



London's
Air Ambulance
Charity



**UP
AGAINST
TIME
APPEAL**

THE UP AGAINST TIME APPEAL

Time is precious when a life is on the line.

Every day, we are up against time to save lives in London. When an injury is so serious that there is no time to get to hospital for treatment, our crews are the only ones who can perform emergency surgery at the scene. Our helicopters get us to the patient's side in 11 minutes.

As a Charity reliant on donations, we are up against time to replace our two helicopters by 2025.

We need to raise £15 million to do this. We need your help to keep saving lives in London.

WHAT WE'RE UP AGAINST

Traumatic injury is the biggest killer of those under 45 in the UK. Especially in a busy city like London, it can happen to anyone, at any time – whether you're walking your children to school or commuting to work.

On an average day in London, five people are so seriously injured that they need immediate, hospital-level treatment at the scene to survive. But in our congested capital, it takes an average of 35 minutes for an ambulance to reach the patient's side by road. And every one of those minutes can mean the difference between life and death, full recovery or lifelong disability.

Our medics bring the hospital to the scene of the injury within minutes, arriving by helicopter to the patient's side when the unthinkable happens.

Patients like Bruno. >>>



Bruno's story... told by Dr Tom Hurst

>>> 999 call made at 17:32pm, a sunny Wednesday April afternoon.

"11-year-old Bruno had gone to the corner shop to buy ice cream.

Bruno's Mum, Fernanda, had looked at the clock and worried he was taking a long time to come home. She had that mother's feeling that something wasn't right and started running. She saw an ambulance and a crowd of people. She realised that something had happened to Bruno. She saw him on the floor surrounded by paramedics. She knew it was serious when someone told her 'The helicopter is coming to look after your son.'

Bruno had been knocked off his scooter by a vehicle and had suffered a catastrophic brain injury. **At 18:02pm, London's Air Ambulance was on the scene.**

As a Consultant at London's Air Ambulance, I knew that Bruno was in the group of patients that we worry a great deal about – he was unconscious with a severe traumatic brain injury.

We were up against time – Bruno needed treatment there and then to give him the best chance of a good recovery. We immediately gave him an emergency anaesthetic so we could take control of his breathing, put a tube in his windpipe to protect the airway and give him drugs to rest and protect his brain.

Thankfully, Bruno survived. He was taken to St Mary's Hospital for five months of further treatment and rehabilitation.

Time is precious when a life is on the line, and today we need your help to keep saving lives in London. As a charity, we are up against time to replace our helicopters by 2025, and we need to raise £15 million to do it."

DR TOM HURST,
Medical Director at London's Air Ambulance
and Consultant in Pre-Hospital Care

UP AGAINST TIME SINCE 1989

London's Air Ambulance Charity was founded in 1989 by a group of determined medics, who saw a way to provide urgent care to critically injured people, like Bruno, in London.

With our first helicopter flying in September 1989, we became the first air ambulance to fly a doctor on board at all times. Our medics can restart hearts, re-inflate collapsed lungs and stem catastrophic bleeding – procedures usually only performed in a hospital operating theatre. Our pioneering medics hold the world-first for performing open-heart surgery at the roadside, now with more survivors than anywhere else in the world.

For over three decades, we have been working closely with the NHS to develop rapid-response, cutting-edge care. Thanks to this unique collaboration, we are the experts in pre-hospital medicine. Procedures developed by our medics have even been adapted for use on the battlefield by the US military.

Our innovations save lives. But every minute that a seriously injured patient like Bruno waits for these procedures can have a devastating impact. By helicopter, our crews can avoid the city's traffic to get to the patient's side sooner. We can land in any area the size of a tennis court, getting our medics as close to the incident as possible.

When up against time to save a patient's life, it's crucial that we can keep flying.

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London's Air Ambulance are considered one of the top tier programmes in the world for innovations – their system, how they do things. My six months serving as a London's Air Ambulance flight physician was a life-changing experience.

MAJ. RYAN NEWBERRY,
U.S. Army medical corps and seconded
London's Air Ambulance clinician



REPLACING THE FLEET

London's Air Ambulance Charity operates a fleet of two helicopters: we acquired a second helicopter in 2016. Having two aircraft means we can still reach patients if one helicopter experiences mechanical issues or is undergoing routine maintenance. It also provides greater resilience for London when crisis strikes: for example, during terrorist attacks (our crew were first responders to the Westminster Bridge attack of 2017) and the COVID-19 pandemic.

Our current helicopters will no longer be operational by 2025. The number of MD902 models is in decline worldwide and especially in the UK. As a result, over the next 4-7 years, our current models will become increasingly difficult and expensive to maintain and find spares support for. We will struggle to keep our fleet flying beyond this timeframe.

If we don't replace our fleet, we can't reach London's most seriously injured patients in time to save them.



OUR SOLUTION

We need to replace our two helicopters. We are looking at several different new models, and our prime considerations are:

- As small as possible, so that we can land as close to our patients as possible. We will still need room for the medical crew of three, their equipment, and a stretcher.
- As safe as possible: not just for our crews, but for landing in busy public areas.
- Able to manage new digital capacities. As we continue to push medical boundaries and develop new treatments to save lives, these advances will require helicopters that can incorporate new devices.
- Equipped with night vision technology. Our existing helicopters do not have this capability which means we currently do not fly at night. Because of this, we use rapid response cars after sunset to maintain our 24/7 trauma service for London. Night-vision capability in the new models will give us the flexibility to develop our operations so that we can fly to incidents, and land safely, across London at night in the future.

The total costs for both helicopters will be £16 million; as a Charity, we will invest £1 million from our reserves towards this. But we urgently need your help to raise the remaining £15 million.

WHY WE NEED YOU

Two out of three people in London aren't aware that their Air Ambulance is a charity.

Our service is expensive. The NHS has a limited budget, and whilst it contributes by covering the costs of our paramedics and doctors, 89% of our income comes from donations. Without our Charity's supporters, London wouldn't have its only trauma service.

For us, every single Londoner is irreplaceable. London's Air Ambulance serves all of the capital's diverse communities, ensuring that everyone in our city – regardless of their gender, age, ethnicity or background – has the best possible chance of survival when they need us the most.

We are proud to be funded by the people we serve and protect. Through the COVID-19 pandemic and terrorist attacks, from car crashes to falls, it is our privilege to be here for every Londoner, every minute of every day. And now, we need your help to continue saving lives.

We need to raise £15 million to replace our helicopter fleet by 2025. Will you help us?



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Your support will enable the charity to do even more in the future to deliver first class care when Londoners need it most.

HRH The Duke of Cambridge KG KT, Patron,
London's Air Ambulance Charity

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