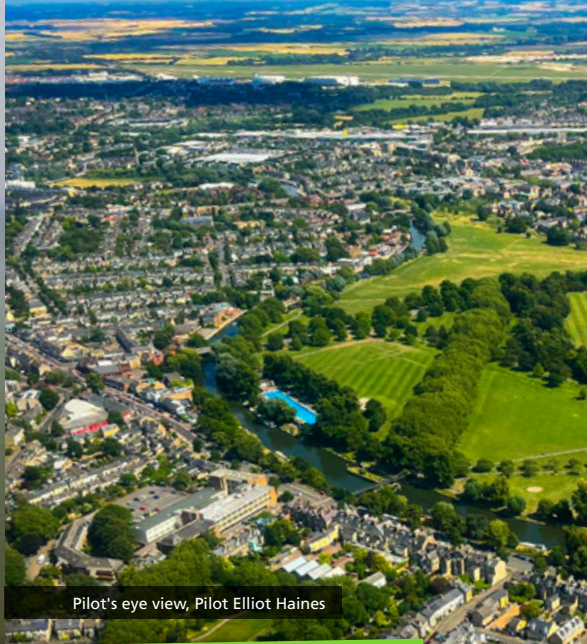
Caitlin, now six-years-old, has raised an incredible £550 to help save the lives of others across the region.

Members of the EAAA team, including Helibobs, our mascot, were thrilled to visit Caitlin during a school assembly to present a medal for her fundraising and kindness. It was wonderful to say a big thank you for her incredible support!





Coastal view, Doctor Chris Chadwick



Pilot's eye view, Pilot Elliot Haines



Village green touchdown, Pilot Elliot Haines

# VIEWS FROM THE CREWS.



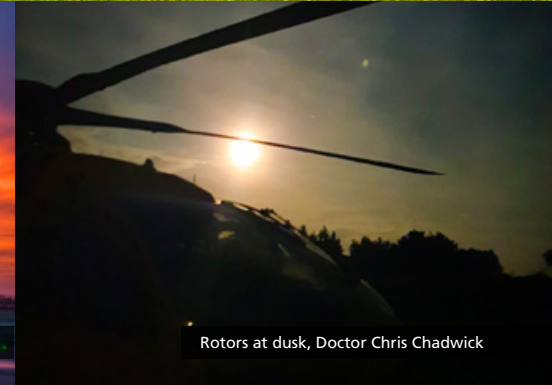
Helipad sunset, Doctor Kieran Campbell



Night flying, CCP Lou Rosson



Red sky in the morning, Aftercare Nurse Lisa Boyle



Rotors at dusk, Doctor Chris Chadwick



UEA from the sky, Doctor Chris Chadwick



# AVIATION AREA:

## Helicopter Safety

The EAAA H145 helicopters fly all over the region. It's not unusual for you to see them land on playing fields, beaches or farmland as the crew aim to reach people who are experiencing medical emergencies in the fastest time possible. Seeing a helicopter can be an exciting sight for onlookers - but it's essential that you stay safe. We've put together some information about helicopter safety so if you see Anglia One (Norwich) and Anglia Two (Cambridge) as they travel across Bedfordshire, Cambridgeshire, Norfolk and Suffolk, you can do so without risk to yourself.

### Reaching a person in need, quickly

Pilots will identify potential landing sites near a patient and perform an airborne assessment to ensure it is safe to land. Unless attending a specific event, if you see the EAAA helicopter, it is almost certainly responding to a patient in need. If you see the aircraft circling around your location and you're in an open area of land, please move to the edge. Dogs should also be placed on leads.

### Don't downplay the downwash

As helicopters take-off and land, the downwash from the rotors is extremely powerful. Not only is it strong enough to cause somebody to fall, but it creates a lot of noise, as well as throwing dust and debris into the air. Stay a minimum of 30 metres away - that's around the length of three double decker buses.

### Rotor safety

Never approach a helicopter when engines are running and rotor blades are turning. While EAAA doctors and critical care paramedics are attending a patient, pilots will sometimes be able to say hello while they await further instruction, but it is essential that you do not approach until the helicopter is completely powered down. Please do not touch the aircraft, and be mindful that the crew may need to act quickly - so follow the crew's instructions for their departure.



Credit: Red Wellies Photography

Credit: Red Wellies Photography

### Being respectful

If you see Anglia One or Anglia Two near you, it likely means that somebody is critically injured or unwell - and a family's day has been turned upside down. A patient may be brought to the aircraft for a flight to hospital. Please give the crew plenty of space and respect the dignity of the patient and their family by not taking photos or video while we place them on the helicopter.

### Change of plan

On departure, it's advisable to stay out of the landing site until the helicopter is completely out of view. Occasionally there could be a change of plan, which means the helicopter may need to return to the area.

### You keep us flying

It's your support that keeps us in the air, so thank you for all you do to keep yourselves and others safe. We are proud to serve your community.



# DEAREST CAROL,



Not everybody who supports EAAA has been attended by us, but every single donation is special. Bruce and Carol followed EAAA for many years and we are touched that Bruce and his family chose to remember Carol by inviting donations to EAAA at her funeral.

In this issue of Lift Off, Bruce remembers and shares some of his fondest memories.



Our family visited Helimed House



Happy memories

Dearest Carol,

You were born in Norfolk in 1945, one of nine children. As a child, you loved playing in the nearby woods, climbing trees with your brothers and sisters.

When you left school, you worked in a local shop. One day, I walked in. Your lovely smile seemed to light up the street.

It took me a long time to pluck up the courage to ask you on a date. We courted for three years before getting married in 1969.

In 1976, we encountered a helicopter on holiday in Fife. Following that, we often attended open days at RAF bases – more for me initially, but I'm sure you grew to enjoy it too.

One day, when driving in Norfolk, I saw the air ambulance helicopter approaching. It took you by surprise when it landed in a nearby field!

Over the years, we built up a collection of air ambulance photographs. When you were ill in hospital, you were in a side room near to the helipad. I warned you of the noise as I opened the window and took photos on my phone to show you. One day, an Apache helicopter landed. I got the photo but jammed my thumb in the window. My nail fell off and I don't like Apache helicopters anymore...

I have wonderful memories of our years together, Carol. You still played on the swings in the local children's playground well into your sixties, you taught our grandchildren rude nursery rhymes, you loved music, jigsaws, knitting and sewing.

At work, they called you 'Miss Smiley Face' and you stayed that way until the end.

At your funeral, it seemed fitting to invite donations to support East Anglian Air Ambulance. These generous gifts, given to remember you and the life you lived, will save the lives of others. I know this kindness would have brought you great happiness.

Each time I look up to the sky and see the East Anglian Air Ambulance helicopter flying overhead, I feel so much pride that you have helped it to keep flying and saving lives.

Your loving husband, Bruce.



Attending an RAF Open Day

**Thank you to Bruce and his family for sharing their wonderful and very special memories of Carol.**

**If you would like to talk to us about donating or fundraising in memory of somebody special, please contact us on [info@eaaa.org.uk](mailto:info@eaaa.org.uk) or 03450 669 999.**



# LIZA JONES: 247 TALKS TO SAVE LIVES 24/7.

Alongside her husband, Liza Jones, from Suffolk, is a long-term supporter of EAAA. She has been delivering talks and presentations to businesses for over twenty years. Around eight years ago, she started offering leisure talks on a variety of unusual subjects, in return for which she invites donations towards EAAA.

At the time of writing, Liza has completed an incredible 247 talks in aid of EAAA. It feels like an appropriate time to celebrate her achievement as EAAA delivers 24/7 life-saving care, 365 days a year. Liza feels passionate about supporting EAAA through her interesting and often quirky presentation topics.

"Suffolk covers a large area, with the major hospitals at different ends of the county in Bury St. Edmunds and Ipswich. We often see land ambulances whizzing up and down the roads," Liza says. "Sometimes people need attention and urgent care



very quickly, and this is why EAAA is a very important service. Without the charity, some people wouldn't survive. It's a charity that many people in our region have empathy with."

Liza's first leisure talk was about 'Savvy Shopping', which includes learning how to save money by understanding some of the secrets used by marketeers.

"I delivered this talk for eighteen months before people started asking me for more subjects, so it really evolved from there."



Also offering talks via Zoom for those who are further afield, one of Liza's most sought-after talks is 'Behind the Bathroom Door', which explores hygiene through the ages. She says people find it fascinating to understand more about what was considered clean and what wasn't in different eras. Other subjects to stir the curiosity of her audiences include 'The History of Cosmetics - Hope in a Jar', 'Saffron', and 'Oranges and Lemons' - a look at the impact citrus fruit has had on human culture, health and wellbeing. Of the 247 talks given so far, 114 have been on 'Knickers! The History of Women's Underwear' which is by far the most popular talk topic.

"People have described my talks as 'enlightening' and 'knowledgeable.'" Liza adds. "I usually inject some humour, and include a variety of props to show people, making the experience more memorable for those who attend."

A huge thank you to Liza for her amazing contribution. We can't wait to hear what the next 247 talks will entail!

For more information about Liza, visit [lizajonesspeaker.co.uk](http://lizajonesspeaker.co.uk)





# NAVIGATORS:

## Guiding the way for missions

During these challenging times, Navigator donors provide life-saving certainty to the charity by funding one or more of our critical missions at a cost of £3,750 each. Whether supporting as individuals or through their organisation, Navigators help to guarantee the very best chance of survival for a local person in their hour of need.

Navigators receive regular reports and insights on EAAA activities and missions, as well as being the first to hear about behind-the-scenes tours, opportunities to meet staff and crew and invitations to exclusive gatherings with other Navigators. They also receive a special pin badge to wear with pride.

GMB Union Cambridge 2 Branch started supporting the charity during lockdown and signed up as Navigators in late 2023,

committing to fund one mission a year for three years. With a membership which covers East Anglia, making this commitment felt like a great fit.

Mac McDonald, GMB Convenor for Cambridge 2 Branch, said: "Becoming a Navigator is a privilege, knowing we have been able to fund a flight that will save lives. We look forward to meeting other Navigators, visiting the Cambridge base and opportunities to meet staff."



If you'd like to find out more about becoming a Navigator, contact Holly Marshall, Philanthropy Manager via 03450 669 999 or [info@eaaa.org.uk](mailto:info@eaaa.org.uk)

"East Anglian Air Ambulance were at my side when I needed help; with a gift in my Will I'm going to make sure they're there for others."

**Carl Atkins,**  
former patient.

## Let your legacy take flight

With a gift in your Will you can save lives in the future.

**Request your FREE Will guide at [eaaa.org.uk/giftsinwills](http://eaaa.org.uk/giftsinwills)**







# TRADE UP for EAAA!

**SIGN UP!**



Starting on 1 April and running for two months, the EAAA Trade-up Challenge aims to inspire like-minded groups and businesses in East Anglia to turn £100 into £500 (or more!) to save lives across the region.

The aim of the game is to 'trade-up' a £100 EAAA investment by hosting a range of fundraising activities – and have fun competing against other groups and businesses. The 2023 winners were Ward Gethin Archer Ltd. We spoke to Director, Sarah Fairbrother to hear more about their Trade-up experience.

## HAVE YOU CONSIDERED SUPPORTING EAAA THROUGH PAYROLL GIVING?

Payroll giving is a great way to support EAAA directly through your salary. It doesn't matter if you're paid monthly, weekly or every four weeks, these donations are made before tax is deducted so they cost you less. Speak to your payroll department to learn more.

*"We heard about the 2023 EAAA Trade-up Challenge through the East Anglian Women in Business network and we wanted to take part as it's a great local cause. Our staff were really engaged by the activities, which included bake sales, Trek 24, a team 10K run and completing 10,000 steps every day for a month."*  
Sarah says.

Trade-up challenge participants can host a range of fundraising activities. Think community car washing, bake sales, maybe even a quiz night. We provide a fundraising pack with some handy hints and tips. It's a fun and engaging experience for employees to make a real difference to people in the region.

Sarah Fairbrother continues: *"It was really inspiring to know the life-saving impact of the money raised by Ward Gethin Archer Ltd, especially as giving back to the local community is all part of our mantra. EAAA is a great cause to give back to and we'd encourage others to get involved in the Trade-up Challenge 2024!"*



## HAVERRHILL RUNNING CLUB

In January, we were presented with an incredible £2,000 raised by Haverhill Running Club. Their members were inspired to help save lives in local communities and raised a fantastic amount of money by holding cake sales, BBQs and raffles. Lynnette, Lewis and Mark from the club met with EAAA's Zoe Harris to present their cheque and receive a tour of Helimed House.

## TUESDAY NIGHT ROCK 'N' ROLL SOCIAL GROUP

£1,800 was presented to EAAA by the Tuesday Night Rock n Roll Social Group in Leighton Buzzard. Their life-saving donation was raised throughout 2023 via cake and refreshment sales and raffles. EAAA volunteers, Wendy and Steve, were thrilled to visit the group for the presentation and to enjoy a photo opportunity with group members.



## POLES OF INCONVENIENCE

Thank you to Ben, Ned and Charlie who took part in the epic 'Poles of Inconvenience' driving rally challenge. Checking off the miles and crossing borders from London to the Western Sahara in their Nissan Micra "a car older than us all and an engine the size of a lawn mower!..." the adventurous trio raised over £6,000 in aid of EAAA!



# THANK YOU TO OUR COMMUNITY!



# Lottery membership application



Mr / Mrs / Miss / Other \_\_\_\_\_  
 First name \_\_\_\_\_  
 Surname \_\_\_\_\_  
 Address \_\_\_\_\_  
 Postcode \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Email \_\_\_\_\_

## Payment methods

You can pay to play monthly by direct debit only, quarterly, every six months or annually via the following methods:

**Bank Direct Debit:** quick and convenient for you, Direct Debits are also cheaper for the charity to process. You can change your Direct Debit at any time by contacting us.

**Cheque:** please make sure your cheque (minimum of £13) is made payable to 'Friends of East Anglian Air Ambulance'. Don't forget to include your completed membership form.

**Debit card:** we can take card payment over the phone or online via the lottery pages on our website. Simply call us on 03450 669 999 or search 'EAAA lottery' online. Credit cards are no longer accepted for lottery payments.

## For cheque payment complete below

Number of chances per week   
 Number of weeks (13 , 26  or 52 )  
 Total amount due   
(no. chances X no. weeks)

Please return this completed form with your cheque, made payable to 'Friends of East Anglian Air Ambulance'.

All the data we hold is held in strict accordance with the Data Protection Act 1998. We would like to keep you up to date with the difference your support is making to our lifesaving work and send you our newsletter, Lift Off.

Please tick here if you are happy for us to contact you by:

Email  Post  Phone

**Each chance costs £1 per week.**  
 Members must be aged 18 years or over. Please tick this box to confirm you are aged 18 years or over



## Instruction to your Bank or Building Society to pay by Direct Debit

SERVICE USER NUMBER

4 2 2 7 4 6

FOR EAST ANGLIAN AIR AMBULANCE (TRADING) LTD OFFICIAL USE ONLY

This is not part of the instruction to your bank or building society.

Please tick the amount you would like to be debited from your account:

<b>1 Number</b>		<b>2 Numbers</b>	
£4.34 (monthly)	<input type="checkbox"/>	£8.68 (monthly)	<input type="checkbox"/>
£13 (quarterly)	<input type="checkbox"/>	£26 (quarterly)	<input type="checkbox"/>
£26 (half yearly)	<input type="checkbox"/>	£52 (half yearly)	<input type="checkbox"/>
£52 (annually)	<input type="checkbox"/>	£104 (annually)	<input type="checkbox"/>

**NB: Monthly subscription first payment is £5 per number**

First payment on \_\_\_\_/\_\_\_\_/\_\_\_\_ and thereafter until further notice

Instruction to your Bank or Building Society. Please pay East Anglian Air Ambulance (Trading) Ltd Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with East Anglian Air Ambulance (Trading) Ltd and if so, debits will be passed electronically to my Bank/Building Society.

Signature(s) \_\_\_\_\_  
 Date \_\_\_\_\_

Please fill in the whole form using a ball point pen and return to:

FREEPOST EAAA

Name(s) of Account Holder(s)

Bank/Building Society Account Number

Branch Sort Code

Name and full postal address of your Bank or Building society

To The Manager      Bank/Building Society  
 Address  
 Postcode

Reference (Membership Number)

Banks and Building Societies may not accept Direct Debit Instructions for some types of account

Our weekly Lottery is drawn every Friday using a random number generator to select winning numbers, allocating one prize per number drawn. Prizes are allocated in turn to the combinations matched against the details of individual lottery players and will be distributed to the winners by means of cheque. Members have a 1 in 7094 chance of winning a prize in the weekly lottery draw and a 1 in 120,500 chance of winning the accumulator draw each week. In 2023, EAAA received £6,624,938 in ticket sales, of which 82.68% went straight back to the charity, 1.81% was spent on prizes and 15.52% on expenses.

This guarantee should be detached and retained by the Payer



## The Direct Debit Guarantee

- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits.
- If there are any changes to the amount, date or frequency of your Direct Debit East Anglian Air Ambulance (Trading) Ltd will notify you 4 working days in advance of your account being debited or as otherwise agreed. If you request East Anglian Air Ambulance (Trading) Ltd to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit, by East Anglian Air Ambulance (Trading) Ltd or your bank or building society you are entitled to a full and immediate refund of the amount paid from your bank or building society.
- If you receive a refund you are not entitled to, you must pay it back when East Anglian Air Ambulance (Trading) Ltd asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

\*The EAAA lottery is promoted by East Anglian Air Ambulance (Trading) Ltd in support of East Anglian Air Ambulance, registered charity no. 1083876. Responsible persons: S Judd and C McGeown, EAAA, Helimed House, Hangar 14, Gambling Close, Norwich, NR6 6EG. Licensed by the Gambling Commission: www.gamblingcommission.gov.uk. Licence number: 3319

National Gambling HelpLine 0808 8020 133

# Weekly LOTTERY

## LOTTERY ACCUMULATOR PRIZE WINNERS

Don't forget that every week you play in our lottery you have the chance to win our Accumulator prize! This goes up by £500 each week it's not won up to a value of £25,000.

### Some of our recent Accumulator winners are:

- £2,500 – Ms J, Norfolk 05/01/2024
- £2,000 – Ms M, Suffolk 01/12/2023
- £3,000 – Mrs T, Suffolk 03/11/2023

By playing in our weekly lottery, for just £1 per play, you have the chance to win one of 18 weekly cash prizes as well as the accumulator prize – all while helping to keep our crews flying.

You can buy tickets for the next weekly draw, or sign up to play regularly by Direct Debit.

[www.eaaa.org.uk/lottery](http://www.eaaa.org.uk/lottery)

Thank you and good luck!



# TREK 24 IS BACK

East Anglian  
Air Ambulance's

# TREK 24



Help save lives by completing one (or more!) of our 24 mile, 24 km or our 2.4 mile (Norfolk only) treks across some of the most beautiful parts of East Anglia. Bring your friends, family and colleagues or trek solo and meet other like-minded adventurers on the way!

APRIL



## BEDFORDSHIRE

**Barton Hill Farm**

**Perfect for:**  
Those looking for a tougher, more physical challenge.

MAY



## SUFFOLK

**Sotterley Estate**

**Perfect for:**  
Wildlife-rich wetlands, shingle beaches and historic towns.

JUNE



## NORFOLK

**Holkham Hall**

**Perfect for:**  
Seaside and natural history lovers, plus our 2.4 mile mini-trek.



SCAN FOR FULL  
DETAILS AND TO  
REGISTER YOUR  
PLACE TODAY.

IDEAL FOR  
FAMILIES

