



Devon Air Ambulance Corporate Partnership



Your support saves lives



[daat.org](https://www.daat.org)

Reg.d Charity No. 1077998



An introduction to **Devon Air Ambulance (DAA)**



We flew our first mission on 27 August 1992, with thanks to the tireless effort of Ann Ralli who launched the 'Ceri Thomas Appeal' to raise the funds for an Air Ambulance in Devon following the tragic death of her son Ceri, when he was knocked off his bicycle in 1986.

We have worked incredibly hard and have come a long way since our humble beginnings when we were only able to fly 5 days a week. In 2019 we became clinically independent and now operate a fleet of 2 aircraft and 4 rapid response Critical Care Cars (CCCs). We acquired our Airbus H145 aircraft in 2020 which has a bespoke interior layout and state of the art technology, introduced our Patient

and Family Support Team to offer follow up support to our patients, and increased our operating hours until 2am.

Devon's geography can make getting the right emergency treatment to patients challenging and when every second counts, getting the specialist skills of our Critical Care Doctors and Paramedics to scene is paramount, and our emergency response vehicles enable us to deliver expert critical care to patients wherever they may be.

Our CCCs enable our medical team to arrive quickly by road and are especially useful when responding to incidents in built up areas. The CCCs also allow us to continue to respond when poor weather or essential maintenance prevents the aircraft from flying. These 4 emergency vehicles are adapted to contain all the same life-saving equipment as found on board our Air Ambulance.

Our crew receives additional, specialist training, which enables us to deliver an increased range of clinical interventions and procedures as well as prescribing, and the speed with which our highly-skilled crew can reach a patient, identify their time-critical needs and provide their specialist life-saving treatments and interventions to slow, halt or even reverse the effects of a life-threatening condition, is crucial in helping to achieve a successful outcome.

We are funded by the people of Devon, and driven by a set of specific needs, such as the unique demographics, geography and terrain of our county. Thanks to the many supporters and donors that give generously their time, money and expertise to the charity, long-term investment and strategic planning can continue, and we can safeguard our service into the future.





Why supporting DAA is good for your business

Devon Air Ambulance is a much-loved and well-established brand, having served the people of Devon for over 30 years. We are visible in many of Devon's communities through our shops, Helipad magazine, and the work we do there. Your involvement with DAA will help your business to be seen by new audiences and enhance your corporate brand, while supporting our life saving work.

By supporting Devon Air Ambulance your business can:



Demonstrate commitment to Corporate Social Responsibility (CSR) by supporting a service that directly benefits the communities in Devon.



Build employee motivation and team work through fundraising activities.



Strengthen your brand awareness through positive association with DAA.



Raise enthusiasm and build staff commitment.



Create positive links with the local community.



Generate positive internal and external PR for your company.



Provide opportunities for customer involvement.

Together we can enhance our service's capabilities while boosting your business's reputation and social impact.



How you can support us

Your support will ensure our crew can continue to deliver time-critical care to those in need, while enhancing your organisation's reputation and demonstrating your commitment to the local community.



Employee fundraising

From dress up days to bingo nights, charity activities provide excellent news content, whilst bringing teams together through fun and engaging activities.



Challenge events

Entering a challenge event can reinforce a culture of teamwork and camaraderie, whilst the training for a challenge can help to encourage health and wellbeing initiatives in the workplace, creating healthy and happy staff.



Corporate volunteering

Offering your employees the chance to volunteer for us can provide them with the opportunity to be part of a different team and develop new skills.



Cause-related marketing and commercial partnership

Build brand awareness, reach new audiences, and create loyalty and trust among your customers by collaborating with us.



Match funding

Increase employee engagement by matching the funds your employees raise through their fundraising.



Payroll giving

Payroll giving is an easy, tax-effective way for your employees to regularly donate, and as an employer you can match their donations.



Join our Lottery

Employees can sign up to our weekly Lottery via Payroll giving them a chance to win one of 13 weekly cash prizes with a top prize of £1,350.



Gifts in kind

Gifts in kind can be a flexible way to support us, your contribution can be made in the form of time, services, expertise or goods.



Donation station

A space at your workplace where employees can bring along their unwanted goods to donated to one of our 19 shops.



How we can support you

We want to ensure that ours is a winning relationship and we will support you throughout your time supporting DAA. In return, you can enhance your brand image, gain positive publicity, and contribute to a vital service, fostering a mutually beneficial relationship between us. We can achieve all of this through:



Offering **guidance** on fundraising ideas and plans.



Providing **promotional material** such as T-shirts, badges, collection tins, logos and leaflets.



Creating **positive PR opportunities**, including but not limited to, an invite to represent your company, meet the DAA team and crew, and tour the helicopter at one of our airbases, while also providing a great photo opportunity.



Helping you **reach new audiences** through:

- Posts on our social media
- Inclusion in our e-newsletter (6,000 subscribers)
- We can also offer the opportunity for an editorial in our Helipad magazine, which has the largest readership in Devon totalling 35,000 printed copies plus a digital version available online



DAA producing a **news piece** announcing the start of our partnership, to feature on our website and multiple social media channels.



Producing **press releases** throughout our relationship, i.e. to promote any events and updates.



Featuring your **business and logo on our corporate webpage**.



Offering you **poster design and printing** (up to a maximum of 20) for your fundraising event (if applicable).



Publicising your fundraising events via our website, social media and local press (if applicable).



Providing an opportunity to work with partners/staff at our **lunch and learn**. These are informative sessions where we can collaborate and is a great way to engage with staff about the work DAA does.



Devon Air Ambulance: Patient Macauley's story



On a wintry Saturday morning in January 2023, Macauley Whitfield was up early and putting in a couple of hours' work at the family business, a scrap metal yard just outside Cullompton. Keen to finish his work as he had plans to meet up with friends, he ventured off towards Honiton at around 10.30am.

On his way, riding a quad bike with his friend Lloyd, they came across a friend who was having difficulty guiding two horses along an icy lane, Macauley pulled up and stopped to assist them. Stepping off the quad, he immediately crashed to the ground having slipped on ice. In a split second the horse kicked out, striking Macauley on the side of the head.

Macauley's friends rushed to calm the horse and help Macauley but could see that he had sustained a serious injury and was losing a lot of blood. They called 999 to get help and while trying their best to keep him warm, the land ambulance soon arrived. The crew quickly assessed Macauley and called for the assistance of the air ambulance as Macauley was going to need urgent treatment at a major trauma centre.

Macauley's dad, Mark, recalled, 'When we arrived Macauley couldn't talk and as I looked to the floor, I saw that he had lost a lot of blood, I thought the worst. Knowing the air ambulance had just landed, I knew his injury had to be serious.' Macauley's brother, Danny, added, 'I remember the air ambulance crew being so calm, they weighed up the situation, spoke with the other paramedics and just did what they needed to do.'



Once Macauley was ready to board the helicopter, Danny told his brother he would see him soon. His dad also told his son that he would be OK and that he was in safe hands. In just 18 minutes Macauley would arrive at Derriford Major Trauma Centre in Plymouth. Following surgery Macauley was admitted to the Erme Neurological ward for constant monitoring. Due to the injury, his speech was affected along with his motor skills. Macauley's mum, Sharon, told us, 'I was absolutely terrified that my son wouldn't be able to walk again or even talk, but he was alive, and he was in the best place and every day he made progress.'

As Macauley prepared to come home, he was required to undertake several activities including a trip to the hospital's WHSmith to see if he could navigate his route and handle the complexities of making a purchase on his own. His consultant, Dr Fewings, was delighted with his progress and finally gave his parents the thumbs up to take their son home with no more than paracetamol and strict orders to get lots of rest.

Mark told us, 'While Macauley was in hospital, the phone didn't stop ringing with people wishing him well and checking on his progress, not just family and friends, but colleagues and our customers who knew Macauley well. We can't thank them enough for all their support. We are just so thankful to the land ambulance team and the air ambulance crew for coming so quickly to help save my boy's life.'

The Whitfield family have made a personal donation of £2,000 to Devon Air Ambulance to say thank you for helping their son. They now also have DAA collection boxes rooted firmly in their office at the scrapyards and pledge to continue their fundraising efforts in the months to come.





Testimonial

Masons Kings

40 years

Masons Kings

The partnership between Masons Kings and DAA first began back in 2011. Since then, they have provided support in various ways, including: donation of gifts in kind, sponsorship, organising events, and also displaying our red collection boxes at both their sites at Exebridge and Chudleigh Knighton.

Elliot Prior, Group Turf Sales Leader at Masons Kings said:

‘Supporting Devon Air Ambulance aligns with our commitment to champion community health, safety and well-being. We have been proudly dedicated to supporting the charity for a number of years now and look forward to continuing to do so, all while raising customer and industry awareness of DAA’s vision.’

In previous years, DAA and Masons Kings joined forces at the Devon County Show promoting the ‘Gator Experience.’ This entailed working together to provide a ride in a John Deere Gator on an off-road course, for a donation to the charity. A great event which between 2015 and 2019 plus 2022 raised an amazing £6,478.99.

2023 was no exception; At the beginning of June, DAA launched a summer raffle and Masons Kings not only donated £1,000 cash for the first prize but also donated an electric toy Gator for the third prize.





Testimonial Marley Comms

The Marley Comms logo, featuring the word 'marley' in a lowercase sans-serif font and 'Comms' in a larger, bold, lowercase sans-serif font, with a stylized 'C'.

Marley Comms started working with DAA in 2016. Initially providing DAA with free comms support for events such as the Commando Challenge. More recently Marley Comms supports the IT function at DAA

by providing Wi-Fi at big events free of charge, and discounted installation of Wi-Fi equipment at the charity's headquarters, airbases and retail shops across Devon, as well as providing DAA with monitoring and support for the equipment they have installed.

In addition, Marley Comms have provided sponsorship in many ways over the years including:

- Sponsoring DAA's 'Help with All Your Heart' campaign with Radio Exe
- Hole sponsorship at a DAA Golf Day at Saunton Sands Hotels
- Sponsoring a race at DAA Race Day 2023 (and purchasing a table of 10 in hospitality)
- Sponsoring the purchase of 2024 DAA diaries

Paul Murray, Managing Director of Marley Comms said:

'To feel that Marley Comms help, even in a small way, with saving lives makes me extremely proud. I cannot see a future without Devon Air Ambulance in it from a personal or company point of view. We are insanely proud to support you and we always will.'



Contact us

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Your support keeps us responding to the critically ill and injured across Devon & beyond. It strengthens community ties and demonstrates a commitment to corporate social responsibility, making a positive impact.