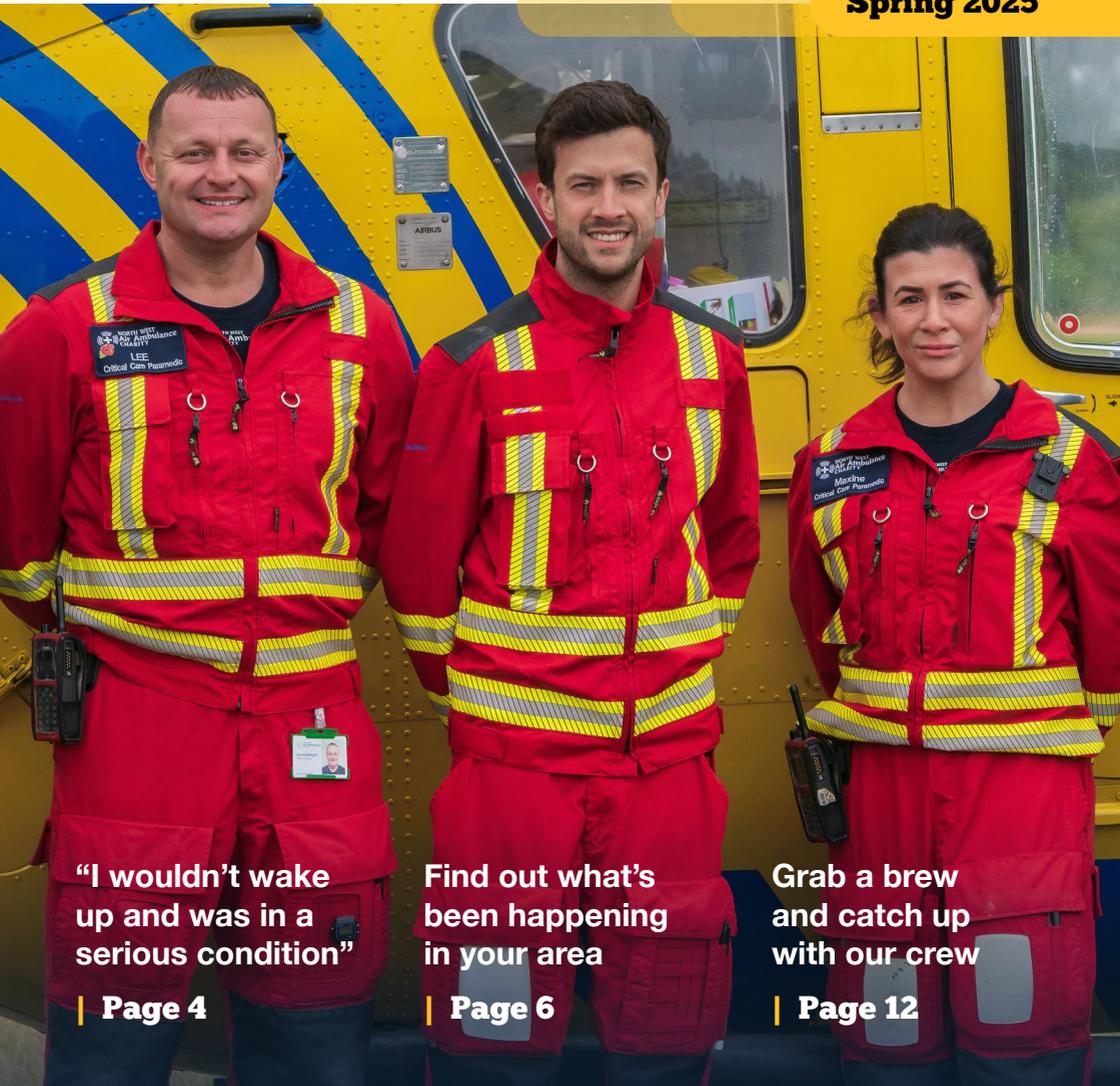


# Skylines

**Spring 2025**



**“I wouldn't wake up and was in a serious condition”**

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**Find out what's been happening in your area**

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**Grab a brew and catch up with our crew**

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**“Hi I’m Stevie,**

**Critical Care Paramedic and your guest editor for this jam-packed Spring Skylines.**

“In this edition you’ll hear from people across the charity, including myself. I recently joined in August 2024 and have loved getting to know NWAA and its incredible supporters. Find out more about my journey on pages 12-15.

“Want to know what’s been happening in your area? We’re sharing supporter activities from across the region on pages 6-7. Three of our volunteers are sharing their stories on pages 16-17, as well as patients Kate, on pages 4-5, and Nicola on pages 20-21.

“And there’s so much more! We hope you enjoy reading this edition and as always thank you for your incredible support.”

## Thanks to your support we have been able to continue our lifesaving service

**Over 48,000**

Since 1999, we’ve been called to over 48,000 missions

**1,213**

We’ve been called to 1,213 missions in the night car



**430**

We have given a total of 430 blood transfusions



**48**

48 critical care paramedics and doctors currently work for NWAA

**872**

872 patients have been placed into a medically induced coma

**Over 500**

We’ve registered over 500 volunteers



### Missions by region in 2024

Greater Manchester	1,247	Merseyside	377
Lancashire	816	Cumbria	173
Cheshire	513	Other	44

Kate on a hack with her daughter



## Kate's story

**I was riding my horse, Emmie, with my friend, Tracy, and her daughter, Kim, in March 2023.**

It'd been a tough year with my husband's health, and I was looking forward to a bit of 'me' time with friends to relax.

It was a lovely day in the Lake District, and I was enjoying being out in the fresh air. About an hour into the ride, we approached the stables when a skip lorry came from behind.

The lorry spooked the horses. Tracy's threw her off and was loose on the road. My immediate reaction was to get down and get hold of her horse but the next thing I remember was waking up in hospital two days later.

I don't know what happened, but I've been told that as I dismounted my horse, she bolted and threw me off. As I fell, I banged my head, knocking me unconscious. Thankfully I wasn't alone, Tracy rang 999 while Kim called her dad who was a first aider.

**I wouldn't wake up and was in a serious condition. That's when the North West Air Ambulance Charity was called.**

**Critical Care Paramedics, Caroline and Deborah arrived and were worried I might have a bleed on the brain. They gave me medication through an IV for pain and anti-sickness and a drug called tranexamic acid to slow down any bleeding. They also needed to perform a C-spine immobilisation in case of any fractures.**

Due to my head injury, the crew decided to fly me to Royal Preston Hospital. It took just 30 minutes to get me there from the stables, meaning I was with the neurological team much quicker than if I'd travelled by road.

I spent a couple of days in the hospital then was able to return home to continue my recovery, supported by my trauma psychologist.



**What can I say other than thank you? I am indebted to the crew and would like to repay them.**

**I could only think to do this through a fundraiser, which I am planning on hosting at Burnley Football Club in September 2025. I'm committed to raising as much as possible for this amazing charity!**

# What's been happening in your area?



## Lancashire:

Boundary Outlet have so far raised nearly **£9,000** as part of their yearly fundraising for NWA!



## Lancashire:

Congratulations to Mr and Mrs Unsworth on their wedding. Thank you for donating **£565!**



## Lancashire:

Thank you to Denison Trailers for their generous donation of **£8,000!**



## Merseyside:

We had a great day raising just under **£1,000** at Liverpool ONE with the 99th Garrison.



## Greater Manchester:

We had a brilliant three days bag packing at M&S Middlebrook, raising **£1,116**.

## Greater Manchester:

- Local schools and community choirs raised a brilliant **£513** at the Trafford Centre.
- Bury FC hosted a charitable fundraising event supporting NWA and Bury Hospice. The club raised an amazing **£2,110**, split equally between both charities!



## Cheshire:

We recently attended Ellesmere Port College to deliver a session to their students about our charity.



# How NWAA partnered with Booths Supermarket

We're thrilled that two more Booths stores, Lytham and Kirkby Lonsdale, have chosen to support us for 2024/25, with over £10,500 raised to date.

In total Booths and all their stores have now raised over £135,000 over the past 17 years. Partnerships like this are crucial to the charity.

If you would like to find out more about how your business or the company you work for can partner with us, you can contact me by phone 0800 587 4570 or email [corporate@nwairambulance.org.uk](mailto:corporate@nwairambulance.org.uk).

Left: Chris and Corporate and Trusts Manager, Rachel, with Booths staff

## Hear from our Corporate Partnership Officer, Chris Andrews, on how NWAA partnered with Booths.

As Corporate Partnership Officer, it's my job to build impactful and collaborative relationships with businesses in the North West, raise vital funds and spread awareness.

We've had a long-standing relationship with Booths over the years and staff at the company voted to continue its support; choosing NWAA as the 2023/24 Charity of the Year for seven stores.

The stores fundraised in many ways, including their till point donation system Pennies. Pennies acts as an 'electronic charity box' allowing customers to add an optional donation to their shopping bill. Each donation was just 25p, but thanks to their staff and customers those small donations added up to £90,000!



Above: photo of Chris Andrews, Corporate Partnership Officer at NWAA



Right: NWAA's corporate team hosting an information day at Booths Milnthorpe

# Why would you leave a gift in your Will to NWAA?

Well, that's a question we asked you in a recent survey and here's some of your responses:

**“It makes me very happy to feel that anything I've left to the charity will go towards the service continuing, and possibly saving lives when I'm not around”**

NWAA Volunteer, Michael John



**“I feel the charity needs donations because they are totally reliant on them”**

**“You never know when a member of my family may need the use of the charity”**

**“I want my inheritance to do good after I am gone”**

**“I believe it's a charity where I can visibly see the donations make a difference”**

**“Kept me alive after my accident”**

**Gifts in Wills is our second largest income stream fuelling one in five lifesaving missions.**

**Legacy donations are crucial to the charity and allow us to be there for patients now and in the future.**

On average we're called out seven times a day, meaning gifts in Wills fuel at least seven missions each week. For a patient, those legacy missions could mean the difference between life and death.



**Get in touch**

[legacies@nwairambulance.org.uk](mailto:legacies@nwairambulance.org.uk)

[nwairambulance.org.uk/wills](https://nwairambulance.org.uk/wills)

0800 587 4570

Writing or updating your Will can seem daunting but it doesn't have to be. We have a team on hand that can help answer your questions. We also offer free Will services in person through local solicitors and the National Free Wills Network or online through Make a Will Online, which can help guide you through the process as well as saving you money.

Just as every second counts, so does every penny. Whether you can leave a small or large gift, you can be assured you're leaving the gift of a lifetime for patients across the North West.

Whatever your reason for leaving a gift, get in touch with our legacy team today and find out more about gifts in Wills.

Critical Care Paramedic (CCP) Stevie alongside other crew members at a charity event



## Catch up with the crew!

We recently grabbed a brew and sat down with one of our newest crew members, Stevie, to find out more about him and what it's been like to join NWAA.

### What was your previous role?

Before joining the charity, I was in the North West Ambulance Service for 16 years as a paramedic and senior paramedic.



### How was the application and interview process for your role at NWAA?

**I've wanted to work on the air ambulance my whole career. I spent about 18 months prepping myself for when the jobs were advertised. I knew it would be competitive.**

When the roles were advertised, I felt ready, but I didn't anticipate how intense the process would be. It was really full-on; it probably took over my life for five weeks. There were lots of different scenarios we had to go through, as well as exams and interviews.

I feel like the hard work paid off, but it was really hard.

### How have your first couple of months been at NWAA?

It's been intense but very enjoyable. It's a lot to take in and there's so much training. I've been a paramedic for many years, but this feels so different to my old job in the land ambulance.

### How is working on an air ambulance different to your previous role?

You'd think the job would be very similar in that you ring 999 and you either get a road ambulance or an air ambulance but it's so different.

For one, the patients I see now are usually more unwell than the majority of patients I'm used to treating. There are only three aircraft and four cars covering such a large area compared to hundreds of road ambulances.

Secondly, there's so much to think about before getting to the patient. I've got to think about getting in and out of the aircraft safely, taking in communications from the pilot and up to four conversations through our headsets over the noise of the helicopter. There's so much to do even before treating the patient.



CCP Stevie onboard one of our helicopters

### What training have you needed to do?

**The training is non-stop.**

It's been intense and really varied. There are things I wouldn't have expected to do like fire training. It was excellent and really exciting, but I never would have expected to do that.

I've also had to observe and train for EOC (Emergency Operations Centre) where we take 999 calls. That's a job I wouldn't have thought I'd ever be doing in my career as a critical care paramedic, going into the control room and deciding who we dispatch NWAA to. We monitor all the calls that come in and then choose which aircraft or car should go to which patient.

**Continued overleaf**

## What was your first call-out like?

Finally being able to put the uniform on and get in the helicopter for my first shift was incredibly exciting but also so daunting. I was so nervous but the team were really supportive.

My first call was to a patient in the Lake District and because it was my first time, I had to observe the crew.

Because there's so much to learn, you spend ten shifts observing a crew to absorb all the newness, take it in and learn the differences.

It felt good to complete that mission, it went well, and I was very relieved.



Left: Stevie (right) alongside other crew members at a fire safety training day

## How do you feel now, seven months in the role?

The team are so supportive. I think they all remember what it's like to be brand new. It's a big change and they appreciate how much there is to learn. Everyone's approachable and supportive with any questions or any training I might need.

I'm a lot more comfortable now. I still get a little nervous when the phone rings and we come out to the aircraft and lift. But I can rely on years of experience and with time, things settle down. The more missions I do the more normal it becomes.

**BREW FOR THE CREW**

## We grabbed a brew with our crew, and you can do the same!

Get together with family, friends or colleagues and host your own Brew for the Crew between the 19th and 25th of May. It's thanks to your fundraising that Stevie and our incredible crew can be there for patients across the North West.

Host your own get tea-gether in support of your local air ambulance!



To find out more or register your par-tea, visit [nwaa.info/BFTC](http://nwaa.info/BFTC).



## Meet our volunteers!

### James

**Age: 23**

**Region: Merseyside**

**Occupation: Character Performer**

**Volunteer: Action and Mascot Volunteer**

“When I was first diagnosed with autism, my parents were told I would always be antisocial and solitary. Growing up with the weight of a sentence like that, it’s easy to believe it.”

“You perceive people’s responses to be far harsher than they truly are - a glance becomes a glare. When you are friends with (or perform as) a character like Paramedic Pup though, these worries fade away and instead it’s far easier to focus on all the positive memories and interactions people are having.”

“I wear my shirt and lanyard with pride and feel genuine privilege to be able to help Paramedic Pup on his adventures!”



### Nicky

**Age: 56**

**Region: Merseyside**

**Occupation: Retired Jeweller**

**Volunteer: Retail Volunteer**

“The best bit for me is that I love chatting with customers and seeing the till ringing especially when we get a ‘big ticket’ sale on our furniture!”

“Volunteering has also taught me you’re never too old to learn something new. I never thought I’d be able to learn something electrical, but the PAT course has added ‘a new string to my bow’ and it’s benefited both me and the charity.”

“Volunteering gets me out of bed, gives me a purpose to get up and get out, I don’t want to be a ‘couch potato’ in retirement.”



### Olivia

**Age: 19**

**Region: Lancashire**

**Occupation: Student Paramedic**

**Volunteer: Action Volunteer**

“I started volunteering through a personal connection; the crew saved my parents after a motorcycle accident.”

“I would recommend volunteering to others who want to get out and speak to people! Volunteering is flexible around work and life; it’s so easy to get involved.”

“I choose to volunteer so I can make a difference, have fun with friendly people, and support the charity to save lives.”



Jane at her daughter's wedding

**Jane won £1,000 and so could you!**



## Congratulations to our Winter Raffle winners!

1st - 1329568 | Warrington

2nd - 1365648 | Wirral

3rd - 4000079 | Staines-upon-Thames

4th - 1300681 | Northwich

5th - 1241576 | Chorley

6th - 1365810 | Ellesmere Port

7th - 30 winners!

Find out more online, by visiting [nwaa.info/seasonal-affle](http://nwaa.info/seasonal-affle)

### Every Friday, a lucky Lift off Lotto player wins £1,000, and in April 2024 one of those players was Jane from Lancashire!

“I was amazed to find out I had won! I’d signed up to donate regularly to the air ambulance charity years ago and had actually forgotten it was a lottery.

“My daughter was getting married later that year, so it went towards paying for the wedding.

“I had originally signed up as I work in an acute NHS Trust and the helicopter pad for the air ambulance is just outside my office, so I see it coming in on a regular basis and I always think what an amazing job they do!”



You could be a winner too for just £1 a week. As well as our weekly draws you’ll also be entered into our quarterly Superdraws, at no extra cost, where the top prize is a whopping £10,000!

Our lottery and raffle players fund one in three missions, so your £1 a week really can make a lifesaving difference.

Find out more or sign up online, visit [nwairambulance.org.uk/lottery](http://nwairambulance.org.uk/lottery) or scan the QR code.

Nicola (right)  
with her friend,  
competing  
in the Great  
Manchester Run



## I ran the Great Manchester Run for NWAA!

**My name's Nicola and in 2022, I suffered a cardiac arrest.**

Thankfully, I received lifesaving treatment from NWAA's Critical Care Paramedics, Mikey and Lee. Following the incident, I had an ICD pacemaker fitted to safeguard my health in the future.

As someone who was previously fit and active, this experience dealt a significant blow to my self-confidence, and my mental health was deeply affected. I wanted to find a way to give back to NWAA and challenge myself to rebuild my confidence. The Great Manchester Run felt like the perfect opportunity to achieve both goals.

I asked my good friend Katie, an experienced runner, to join and help me.

**I started training with the NHS Couch to 5K app, which eased me in gradually, helping me build confidence without overdoing it.**

From there, I worked up to 10K, running three times a week.

On the day of the run, I was so nervous, but the atmosphere was fantastic. The crowds were amazing and so supportive.



On the course there was lots of entertainment which helped massively to keep up morale. It was a really emotional day for me, as back when everything happened there was no way I could have imagined myself doing anything like that again.

Running over the finish line with Katie was amazing. We raised money and awareness for NWAA!

I got lots of support from my partner, family and friends who could see how important this was for me. I also had a lot of support from the NWAA team, from ideas of how to get sponsors to regular check-ins from one of the team.

**If you are thinking of running this year, I would highly recommend it. The sense of achievement and doing something for an amazing cause is incredible!**



### Feeling inspired?

Take on the Great Manchester Run on 18th May 2025.

Scan the QR code to register or contact our events team at [events@nwairambulance.org.uk](mailto:events@nwairambulance.org.uk).

A range of furniture donated to NWAA's charity shops



## Spring clean for NWAA!

Our shops and eBay store rely on your donations. In 2024, we did 3,859 collections and deliveries, raising just under £300,000 from furniture sales alone. That money could fund around 66 missions in the North West. Your pre-loved items really can save lives!

Are you planning a big spring clean? Why not do it for NWAA? If you decide it's time for a change and have furniture you no longer need, we can collect it for free. Here's just a few of the items that have been donated by our incredible supporters!



### Don't forget to Gift Aid your donations!

As a registered charity we can claim 25p from the government for every £1 you donate, at no extra cost to you. And that works for your donated items too!



If you're a current UK taxpayer, you can add Gift Aid to your pre-loved donations. Last year adding Gift Aid to donated items raised an additional £147,650. Whether you book a free collection or take items to the shop, make sure you ask about Gift Aid!

To book a **FREE** furniture collection, call your local shop or fill out the request form online. Scan the QR code or visit our website.

[nwaa.info/furniturecollection](http://nwaa.info/furniturecollection)

Jan - Dec 2024  
sofa sales raised  
**£64,838**

Jan - Dec 2024  
dining table  
sales raised  
**£56,815**

We average  
**77** collections  
and deliveries  
a week

# I'd like to donate

Name

Address

Postcode

Email

Telephone

I would like to make a donation of:

£

I enclose a cheque/postal order made payable to 'North West Air Ambulance'

OR

Please debit my account: Card Type  Visa  Mastercard

Card no:

Start date:  End date:  CVV:

Signature:

Date:

North West Air Ambulance Charity would like to keep you informed about our work, how your support has helped us keep our helicopters in the air, and how you can be involved in the future.

We promise to never share your information with any other organisation for their marketing purposes. Please see our privacy statement at [www.nwairambulance.org.uk](http://www.nwairambulance.org.uk) for detailed information about how we use your data.

Please tick if you do not wish to receive information about our work.

By post  By telephone

Using email and text messages helps us be more cost effective. Please tick if you are happy to receive information about the work of the North West Air Ambulance Charity.

By email  By text

I'm interested in leaving a gift in my Will. Please send me more information.

If you have kindly enclosed a donation, increase your gift with a tick! Would you like the North West Air Ambulance Charity to claim Gift Aid on your donation?

Yes

I am a UK tax payer and I understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations, it is my responsibility to pay any difference. I would like the North West Air Ambulance Charity to claim Gift Aid on any donations I have made in the last 4 years, and any future donations I make to the charity, up until I notify them of any change in circumstance.

No

I am not a UK tax payer. If you are not able to Gift Aid we'd still like to know. Please notify us if you wish to cancel this declaration, change your name or home address, or if you no longer pay sufficient tax on your income/or capital gains.

Signature:

Date:

*giftaid*