



HAMPSHIRE AND
ISLE OF WIGHT
AIR AMBULANCE

The difference *you*
helped make in 2018



£7.4
million raised



1,429
missions attended

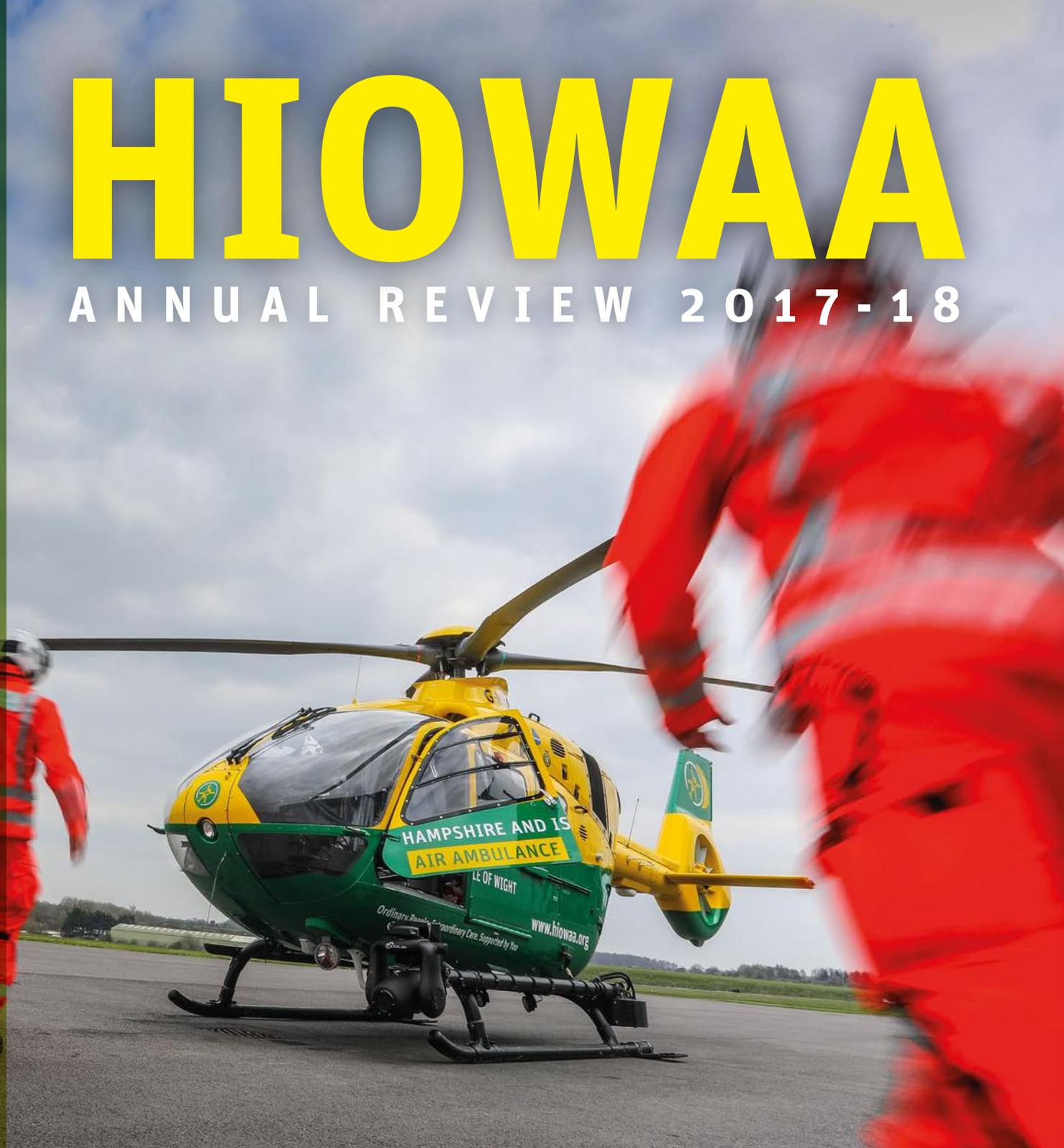


126
transfers from IOW

**ORDINARY PEOPLE.
EXTRAORDINARY CARE.
SUPPORTED BY YOU.**

HIOWAA

ANNUAL REVIEW 2017-18



Welcome from Chairman & CEO

WELCOME

Welcome to our Annual Review of 2017-2018. As with last year, we start with a huge thank you to all those who have contributed their pictures and stories, and we hope that in the pages ahead you will be moved, inspired and amused by the articles and images. Again, we have wrapped the review around HIOWAA's values: **Openness, Dedication, Teamwork and Professionalism**. We think this is a winning formula that simultaneously reinforces our DNA and tells our story in a way that will both resonate with, and pay tribute to, all the incredible people who make HIOWAA the very special organisation that it is.

What a year 2018 was! Whilst all the talk inside the Charity was of Transition, thankfully it didn't really affect our supporters and, most importantly, the service that our amazing Helicopter Emergency Medicine Service (HEMS) teams delivered to people in our communities. In a nutshell, Transition has now put your HIOWAA into a much stronger position to develop and expand the service we provide well into the future. Thanks to your amazing and sustained generosity, we have been able to step up and take over the full funding of the service, relieving pressure on our vital, but hard-pressed, partners in both the Ambulance Service and the wider NHS. You will get a taste of the immediate benefits when you read, later on, of our new paramedic recruitment: a recruitment that was partly driven by experiences from the first full year of Critical Care Team Vehicle (CCTV)

operations. Introduced in 2017 to meet the harder-to-reach urban need, the result has been a doubling of missions that we attend each year, and we have included a fact sheet to help you understand just how important our CCTVs have become. Lastly, the aircraft and the cars would be nothing without the skills of the teams, and so there is a further update on the education and development opportunities that we have continued to build, with our partners, for emergency critical care specialists in our region. They say a picture paints a thousand words, and Pilot Dave Nicholls' 'infographic' (a clever picture!) shows brilliantly how vital Teamwork is in bringing together all HIOWAA's different moving parts to deliver the best care to the patient, when they need it most.

Everyone at HIOWAA is driven by our mission to support the delivery of exceptional Pre-Hospital Critical Care to people in Hampshire and the Isle of Wight, when they need it most. This mission is brought into sharp focus with Joshie's moving story and, in parallel, the inspiring but typically understated account of a day in the life of Helimed Critical Care Specialist Paramedic John Gamblin. As if that were not enough, Specialist Paramedic Oliver Saddler's account of running around the Isle of Wight (which sounds easy if you say it quickly, but which actually involved him running 106km!) reinforces just what an amazing cadre of people our paramedics



“Flying as an Air Ambulance pilot is the most satisfying job I can think of. I am able to put the experience gained on military operations to use helping patients. I also love the work ethics and sense of humour of our Critical Care Team members. Every day is different with a good mix of hard work and fun! ”

HIOWAA Pilot



Sir John Day
Chairman of Trustees

are, being committed both to delivering life-saving care, and helping us raise the vital funds to support the service.

Our volunteers and fundraisers are the power-house of the Charity: not only delivering the eye-watering £15,000 needed to fund our service every day, but also telling our story out in our communities. Whether enthusing young people to donate their 10 pence coins to "Save up to Suit up", or inspiring an average of one new corporate partner per month to smash their fundraising targets, in the pages ahead you will see many examples of how these wonderful HIOWAA people go the extra mile for their charity, day after day. A different, but equally important, aspect of fundraising are our education activities, and there are some very good examples of how we open the Charity up to younger supporters through our two flagship programmes: 'Be a 999 Hero' and 'LifeLines'. These programmes have, between them, reached over 60,000 children and young people, who could very possibly be, not only our fundraisers and volunteers of the future, but also our paramedics, doctors and pilots.

In addition to stories that reinforce our values, the Finance Team have again described how we spend every £1 you donate, and later on there is also a summarised financial statement. If you have any questions or observations, we would be



Alex Lochrane
Chief Executive

delighted to hear from you. Lastly, looking in the rear-view mirror at everything achieved in 2018, we might be forgiven for planning to catch our breath and consolidate in 2019, and so, at the end of the review, we have tried to give a flavour of what might be our future direction. As we go to print, however, we have started the process of designing our next five-year strategic plan, to build on the foundations now in place. Through our regular series of newsletters, we will keep you posted about how this process is developing.

In closing, once again we pay tribute to all those thousands of people in the communities of Hampshire and the Isle of Wight who donate regularly to keep your Air Ambulance flying and saving lives. Please accept, on behalf of everyone at HIOWAA, our heartfelt gratitude for your generosity. Quite simply: we could not do what we do without you, and you underpin everything that we are:

**ORDINARY PEOPLE.
EXTRAORDINARY CARE.
SUPPORTED BY YOU.**

Sir John Day
Chairman of Trustees

Alex Lochrane
Chief Executive

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A LIFE SAVED

Joshie Thomas

Kate McBain remembers
the day that HIOWAA
saved her grandson's life.

Kate's daughter Emma with Joshie.



EMMA TAKES ON A CHALLENGE

Inspired by Kate, Emma
did her first triathlon in
September 2018.

Photo: Simon Heron – 3Men²

Kate Remembers the Day of the Accident...

Kate, or 'Narna' as she is known these days, has always been close to her grandchildren, including Joshie, her three-year-old grandson. A triathlon coach and swimming teacher, she competed in her first triathlon when she was 50 and leads a busy and active life, juggling work, childcare and sporting events.

Thursday November 9th, 2017 was a normal Thursday. Kate's daughter Emma was at work and Kate picked Joshie up from playschool and took him to Finkley Down Farm to play, as usual. Kate remembers that Joshie was particularly tired that day, and that he slept more than usual.

'I woke him up and he sat on my knee for about an hour and a half, which was just lovely. We had a bit of a cuddle', she remembers.

A little later, Kate went to pick up Joshie's sister from school and dropped both children back at home with Emma, before heading off to a parents' evening for her youngest son, Jack. She was supposed to be at a coaching event that evening, and it was only when she got a call from a fellow coach that she realised that it had slipped her mind; 'For some reason, I forgot all about it. I never do that'.

She was about to head straight off when the call came through from Emma. Joshie had been involved in an accident and the Air Ambulance Critical Care Team were at the house.

'I couldn't really believe it as I had only left him an hour earlier'.

Kate had no idea what was happening, or where she was going to, as she jumped into the car with her daughter Becky. When Emma called and told her that she was getting a police escort to University Hospital Southampton (UHS), and that Kate should go straight to the hospital herself to meet the Air Ambulance, she feared the worst.

'I got to the hospital as the Air Ambulance was landing and the trauma team were waiting. I was frightened. At this stage, I just

wanted to see Emma'.

It was in the Relatives' Room that Kate finally met up with Emma and learned what had happened earlier. Emma had been at home with the children and her partner, Rhys. Rhys and the children were playing; the usual rough and tumble, when Joshie had reached up to the fireplace for his 'snuggle blanket', and somehow the fireplace had come away, falling on his head.

Emma called for an ambulance, the operator calmly talking her through what to do. Doctor Simon Hughes and Critical Care Paramedic Oliver Saddler had been due to finish their shift on the HIOWAA Critical Care Team Vehicle not long before, but when the call came through, they drove straight to the scene, arriving within minutes.

'They were both incredible; it would have been a very different story if they hadn't been there. Dr Hughes took control and immediately Emma's panic subsided; the sense of relief was immense. At one point, he asked Emma to leave the room and write down everything that had happened in the run-up to the accident. It was only afterwards that I realised he had no intention of using her account; he simply wanted to remove her from a very stressful situation.

'As soon as we got to the hospital and saw the surgeon, we knew how serious it was. The surgeon told us he would do all he could for Joshie.'

Joshie spent two and a half weeks in an induced coma in intensive care before he was moved to the neuro ward and finally discharged from hospital three months later, on February 9th.

Thanks to the facilities at Ronald Macdonald

House, Emma and Kate were able to stay at the hospital themselves throughout Joshie's time there.

'I had to be there; it was too much for Emma to have to deal with alone. I would have slept in the car if I couldn't have stayed at the hospital.'

During that time, Joshie had extensive therapy, eventually learning to walk and to talk again. He didn't need surgery at the time, because his skull was fractured, but he has since had further surgery to repair the fracture.

Dr Simon Hughes and Critical Care Paramedics Oliver Saddler and Tom Maxwell often came to visit Joshie throughout his stay. 'They kept coming. Every time they came to the hospital, they came to see Joshie. They were incredible'.

Today Joshie is a normal three-year-old little boy and has no concept of what happened that day.

'I don't think they expected him to be as well as he was. The teams in intensive care were brilliant and he just got better and better.' Since Joshie's accident, his family have come together to raise money for HIOWAA. Kate herself has run a half marathon and undertaken a six-hour swim challenge and a bike ride. She has every intention of continuing her fundraising. She told us that she was horrified to hear that the Air Ambulance relies upon public donations. 'We had no idea the Air Ambulance is not funded by government. It came as quite a shock to hear that. Simon and Oliver will always be our heroes. The team were crucial in saving Joshie's life; without them, the outcome would have been very different.'

"Joshie's accident has changed me as a person; it's changed my concept of everything. I no longer take things for granted. Family is everything."

Kate McBain





Our Brand Values

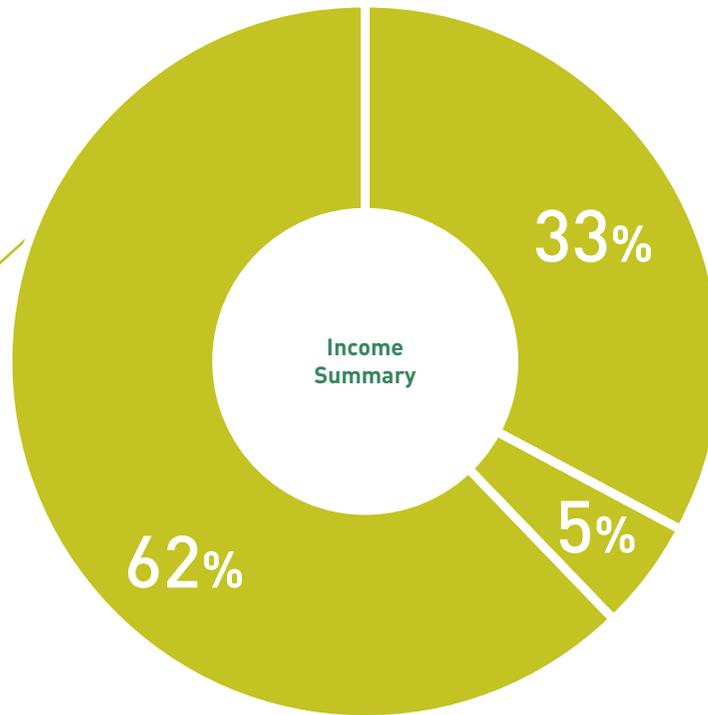
Openness

We draw strength from working and learning together.
A just culture allows us to learn from our mistakes without blame.

Breakdown of your £1

INCOME SUMMARY

The total income for H10WAA during the financial year ending September 30th 2018 was £7,435,926; a 10.4% increase upon the previous year. Sixty-two percent of our income came from our Lottery and sales of merchandise and at the end September 2018 we had 67,582 supporters paying £1 every week to play our Lottery, helping us to raise over £4 million over the financial year. We raised £2,478,306 thanks to the regular donations received from individuals and from legacies. It is only thanks to your ongoing support that we are able to keep the Air Ambulance flying and saving lives and for that we are truly thankful.



INCOME SUMMARY

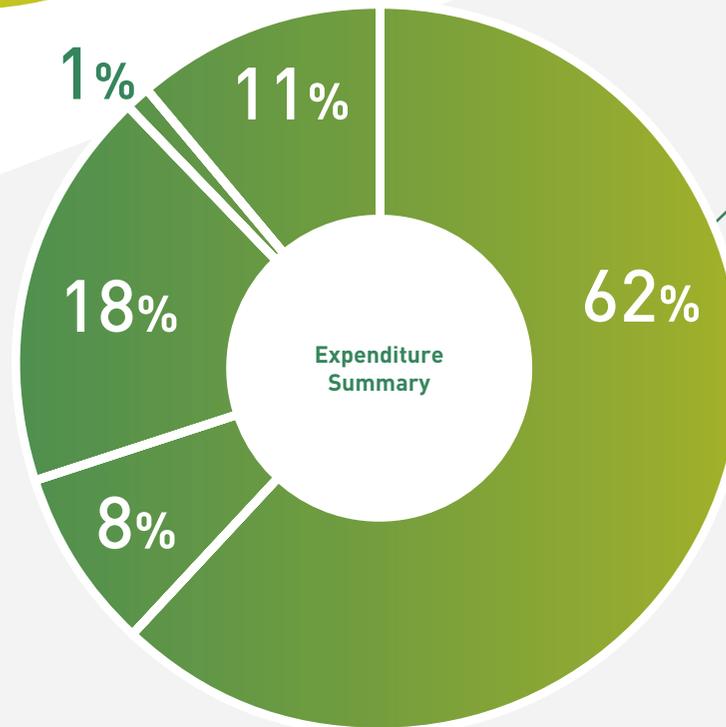
Figures based on Statutory accounts at 30.09.2018

Donations and Legacies	£2,478,306	33%
Investment Income & Bank Interest	£360,765	5%
Lottery & Sale of Merchandise	£4,596,855	62%
Total	£7,435,926	100%

EXPENDITURE SUMMARY

Figures based on Statutory accounts at 30.9.2018

Operations of Air Ambulance and Future Reserves	£4,647,053	62%
Fundraising Costs & Cost of Sales	£563,707	8%
Lottery costs	£1,322,422	18%
Investment Management fees	£77,339	1%
Support Costs & Governance	£825,405	11%
Total*	£7,435,926	100%



EXPENDITURE SUMMARY

For every £1 that you donated in the financial year ending September 30th 2018, 62p was spent on day-to-day operations of the Air Ambulance, or was added to reserves for development of the service. Our reserves give us resilience and allow us to continually develop and improve the service that we provide to our community. 26p in every £1 was spent on fundraising and lottery costs. It is important that we invest in fundraising and our lottery to generate the income that we need to secure our long-term future. For every £1 that we spend on fundraising and lottery costs, we generate £3.75 in income. 11p in every £1 was spent on support costs and governance.

* Figures exclude Gains/Losses on Investments in the year

OPENING OUR DOORS TO YOUNG PEOPLE

As a charity, we are committed to investing in young people, both in the work place and in our wider community. Through our education programmes; **Be a 999 Hero** and **LifeLines**, we have visited over 60,000 young people across the region, raising awareness of HIOWAA and inspiring future supporters, volunteers and employees.



15 STEM* and Career Fairs



123 Educational Visits



7 New Partners Through LifeLines Programme



/OPENING OUR DOORS TO YOUNG PEOPLE

NEW ENERGY AND ENTHUSIASM

Opening our doors to young people not only creates opportunities, but also brings a new energy and enthusiasm to the Charity. In collaboration with EBP South (Education Business Partnership), we have been welcoming secondary students into our offices throughout the year to take part in a series of activities to develop their employability skills. The young people have been learning about our Charity, how it operates and what it means to work in the Third Sector.

Bournemouth University who are taking a year out of academia to spend some time in the working world.

A DAY WITH OUR EDUCATION TEAM

Last year, as part of their 'Pre-hospital Medicine' module, five medical students from University Hospital Southampton each spent a day with our Education Team. The students joined the teams at various education events, talking to young people about studying medicine and answering questions about careers in healthcare.

FOUR NEW TEAM MEMBERS

Additionally, we now have four brilliant young people working within the Charity team. Ellis Kerr, who began her career at HIOWAA in 2017 on an apprenticeship scheme, is now one third of our Communications and Marketing Team. Alex Diaper joined us on an apprenticeship scheme in August, working alongside our Finance Team whilst still studying part time at college. And finally, Charlie Davis and Amy Compton joined our Education Team in June 2018. Charlie and Amy are both third-year psychology students from

DURING 2018

We visited 15 **STEM and Career Fairs** across our region. These events are regularly attended by up to 2000 young people from local schools throughout the day.

Through our **LifeLines Programme**, we are now collaborating with National Citizen Scheme, Duke of Edinburgh Awards and The Prince's Trust.



"I really enjoyed taking part in the workshop as I didn't really know much about the Air Ambulance before. It's amazing how many skills the Air Ambulance team need to do their job. I'm now definitely going to consider becoming a paramedic!"

Claire, NCS Student 2018



Charlie Davis and Amy Compton joined our Education Team in June 2018. Both third-year psychology students from Bournemouth University, they are taking a year out of academia to spend some time in the working world.

*STEM - Science, Technology, Engineering, Maths

HIOWAA's Critical Care Team Vehicles

Since February 2017, when our first Critical Care Team Vehicle (CCTV), a Volvo XC90, became operational, we have doubled the number of incidents that we attend every day; in 2017 the Air Ambulance responded to 784 incidents across our community and our CCTV to an additional 733. HIOWAA now operates two CCTVs, both Skoda Superb Sportline 280PS 4x4s. The Volvo XC90 acts as a backup vehicle to the aircraft to ensure operational resilience.

What are our Critical Care Team Vehicles (CCTVs)?

PARALLEL CAPABILITY

Our Critical Care Team Vehicles, or CCTVs as we call them, are crewed by teams of Pre-Hospital Emergency Medicine (PHEM) specialist doctors and Specialist Paramedics in Critical Care, delivering parallel capability to the Air Ambulance.

SPECIALISED KIT ON BOARD

Blood and plasma is carried on board our vehicles, along with specialised medicines and equipment not normally found outside the Emergency Department of a hospital.

GOING THE EXTRA MILE

Although the CCTVs have no capacity to convey patients, the team will always collaborate closely with NHS Ambulance Service colleagues, often escorting the patient to hospital in a land ambulance.

ALWAYS THERE FOR YOU

Our CCTVs are operational from 8.00am to 2.00am.

Why Critical Care Team Vehicles (CCTVs)?

WEATHER CONDITIONS

There are times when the aircraft cannot fly, such as in poor weather. At times like this, our CCTVs are essential and can step in to get our Critical Care Teams to those who need us.

URBAN AREAS

Our CCTVs allow us to get to the harder-to-reach urban areas where there are often no landing sites. This is amplified at night, when the combination of quieter roads and the enlarged area required to safely land our aircraft mean that a road-borne Critical Care Team is often able to respond much more effectively than the aircraft.

TRAINING CAPACITY

It takes approximately three years, beyond basic training and probation, to qualify as a Specialist Paramedic and it takes two years, after qualifying as a Consultant, to achieve the PHEM qualification. Our CCTVs give us increased operational training capacity in order to 'grow' our highly specialised teams.

NEXT
TIME YOU SEE
**ONE OF
OUR CCTVS**
OUT AND ABOUT
PLEASE GIVE THEM
A WAVE



A Day in the Life...

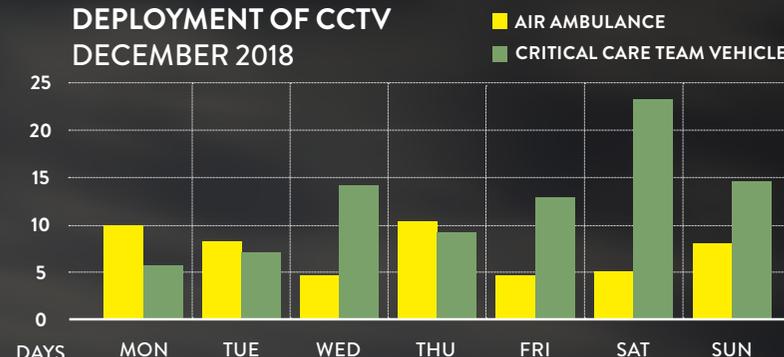
Specialist Paramedic John Gamblin gives us an insight into a day working on one of HIOWAA's Critical Care Team Vehicles. On this particular day, he was working alongside Doctor Nick Maskery. Their shift began at 07:30 and ended 19:30 that evening.

HEMS Response Car SD058

Myself and Dr Nick Maskery | Shift 07:30-18:00

07:20	Coffee!	09:25	Grab a takeaway coffee for the journey back to base to re-supply used drugs.	14:30	Travel to Reading ambulance station for a multi crew debrief about the events of the afternoon
07:25	Load vehicle with drugs and kit, HEMS desk reports an evolving job....	10:20	Arrive back at Thruxton. Finish repacking kit and restocking drugs.	15:30	Really positive meeting and debrief with most of the SCAS crews involved. Lots of learning and shared experiences. Informed of the support available, should anyone feel the need to talk further and more privately.
07:30	Log on and go out immediately to serious collision, two patients, Helimed 56 dispatched too.	11:00	Job debrief (and another coffee) to see what went well or where we could have done better. Address any kit problems or failures.	16:30	We head back to the airbase via Basingstoke in heavy traffic.
07:55	Meet Helimed 56 on scene, (they've had to yomp in through a field) to find a critically ill motorcyclist who's going to need blood, splintage and an anaesthetic. South Central Ambulance Service (SCAS) and Hazardous Area Response Team (HART) are also there and we all work calmly but quickly to get the patient off the road, packaged, warmed and stabilised.	11:50	Nearly lunch, better check our emails and we'll grab some food afterwards. Helimed 56 return and we chat about their morning and help them re-stock the kit they've used. Once that's done, lets get some lunch...	17:15	Just passing Basingstoke- call for a stabbing in the chest! On scene quickly and patient has a chest wound but it appears superficial and there is no evidence of blood leaking from the heart or lungs on scanning with our ultrasound device. We accompany the patient to Basingstoke, just in case, but he remains stable.
08:13	Patient has had blood and plasma for internal bleeding, a pelvic binder and thigh traction applied and is now ready for an emergency anaesthetic with sedating and paralysing drugs so we can take over breathing to reduce the detrimental effects of the head injury.	12:20	Forget lunch! Multi- casualty scenario on a motorway is evolving. It sounds serious. Car and aircraft dispatched.	18:00	Leave for base. We're 'xray' or finished but tell the desk we're happy to be tasked to a job while travelling back.
08:23	Off to hospital for a trauma scan, likely neurosurgery and orthopaedic surgery to fix the pelvis and femur.	13:00	Arrive at scene to a minibus vs lorry. Helimed 56 are on scene, managing the chaos with the SCAS incident commander, and direct us to an unresponsive patient with a nasty head injury. They need an emergency anaesthetic and rapid transportation to John Radcliffe (JR) hospital, Oxford.	18:40	Arrive back and the Helimed 56 crew help us with a re-stock and we have our own 'hot debrief' on the events of the day. Everyone is tired, but events have gone well and no major issues are raised.
08:50	Handed over, finishing paperwork, cleaning and restocking enough to be available again if another job comes in quickly. We need more blood and the HEMS desk have already requested more units. Helimed 56 have already got another job and we hear them lift from the helipad as we walk to the blood bank.	13:30	Patient is packaged and anaesthetised and we leave in a road ambulance bound for the JR. Helimed 56 have handed over medical control to Thames Valley Air Ambulance and are now giving blood and an emergency anaesthetic to their patient, who goes by air to UHS.	19:30	We all leave the base, what a shift! Back in on a flying shift in the morning....

DEPLOYMENT OF CCTV DECEMBER 2018





Our Brand Values

Dedication

We are all committed to making a critical difference and to achieving the best possible outcome.



Amy Warne Certificate of Appreciation

Amy Warne joined Hampshire and Isle of Wight Air Ambulance in January 2017 as a Helicopter Emergency Medical Service (HEMS) Dispatch Assistant.

Amy is responsible for dispatching our Critical Care Teams to incidents across Hampshire and the Isle of Wight. It can be a tough role. She listens carefully to distressing calls from worried members of the public and determines whether the Air Ambulance or Critical Care Team Vehicles are needed.

The Critical Care Teams rely on her to gather as much information as she can get about an incident, which helps them to prepare for being on scene. Amy must also follow dispatch procedures which include opening helipads, ambulance transfers and taking delivery of blood products and more.

She remains professional and calm under pressure, two of the very reasons why her colleagues nominated her for the Charity Certificate of Appreciation Award in 2018.

The certificates are awarded occasionally to staff, volunteers and others who have gone that extra mile and have acted in a way that exemplifies our Charity values of **Teamwork, Dedication, Openness and Professionalism.**

Specialist Critical Care Paramedic, John Gamblin, who nominated her, said "Amy is always empathetic and kind, but also good humoured and tenacious in the execution of her duties and I look forward to seeing her realise her ambition of becoming a clinical HEMS dispatcher. Quite simply, we'd be lost without her!"

"Amy routinely demonstrates her professionalism, composure and steel when she is on the HEMS desk and dispatching our HEMS teams. She remains calm under pressure, dedicated and capable of supporting others when needed."

**John Gamblin,
Specialist Critical Care Paramedic**



**2-3 aircraft missions
per day**



**2-3 CCTV missions
per day**



Sir John Day, HIOWAA Chairman of Trustees, presents a Certificate of Appreciation to Amy Warne.



Oliver Saddler raises funds for HIOWAA

On 4th May 2018, Specialist Critical Care Paramedic Oliver Saddler joined 2,000 others to take part in The Isle of Wight Challenge; an epic 106 km journey around the Isle of Wight. The notoriously tough challenge involves running, jogging, walking or hobbling around the Isle of Wight and can be completed over two days, including a rest half way in Cowes, or in just one day. Oliver chose to complete the challenge in a day and to use the opportunity to raise funds for HIOWAA: a cause close to his heart.

Last summer, Specialist Critical Care Paramedic Mike Funge and I attended the HIOWAA Volunteers' Annual Conference in Winchester and it turned out to be a real eye-opener. The enthusiasm and passion that we encountered on the day was inspirational and I left thinking that I could do a bit more for the charity I am lucky enough to be involved with.

I blame my colleague and fellow paramedic, Lou Wigmore! Lou mentioned that the Isle of Wight Challenge would be a great, local event to take on. Somehow, I found myself agreeing, and a week later, I was signed up. Lou has promised me that she will be taking part in the challenge herself in 2019, injuries notwithstanding.

What followed was training, training and more training. Training for long distance running events involves

many hours of moving (slowly!) on your feet. I don't think that I had quite considered just how many hours of running it would involve. There's just no hiding from it – you don't get anything for free. So, from January to May I followed a programme that involved running five times a week for distances of between 5km and, closer to the end of my training, 60km. Cast your mind back to spring 2018 and you may remember the weather being occasionally 'inclement'. All I can say is that I was incredibly grateful for the insulating properties of Lycra and my trusty HIOWAA Beanie hat. The encouragement I received both at home and at work got me through the relentless training I underwent that spring.

The event itself was brilliant from start to finish. The route is fantastic, the views are amazing, and the encouragement I received from my



£2,011
fundraised



“I wouldn't have had the motivation to get to the finish line without constantly reminding myself of the amazing people I work alongside”

Oliver Saddler



Corporate

Many of the local businesses that support HIOWAA demonstrate true philanthropic giving. Above all else, these organisations are dedicated to making a difference in our community. They will often encourage their employees to give time and energy to our cause. Or they will offer their employees 'Matched Giving' as an incentive to raise the funds that allow us to carry out our life-saving work. These businesses are dedicated to the ethos that it is better to give than receive. In many cases, they expect nothing in return.

PHILANTHROPIC GIVING A CASE STUDY

Philanthropy is described as 'An effort that an individual or organisation undertakes, based on an altruistic desire to improve human welfare'.

As an excellent example of philanthropic giving, one of HIOWAA's corporate supporters is committed, not just to raising money to keep the Air Ambulance flying, but also genuinely to making a difference in our community. The fact that they have never requested a 'thank

you' or any form of public acknowledgement for their support, is testimony to this. For this reason, we have been asked not to mention them by name in this case study.

Over the past three years, the local corporate has encouraged employees to engage in a variety of fundraising activities that appeal to a wide range of interests. Not only has this resulted in greater team cohesion and productivity, but it has also generated over £8,000 in funds for HIOWAA. Even better, any money raised

through employee initiatives is matched by up to 50% by the employer, resulting in a bigger donation to the Charity.

Staff have been encouraged to take part in 'volunteering days', enabling them to support charity events, whilst at the same time learning new skills and engaging with their community. Finally, our generous supporter has regularly provided us with 'gifts in kind' to use as raffle prizes at fundraising events and has encouraged all employees to support HIOWAA through Payroll Giving.

True corporate philanthropy requires dedication to a cause, expecting nothing in return. It can, however, provide indirect benefits, both to the organisation and the employee.

THE ORGANISATION

A community will tend to look more favourably upon an organisation that is seen to be delivering their charitable efforts in the right way, or whose primary objective is not to drive more business through their doors. A sincere interest should be the motivation for giving.

As a company's philanthropic profile becomes more public, the community will often be encouraged to use their service over that of a competitor.

EMPLOYEE

Working together on a project that isn't the "day job" enhances teamwork and cohesion, whilst

offering employees the opportunity to gain new skills and life experiences.

Emphasising community engagement within a company often enhances an employee's level of motivation, especially if 'giving back' is particularly important to an individual.

Corporate Partners 2017 - 2018



ABP SOUTHAMPTON
ADAM ARCHITECTURE
AECOM
(SOUTHAMPTON)
ALLIANZ
ASCENSUS
ASDA (ISLE OF WIGHT)
BAKER DAVIDSON
THOMAS
BEWISER INSURANCE
BRITISH AUTOMOBILE
RACING CLUB
CO-OP
DEFENCE SCIENCE
AND TECHNOLOGY
LABORATORY (DSTL)
DELOITTE
DENPLAN
DUTTON GREGORY
SOLICITORS
EXXONMOBIL
FENN NIGHT VISION
FESTIVAL PLACE
FORESTERS FRIENDLY
SOCIETY
HALL AND
WOODHOUSE
BREWERIES
HSBC (WHITELEY)
GUNWHARF QUAYS
IRWIN MITCHELL
SOLICITORS
JOB CENTRE PLUS
KNIGHT FRANK
LEONARDO (UK)
MRH RETAIL
NATIONAL MOTOR
MUSEUM, BEAULIEU

NATIONWIDE REPAIR
CENTRES
NATS (SWANWICK)
NOVUM LAW
OAKWOODS
OLD MUTUAL WEALTH
OMNIMED LTD
OSRL
PLACES FOR PEOPLE
LEISURE
R&W CIVIL ENGINEERING
RED FUNNEL FERRIES
RED MIST LEISURE
ROADCHEF
ROOKSDOWN LTD
SAINSBURY'S (HEDGE END)
SAVILLS
SIGNATURE FLIGHT
SUPPORT
SOLENT MEDICAL SKILLS
SOUTHAMPTON AIRPORT
SOUTHERN VECTIS BUSES
STANNAH
STRUKTA
TAG FARNBOROUGH
AIRPORT
TESTO
THE DIRECTORY GROUP
TONIC ANALYTICS LTD
TSB (ROMSEY)
UK CLOUD
VESTAPLAS
VITACRESS
WAITROSE
WESSEX HEALTH
EDUCATION
WP RECRUITMENT



Our Brand Values

Teamwork

None of what we do is possible as individuals.
We support our community and our partners, and they support us.



Machu Picchu Challenge

Teamwork is the key ingredient for success in any charity event or challenge. This was particularly evident on our trip to Machu Picchu, Peru, in September 2018. Thirteen intrepid adventurers chose to take on the epic challenge in aid of HIOWAA, and as a team they raised over £60,000.

With any challenge event, it is important that the participants turn up to the airport as friends, rather than strangers. Of course, ties are strengthened during the challenge itself, but having the foundations in place prior to the start of any challenge helps to foster a spirit of teamwork. The team training sessions and social events organised throughout the year by Ian Browning, HIOWAA's Community Relationships Manager, played an important part in the building of these foundations. All participants are also offered the opportunity to join a team Facebook group, where they are able to introduce themselves, share experiences and fundraising opportunities.

Teamwork plays an important part in allowing our challenge participants to help each other reach their own personal fundraising targets. Once a bond begins to form between participants, the entire team becomes invested in the success of their

fellow participants. On several occasions, participants passed up fundraising opportunities to team members who were struggling to reach their fundraising goals.

On the challenge itself, teamwork played a huge part in helping everyone to reach the summit of Machu Picchu. Long hours of trekking and a lack of sleep were just a few of the problems that the team had to overcome. Some participants suffered from altitude sickness, particularly on the longest day, when they reached Dead Woman's Pass at 4,215m above sea level, but it was thanks to camaraderie that everyone managed to pull through. Some participants carried extra backpacks to give others the chance to reach the summit. Others used their personal motivation and sense of humour to keep up team morale. It is much easier to take advice from a friend than a stranger and without teamwork, the trip might ultimately have failed.



4,215m highest point



43km walked



£60,000 fundraised



13 adventurers



Pre-hospital Trauma & Critical Care Training Hosted by HIOWAA

Every day the HIOWAA Critical Care Teams work together with other emergency services to deliver the best possible care and outcome for our patients. In July 2018, the Critical Care Education team hosted a Pre-Hospital Trauma and Critical Care training day at University Hospital Southampton (UHS). They were also joined by paramedics, technicians, nurses and emergency care assistants from South Central Ambulance Service (SCAS).

HIOWAA's Education Leads, Dr Liz Shewry and Consultant Paramedic, Els Freshwater, run a series of training days throughout the year to ensure our teams remain at the top of their game and that they have the most up-to-date clinical skills and knowledge.

In July 2018, the Critical Care Education Team hosted a training day for our teams at University Hospital Southampton (UHS), focusing on pre-hospital trauma and critical care. We were joined by paramedics, technicians, nurses and emergency care assistants from South Central Ambulance Service (SCAS) and the Isle of Wight Ambulance Service. The HIOWAA Critical Care Team work alongside their colleagues in the ambulance services who are frequently first on scene and manage the initial assessment and treatment of severely ill and injured patients. Training together not only provides an opportunity to share knowledge and best practice, but it also allows our Critical Care Teams to get to know their colleagues, which helps

with teamwork and communication. Both skills are vital when it comes to treating a patient with life-threatening injuries and the clock is ticking.

Hosting the training event at UHS ensured we had the space needed to accommodate almost 100 people. It also allowed us to make the most of the extensive clinical skills facilities, including their state-of-the-art simulation equipment.

A demonstration by our Critical Care Team, showcasing the administration of a pre-hospital anaesthetic and the subsequent packaging of a patient, proved to be extremely popular. The demonstration continued with the clinical handover of the patient to the waiting hospital trauma team.

A quick refreshment break gave the ambulance teams the chance to digest what they had learned to date, as well as the chance to chat with the HIOWAA Charity team. This is where many of the ambulance crews learned that the Charity needs to raise £15,000 a day in order to keep our life-saving service operational. They also got to try their

hand at some fundraising games, including giant Operation.

Feeling refreshed and armed with their knowledge from earlier, everyone returned from the break and separated into smaller teams. The teams then took part in a variety of hands-on workshops, working together to solve problems, discuss medical cases and learn how to optimise patients for transfer and maintain safe airway management.

Liz and Els both received excellent feedback about the event from both ambulance services and the HIOWAA Critical Care Team. We hope to continue working with our pre-hospital and in-hospital colleagues to improve care for our future patients.



Transition Teamwork in Action!

As one of HIOWAA's four values, teamwork is one that I hold dear; perhaps the result of my early career in the armed forces, where you come to realise that the team is everything.



Nick Thuilliez – HIOWAA
Director of Operations

There are many definitions of **teamwork**. Michael Winner defined it as 'A lot of people doing what I say'. Tempting maybe, but pretty far off

the mark! Benjamin Franklin might have been slightly more accurate with his tongue in cheek definition; 'We must, indeed, all hang together or, most assuredly, we shall all hang separately'. This might well be true, but I fear it still does not define teamwork very well!

Vince Lombardi, the American football player and coach, might have hit the nail on the head when he said; 'Individual

commitment to a group effort - that is what makes a team work, a company work, a society work, a civilisation work'.

The Google Dictionary defines teamwork as; 'The combined action of a group, especially when effective and efficient'. Though I think the words are not quite in the right order, and might be rearranged as; 'The combined, effective, efficient action of a group to achieve, or exceed an objective'. Ultimately for me, regardless of the definition, if you strip it right back to the bare metal, 'Working together works'!

Why this meandering introduction you might be thinking? Because in 2018 HIOWAA and its operational partners went through a very significant change programme which would never have happened without effective teamwork.

Transition & Teamwork

On 1st November 2018, HIOWAA formalised a dynamic new three-way partnership with University Hospital Southampton NHS Foundation Trust (UHS), the Major Trauma Centre for the Wessex region, and South-Central Ambulance Service NHS Foundation Trust (SCAS).

We are now fully responsible for the funding of our service, with the clinical governance and management of our Critical Care Teams of doctors and paramedics resting with UHS. Our collaboration with SCAS continues as our dispatch authority.



WHAT DOES THE TRANSITION MEAN?

- An increased number of HEMS Critical Care paramedics
- An increased number of HEMS Critical Care doctors
- More Critical Care Teams available for deployment throughout the day
- Longer hours of operation
- More vehicles available for deployment
- Efficient management of HIOWAA's HEMS operation, making donations go further.
- Improved training opportunities, resulting in improved care for patients.
- Improved links with the Major Trauma Centre at UHS
- Improved patient data for service development and evidence-based operational decisions

Transition is a great example of teamwork, whichever definition of teamwork you choose. The excellent, collaborative relationships between our stakeholders and the amazing care, that together we provide to our patients, is testament to this.

Finally, it is important to say that, without trust, there can be no teamwork, and trust was and remains central to the management of our Transition programme.



THANKS TO SOME OF THE TEAMS THAT DEMONSTRATED EXCELLENT TEAMWORK AND HELPED GET TRANSITION OVER THE LINE.

HIOWAA'S CRITICAL CARE TEAMS OF PARAMEDICS AND DOCTORS

HIOWAA DISPATCH ASSISTANTS

HIOWAA CHARITY STAFF AND TRUSTEES

SOUTH CENTRAL AMBULANCE SERVICE
NHS FOUNDATION TRUST

UNIVERSITY HOSPITAL SOUTHAMPTON
NHS FOUNDATION TRUST

BABCOCK AVIATION

THAMES VALLEY AIR AMBULANCE

WAGG CONSULTANTS

3 MEN SQUARED

SKODA WINCHESTER

VOLVO WINCHESTER

PROMETHEUS MEDICAL

AIRWAVE

TERRAFIX

BLANDY AND BLANDY

BODET

CSMB

PLACES FITNESS



We are One Team

Bringing the hospital to the patient is only possible thanks to the collaborative working of many different organisations and individuals. No member of the team works alone or without the input of the others.

The patient remains at the heart of everything that we do.

STRONGER TOGETHER

Our three-way partnership with UHS and SCAS means we can reach more people in their hour of need.



AIR AMBULANCE ON A MISSION

HEMS desk deal with the call and dispatch Critical Care Team to scene



AMBULANCE SERVICE

Mutual relationship with SCAS. We work closely together at scene.

EMERGENCY SERVICES

Police and Fire officers secure the scene and facilitate rescue.

ARRIVING AT A HOSPITAL

We triage our patients to the most appropriate hospital.

OUR PATIENTS

VOLUNTEERS

Our volunteers help us to keep Critical Care in the Air

DONATIONS

Individuals and organisations make donations and raise funds to help keep our service operational.

CHARITY GET THE MESSAGE OUT

The team work hard to spread the message about our life-saving work.

GETTING READY FOR A NEW MISSION

SERV WESSEX

SERV Wessex deliver vital blood and plasma to Airbase

THRUXTON FIRE CREW

Thrupton Fire Crew refuel the aircraft



Save Up to Suit Up

The Team behind the Campaign

Third year psychology students from Bournemouth University, Amy Compton and Charlie Davis joined HIOWAA in June 2018, having been selected for a year long placement with the Charity's Education Team.

Charlie and Amy return to their studies in September 2019 and below they share their experiences of joining the working world, what they have learned about teamwork and the secret behind our successful Save Up to Suit Up campaign.

"As students, we rarely had the opportunity to work as part of a team. From the moment we joined HIOWAA, we were seen as a fresh set of eyes and as an important asset to the Charity. We soon recognised that, as an organisation, HIOWAA strives for equality amongst its Critical Care Teams, charity staff, volunteers and donors. We were inspired by the importance placed upon mutual respect and by the lack of prejudice and sense of hierarchy within the Charity.

Empowered by the support of a collaborative team, our task of creating a fundraising campaign felt less daunting. The excellent communication between all divisions of the Charity fuelled our creativity and sowed the

seeds of an idea for a fundraising campaign that would eventually become "Save Up to Suit Up - The Ten Pence Challenge". "Save Up to Suit Up" was officially launched in October 2018 and called upon primary school children across Hampshire and the Isle of Wight to save up their ten pence coins in order to fund new flight suits for the Charity's Critical Care Teams. By March 2019, over **18,474** children had signed up to take part in the challenge.

Guided by the HIOWAA fundraising team, and our brilliant Education Manager, Joanna Hennessy, we learned the importance of donor care and how to positively communicate our message to the community."



18,474
children taking part



TAKING THE FIRST STEP

Our Communications and Marketing team gave us our first lessons in advertising, helping us to refine our messaging and ensure it was accurate and professional.

GIVING A FACE TO THE CAMPAIGN

With our guidance, local design agency 3Men² used their creative powers to produce our Ten Pence Challenge poster and marketing materials.

SETTING REALISTIC GOALS

HIOWAA's Business Support and Finance teams helped us to understand how to make realistic predictions and to eventually reach our fundraising target.

WORKING WITH OUR VOLUNTEERS

Our volunteers kindly helped to deliver resources to local schools and organisations, enabling us to focus on the next stages of the challenge. Thanks to their support, we were able to establish good relationships with those who signed up to our challenge.

Having the collaborative support and guidance of so many experienced professionals allowed us to maximise the potential of the Ten Pence Challenge – something we would never have been able to achieve alone. We have both learned valuable teamwork skills which will stay with us for a lifetime.

Children from Gurnard pre-school, Cowes, Isle of Wight, made and painted their own helicopter in HIOWAA colours and used it to collect their 10p coins.



Our Brand Values

Professionalism

Excellence and attention to detail hallmark all our activities. Being proud of the standards we set ourselves is a core component of the strong reputation we must nurture.

Meet the New Recruits

Outstanding patient care begins with high-quality staff and finding the best possible new colleagues was at the heart of our most recent round of paramedic recruitment.



Dr Chris Hill

With a rapidly expanding service, there was a need last December to increase the size of our clinical teams, boosting the number of paramedics, who are the core of our clinical operation.

From manning the dispatch desk, providing vital aviation assistance to the pilot as well as being trained to a very high clinical level, our paramedic workforce is the backbone of the service. So when it comes to selecting future colleagues, it is vital that we not only find the brightest and most highly skilled professionals, but to also ensure that those individuals come with the values that we cherish as an organisation – dedication, professionalism, openness and teamwork.

It is no secret that working for an Air Ambulance is a great job. Competition is always fierce when a post is advertised and this latest round of recruitment was no exception. The essential criteria for eligibility to apply is tough. A paramedic would only be suitable to apply after a number of years working in a front-line role. Prior leadership experience, advanced practice and a strong commitment to the highest possible standards of care are the norm in applicants. You really need to shine to even get through the short-listing process.

89 applications were received from around the world from which 35 went on to the selection

days. It is vital to select the right future colleagues and so a series of challenging selection tests were held over three days aiming to assess the many core attributes required, such as decisiveness under pressure, lifesaving knowledge, levels of physical fitness and above all else, humility. The team often find themselves dealing with the most extreme examples of human misfortune and it is the team that allows us to provide the best possible care in these circumstances, and to keep on doing it, mission after mission. Finding the right natured people to strengthen the team further is vital.

As the selection days progressed, candidates were whittled down. Physical fitness, teamwork, communication and decision-making skills came first, and this included arduous physical activities rolling immediately into resuscitation drills. The second day put candidates through tough clinical scenarios across the Airbase, testing not only their prior knowledge but also their temperament and attitudes when pushed to the limit. A total of 12 individuals made it to the final day; the interview. Having demonstrated exceptional skill, experience and attitude, a total of seven candidates were offered these highly prized posts.

Our new additions to the team are already proving their worth and they have all displayed the values vital to becoming a great HEMS paramedic and will be there for any patient at their time of greatest need.

Doctor Chris Hill

PARAMEDIC RECRUITMENT PROCESS

APPLICATION AND STRONG MOTIVATIONAL LETTER

All applicants were required to complete a comprehensive application process, detailing how their skills, knowledge and experience would benefit our Critical Care Teams, as well as the wider UHS team. We received a total of 89 applications from across the country and abroad, which we had to whittle down to a manageable number to meet face to face.

DAY 1: FITNESS TEST

Our applicants took part in challenging fitness tests and other scenarios designed to test their human factors, as well as teamwork, communication, leadership and decision-making skills. These included activities such as carrying kitbags to a patient before performing a resuscitation and taking part in a swimming challenge – fully clothed.



DAY 2: CLINICAL SCENARIOS

On day 2, our applicants took part in a series of nine clinical scenarios; from major trauma, to navigation, medicine preparation and care of a critically ill child. The scenarios took a huge amount of faculty to run, with doctors, paramedics and charity staff all volunteering to help on the day. Testing was rigorous in order to select the best 12 candidates to go through to the final stage of interviews.



DAY 3: INTERVIEWS

Day 3 involved a challenging panel interview designed to offer the candidates the opportunity to showcase their skills, experience and attitude.



Openness & Trust in Fundraising

Because of the importance of a donor's belief in the veracity of a cause, **trust, integrity and openness** are words that generate a constant murmur in the fundraising sector. Fundraising relies on fostering relationships, developing strategy, analysing data, understanding our wider environment, and adapting to the philanthropic needs of our donor base. This need has become ever more apparent, as a result of the unpredictable domestic political landscape that has caused many potential donors to hesitate in committing to charitable support. Therefore, building trust must be a continuous campaign.

At HIOWAA, we recognise that these values need to be an intrinsic part of our culture, along with being erudite in our approach to fundraising. We understand that we must use a variety of personal interfacing opportunities and digital platforms to create a compelling case for support, develop a captivating donor journey and demonstrate the impact of our service. We want donors to feel part of an inclusive community; one that instils a sense of pride, adds value to a person's life, all while benefiting HIOWAA as their chosen charity.

Therefore, ensuring a prosperous future starts with repeatedly connecting with our charitable purpose. In a fundraising context, this informs our 'why?'; why is there a need, why do we care, why is it important, why do people support us and ultimately, why do we fundraise? The fundraising team is proud and passionate about our Charity and determined to be guardians of our brand. This is demonstrated through our commitment to a professional culture, transparent communications and a convivial fundraising environment.

Looking forward, fundraising at HIOWAA will continue to lead with a distinctive philosophy that embodies:

PURPOSE

We are inspired by our charitable purpose and articulate this with openness and enthusiasm to supporters.

PRIDE

We are proud of our organisation, not only about what we exist to do, but how to fundraise too.

PASSION

We are determined to meet our fundraising ambitions whilst being mindful of good governance and ethical practice, to ensure the future of our organisation.

PERFORMANCE

We have big aspirations, high standards of performance and an appetite for testing, measuring, learning and adapting.

We appreciate that financial success follows when the whole organisation achieves clarity of purpose, pride in fundraising, is passionate about achieving its mission and has high standards of performance.

By being open, trustworthy and purposeful we can continue to tell supporters about the remarkable things our Critical Care Teams achieve, demonstrate the impact our service provides to communities and approach our fundraising with zeal. We want to shape the narrative about our sector, but recognise that this starts with our own actions, our language and commitment to fundraising with integrity. Done the right way, fundraising has a very bright future.



Trusts & Foundations

Charitable Trusts, Foundations and Masonic Lodges have generously donated to HIOWAA since the Charity's inception in October 2004. It is no exaggeration to say that, without their loyal support, we could not have achieved all we have in the last 12 years. Each mission, life saved, take-off, landing, drug order, refuelling, HEMS (Helicopter Emergency Medical Service) training course, specialist piece of medical equipment, indeed our entire operation, has a direct link to the support given to us by these invaluable institutions.

The following Trusts and Foundations supported HIOWAA in the financial year 2017 – 2018.

- The CJB and JJB Trust
- The JC and KC Foundation
- BP Foundation
- RHS Spurgin Charitable Trust
- T W M Steele Charitable Trust
- Vodafone Foundation
- The Polo Charity (Hurlingham Polo Association)
- The Joan Ainslie Charitable Trust
- The Grace Trust
- The Charles Prest Charitable Trust
- Stephenson James Charitable Trust
- The Lilian Trust
- The Richard Kirkman Trust
- Dixie Rose Findlay Charitable Trust
- Daisy Rich Trust
- Wyndham Charitable Trust
- The James Wise Charitable Trust
- The Rothes Charitable Trust
- The National Lottery - Awards for All
- Malcolm Isaac Charitable Trust
- The Cooke Family Trust
- The Webb Family Charitable Trust
- The Maurits Mulder Canter Charity Trust
- The Masonic Charitable Foundation
- The Hobson Charity
- The Tansy Trust

Following the financial crash of 2008, a strategic shift in how institutions regulated their donations came about, with charities now required to directly apportion donations to specific items or projects. Arguably, this shift was long overdue, but 10 years down the line, restricted fundraising is typical of this income stream.



£3,590.96
donation by the
National Lottery

Hampshire and Isle of Wight Air Ambulance was one of 2,256 charities to receive a donation from the National Lottery to assist with the development of a specific project.

The donation of **£3,590.96** has funded new presentation equipment for our volunteers to help them deliver our charity presentations in the community, as well as our education presentations; 'Be a 999 Hero' and 'LifeLines'.

Trust income for the financial year 2017/18 reached a record **£302,708** and we would like to take this opportunity to say a huge thank you to all the donors we have listed here, as well as to the many Trusts preferring to remain anonymous.

YOUR SUPPORT REALLY DOES SAVE LIVES.



VOLUNTEERS' TRAINING PROGRAMME



“The training courses that HIOWAA organises are fantastic. I have learned new skills and feel more confident as a result”

Sue, HIOWAA volunteer

Our first Training Programme ran from **September 2017** through to **August 2018** and aimed to provide training that would assist our volunteers with their volunteering roles, as well as in their day-to-day lives.



PROUD OF OUR VOLUNTEERS

As a charity, we are proud of our Volunteering Programme, but most of all we are proud of our volunteers and the support they give us every day. Our volunteers represent HIOWAA in the community and they tell our story. They are the public face of HIOWAA and the need to represent the HIOWAA brand impeccably is imbedded into our volunteers right at the start of their volunteering experience. Our Volunteer Leadership Team support our volunteers so that they can live up to this expectation and one of the most exciting ways in which they do this is through our Volunteers' Training Programme.

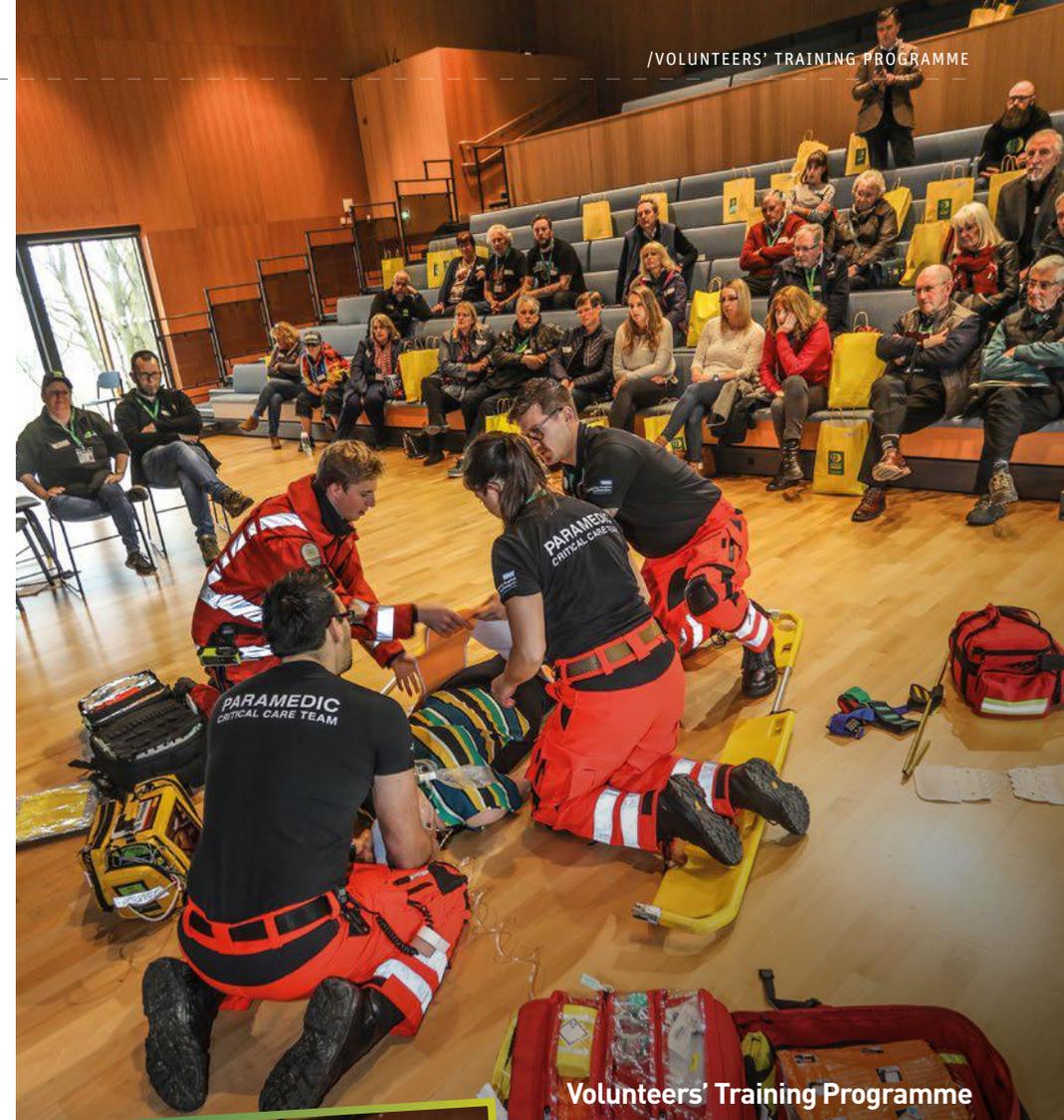
FIRST TRAINING PROGRAMME

Our first Training Programme ran from September 2017 through to August 2018 and aimed to provide training that would assist our volunteers with their volunteering roles, as well as in their day to day lives. Whilst some courses were directly connected to HIOWAA, for example Mascot Training and Event Set Up, others helped to build a more generic skillset, ie First Aid and Health and Safety. Several of the courses were run by local organisations, all of which agreed to offer their time and expertise free of charge.



VOLUNTEERS' ANNUAL CONFERENCE

The pinnacle of our Volunteers' Training Programme is our Volunteers' Annual Conference. The conference offers our volunteers a morning of presentations, followed by an afternoon of workshops, covering everything from our future fundraising plans to clinical scenarios with our Critical Care Teams.



Volunteers' Training Programme

- First Aid
- New Presentation Content Training
- Compliance Training
- Public Speaking
- Health and Safety/Assessing risks
- Mascot Training
- Inter-personal Skills
- Event Set Up
- Volunteer Conference

Statement of financial activities (incorporating income and expenditure account) for the year ended 30 September 2018

	Unrestricted funds	Restricted funds	Total	Total
	2018	2018	2018	2017
	£	£	£	£
Income and endowments from				
Donations and legacies	2,467,838	10,468	2,478,306	1,882,467
Other trading activities	4,596,855	-	4,596,855	4,507,005
Investments	360,765	-	360,765	346,087
Total	7,425,458	10,468	7,435,926	6,735,559
Expenditure on				
Raising funds	2,558,115	3,852	2,561,967	2,398,430
Charitable activities	3,375,600	1,377	3,376,977	2,761,489
Total	5,933,715	5,229	5,938,944	5,159,919
	1,491,743	5,239	1,496,982	1,576,640
Net gains on investments	(23,935)	-	(23,935)	460,008
Net income	1,467,808	5,239	1,473,047	2,035,648
Transfers between funds	-	-	-	-
Net movement in funds	1,467,808	5,239	1,473,047	2,035,648
Funds at 1 October 2017	15,357,723	-	15,357,723	13,322,075
Funds at 30 September 2018	16,825,531	5,239	16,830,770	15,357,723

The statement of financial activities incorporating the income and expenditure account includes all gains and losses recognised in the year.

All amounts relate to continuing activities.

All amounts in the prior year related to unrestricted funds.

Balance sheet at 30 September 2018

Company number 05244460	Total 2018	Total 2017
	£	£
Fixed assets		
Tangible assets	561,559	610,693
Investments	12,355,750	13,601,232
Total	12,917,309	14,211,925
Current assets		
Stocks	36,237	18,873
Debtors	555,943	521,777
Cash at bank and in hand	4,860,503	1,999,171
Total	5,452,683	2,539,821
Liabilities		
Creditors: Amounts falling due within one year	(1,539,222)	(1,394,023)
Net current assets	3,913,461	1,145,798
Total assets less current liabilities	16,830,770	15,357,723
Net assets	16,830,770	15,357,723
Funds		
Restricted income funds	5,239	-
Unrestricted funds: Operational	16,825,531	14,707,723
Unrestricted funds: Designated	-	650,000
Total unrestricted funds	16,825,531	15,357,723
Total funds	16,830,770	15,357,723

Approved by the Trustees and authorised for issue on 30/04/2019
and signed on their behalf by:

Sir John Day
Chairman

Peter Taylor JP FCA FRSA
Treasurer

Statement of cash flows for the year ended 30 September 2018

	Total 2018	Total 2017
	£	£
Cash flows from operating activities:		
Net cash provided by operating activities	1,446,914	1,550,443
Cash flows from investing activities		
Purchase of property, plant and equipment	(85,582)	(253,327)
Purchase/(Withdrawal) of investments	1,500,000	(1,000,000)
Net cash generated from/(used in) investment activities	1,414,418	(1,253,327)
Change in cash and cash equivalents in the financial year	2,861,332	297,116
Cash and cash equivalents at the beginning of the year	1,999,171	1,702,055
Cash and cash equivalents at the end of the year	4,860,503	1,999,171
Reconciliation of net income to net cash flow from operating activities	2018	2017
	£	£
Net income for the year	1,473,047	2,035,648
Adjustment for:		
Gains/losses on investments	23,935	(460,008)
Investment income	(355,793)	(345,636)
Investment costs	77,339	77,510
Depreciation charges	134,718	108,199
Gift in kind	-	(8,000)
Decrease/(Increase) in stock	(17,363)	10
(Increase) in debtors	(10,732)	(37,490)
Increase/in creditors	121,763	180,210
Net cash provided by operating activities	1,446,914	1,550,443



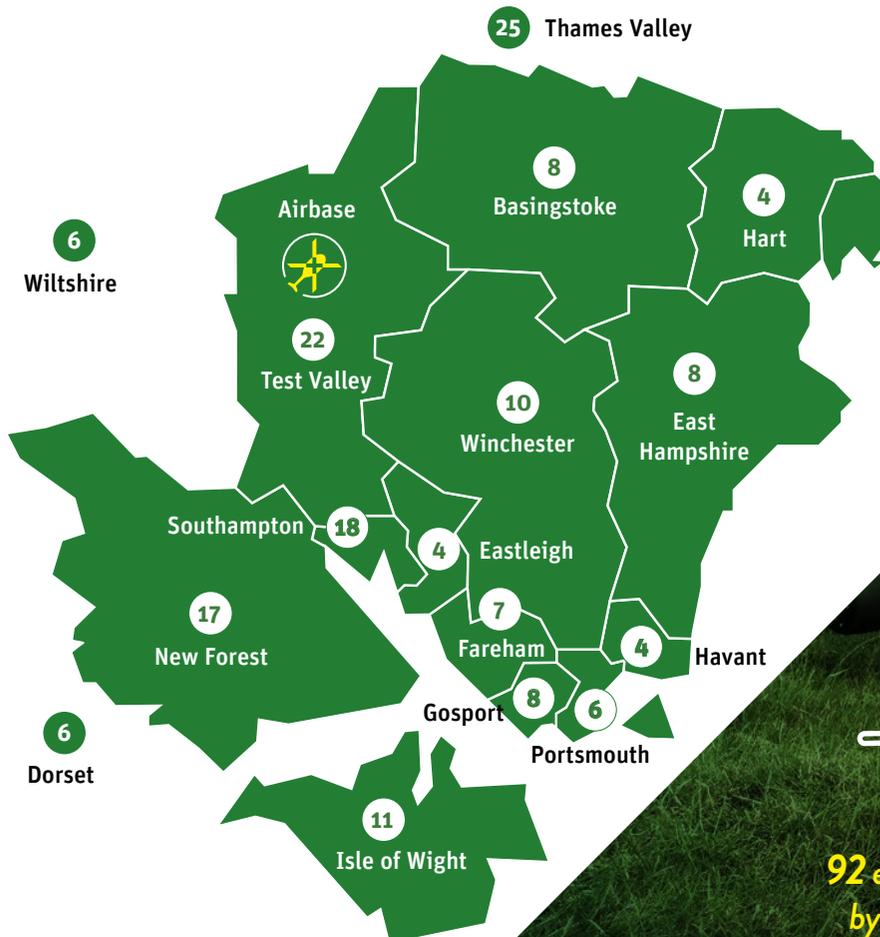
Our Busiest Month in Numbers

July was one of our busiest months in 2017 – 2018.

Our mission map for the month shows the number of incidents that we attended in the Air Ambulance and in our Critical Care Team Vehicle, as well as a breakdown of where our support was needed most.



164
MISSIONS IN JULY



92 emergencies attended by the Air Ambulance



82 emergencies attended by the CCTV



599 hours operational

10 missions required both teams to attend

Future Plans



Alex Lochrane
Chief Executive

TRANSITION AND OUR FUTURE

With the dust just beginning to settle on our new operating partnership with UHS and SCAS, it has become

clear that what we called Transition, a year ago, is only really starting to take shape now. Perhaps more accurately termed Transition Phase I, the transfer of personnel and clinical governance oversight took place in November of 2018, along with HIOWAA assuming full funding responsibility. In acknowledging that this caused some turbulence to personnel, but fortunately not to HEMS operations, it is now clear that we must now spend some time in consolidation; allowing vital time and space for new structures, policies, procedures, staff and relationships to settle in, whilst maintaining the overriding priority of safely delivering our operational service for patients, 7 days a week, up to 19 hours a day.

FUTURE STRATEGY

Looking beyond this, however, a strategic review process is underway and will conclude in the Autumn of 2019 with the publishing of a new five-year development strategy and financial plan. As this process takes shape, and whilst we now have new partners with whom we must jointly design our future, two enduring themes remain:

- To continue to provide life-saving Critical Care to as many patients as we can feasibly reach, when they need us.
- To continue responsibly and respectfully to raise the funds necessary to sustain our current operational tempo, well into the future.

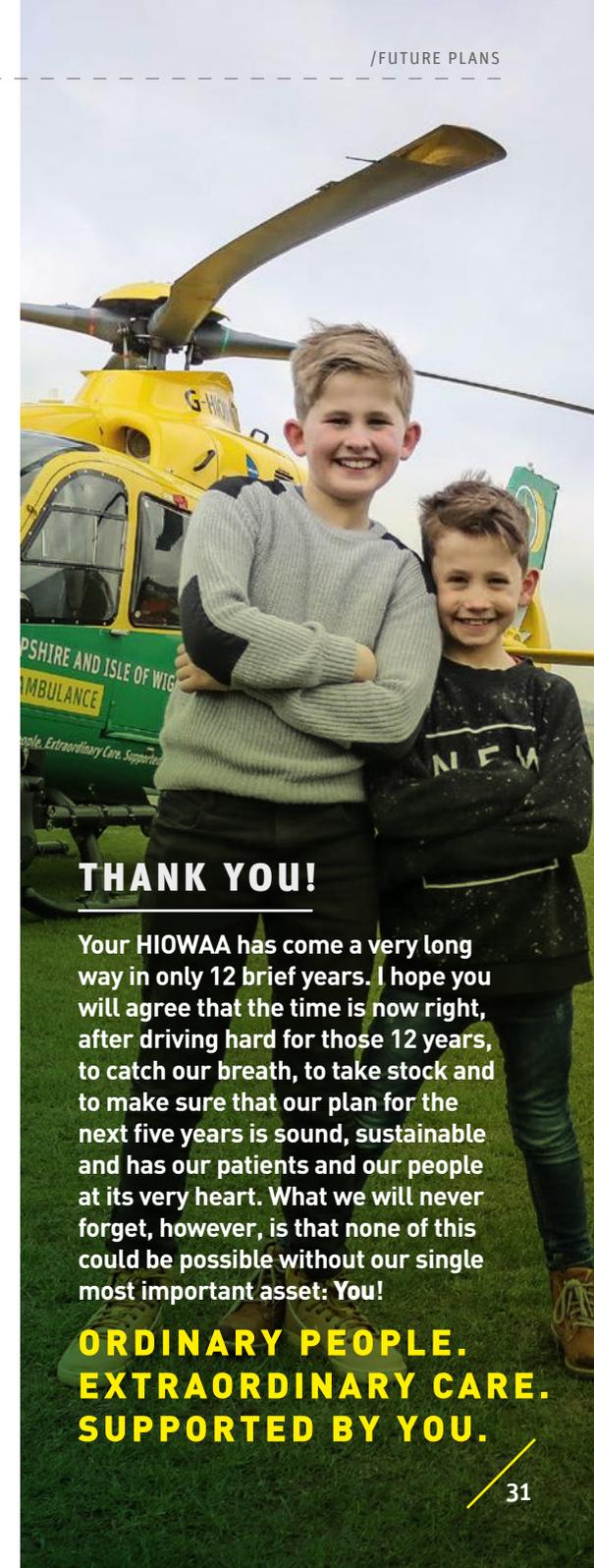
Underpinning the operational component, and integral to our strategic review, is the need to both accurately identify the true patient need and then to understand how well – or not - we are meeting that need, today. To this end, a very clear first stage of any future strategy will be to define our data requirement, and then to go and gather this data, either by recording it ourselves (organically) or by forging agreements with other partners who will then share their data with us. This work has already started, and embryonic analysis has already shown where and when we can improve on the deployment of our road assets. But to bring this process to fruition may take a year and may well require us to make some bold assumptions along the way to fill initial gaps in our knowledge. Once this is achieved, however, we will be able to look in real depth at how we need to develop our service and our people into the future; what targets we want to achieve, and by when.

FUNDRAISING STRATEGY

Operational aspirations will always be tempered by the responsibility to remain

viable and only to undertake development that can be sustained. Assuring both the sustainability and scalability of our fundraising strategy is a constant challenge and requires both the right team and a willingness to innovate. Work to build this team, and also to lay down the roots of a diversified income profile, started in 2018 and continues to develop well. Aligned very closely to this, is new work to improve our understanding of what motivates donors to give – as well as to stop giving - in order that we can then work harder to retain our existing donors and turn them into life-long supporters. By way of a very simple example of how powerful this work could be: if we were to improve donor retention by **25%** in the first five months of a new Lottery member's life, we would make a positive difference of over **£46,000** a year.

Whilst our strategic review may well identify eye-catching new operational and fundraising initiatives, as well as targets for the Charity to set itself in order to better serve our communities, the preservation of our strong reputation and brand will always be key. What takes years to build can be destroyed in days, as many internationally-renowned charities have found out recently, to their cost. To be confident that the Charity always 'does the right thing' requires strong governance and work will continue towards fully adopting and then sustaining the seven principles of the Charity Governance Code, endorsed by Trustees in 2018.



THANK YOU!

Your HIOWAA has come a very long way in only 12 brief years. I hope you will agree that the time is now right, after driving hard for those 12 years, to catch our breath, to take stock and to make sure that our plan for the next five years is sound, sustainable and has our patients and our people at its very heart. What we will never forget, however, is that none of this could be possible without our single most important asset: **You!**

**ORDINARY PEOPLE.
EXTRAORDINARY CARE.
SUPPORTED BY YOU.**

On behalf of everyone in the Charity and the patients we have helped, a huge and enduring **thank you for your support**. We could not do what we do without you and the clue, as always, is in the strapline:

**ORDINARY PEOPLE.
EXTRAORDINARY CARE.
SUPPORTED BY YOU.**

**Hampshire and Isle of Wight
Air Ambulance**

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Company Number: 5244460



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