

Charity Impact Report 2024/25



Together, we make a difference

Our mission

Raising funds to support the staff, volunteers, and local communities of the East of England Ambulance Service NHS Trust (EEAST), strengthening the provision of outstanding care to patients.

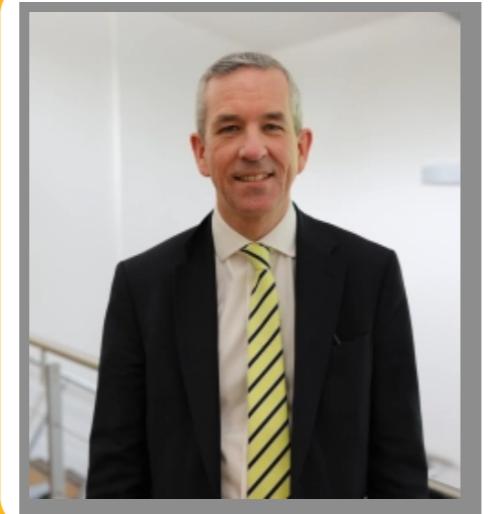
Welcome to the East of England Ambulance Service Charity Impact Report 2024 - 2025.

This year marks another remarkable chapter in our journey - a year where compassion and generosity have brought countless schemes to life across our region. Every project, every initiative, every moment of care has been possible because of you - our incredible supporters.

Throughout 2024/25, the charity has continued to grow and thrive. Despite receiving no government funding, our impact has expanded significantly thanks to your unwavering commitment through donations, fundraising efforts, gifts in wills, and grant opportunities.

Your generosity enables us to provide vital assistance to staff, volunteers, and local communities, enhancing patient care across the East of England. Our mission is to go beyond what NHS budgets ordinarily cover, ensuring that the Trust can deliver even more for those who need it most.

Neill Moloney
EEAST Chief Executive Officer



Together, you have raised an astounding **£329,015**.

That figure represents more than generosity - it represents hope, support, and life-saving impact for thousands of people.

The compassion you show year after year is truly inspiring.

I am continually humbled by the extraordinary people I meet through EEAST. Your contributions in 2024-25 have created a profound difference across our region - saving lives, supporting our crews, and strengthening communities.

Thank you for standing with us and for believing in what we can achieve together.

The impact of your generosity



Patient care

Your support helps frontline staff deliver compassionate care when it matters most. From funding the first e-bike for the cycle response unit, to supplying specialist equipment, and even tiny hats for premature babies, your generosity enhances patient care across the east of England.

Local volunteers

Volunteers make a vital difference every single day. From frontline 999 community first responders (CFRs) to those supporting our welfare wagons, driving patients to hospital appointments and countless other roles. Your financial support helps to provide enhanced training, additional equipment, uniform and training aids.



Staff support

Behind every 999 call is a dedicated team of staff who give their all, often in high-pressure, emotionally demanding situations. Thanks to your vital donations, the charity can help fund staff wellbeing initiatives that make a real difference. From welfare wagons offering rest and refreshments during long shifts, to the comforting presence of GoodDogs, these programmes help boost morale and show appreciation for their incredible work.

Community education

Your generosity funds the EEAST Heart community-led programme, providing free CPR and automated external defibrillator (AED) awareness to the public. By empowering communities with these vital skills, more people can act confidently in emergencies and potentially save lives. Thanks to your generous support, we're building a region that's better prepared.



Supporting patient care

Thanks to the incredible fundraising efforts of the Wells-next-the-Sea community, which raised over **£6,000**, the charity was able to fund the first ever e-bike for the EEAST cycle response unit. This has made a significant impact on both the team and the patients they serve - transforming how the team reaches patients quickly and efficiently.



"The e-bike is a real game-changer for the cycle response unit. It will enhance our ability to respond to emergencies in Wells-next-the-Sea and nearby villages, improving response times significantly."

"The extra power from the e-bike also makes it easier to carry our equipment and navigate the hilly landscape much more effectively."

Andy Long, Cycle Response Unit Paramedic

Sagle Bernstein left a legacy that helped the charity purchase an additional life-saving Lucas device. This powerful machine delivers continuous CPR during cardiac arrests. Your support means they can focus on advanced life-saving treatments, giving patients the best possible chance when every second counts.



Sagle's generous gift is making an incredible difference, and we're deeply grateful for the support that's made this possible.

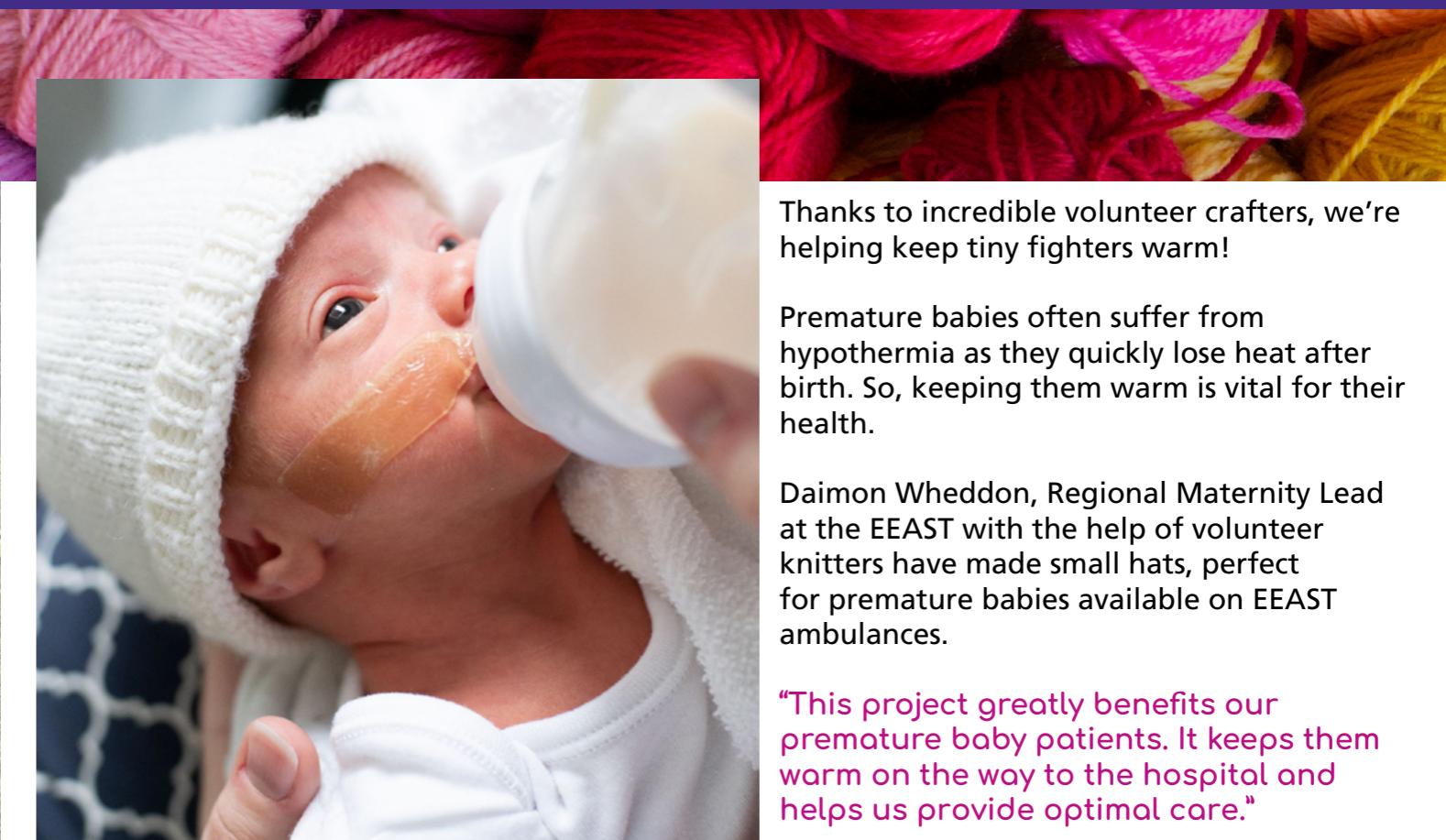
Leaving a gift in your will is a very special way to ensure your generosity lasts beyond your lifetime. Your support can help save lives for years to come. Scan the QR code to discover how you can make a lasting difference.



"With rapid response vehicles often staffed by a single crew member, the Lucas device is a potential life saver. By taking over manual CPR, which can be physically exhausting, the Lucas allows solo clinicians to manage other critical aspects of patient care, coordinate with family, and prepare for patient transport."

"Already, this device has played a key role in helping to revive patients in cardiac arrest emergencies."

Dale Meacham-Roberts, Leading Operations Manager at EEAST



Thanks to incredible volunteer crafters, we're helping keep tiny fighters warm!

Premature babies often suffer from hypothermia as they quickly lose heat after birth. So, keeping them warm is vital for their health.

Daimon Wheddon, Regional Maternity Lead at the EEAST with the help of volunteer knitters have made small hats, perfect for premature babies available on EEAST ambulances.

"This project greatly benefits our premature baby patients. It keeps them warm on the way to the hospital and helps us provide optimal care."

Kind donations from Eco-Craft Ltd and Badger Converters Ltd helped make this possible.

Supporting volunteers

Because of you, over **£209,738** this year has equipped EEAST CFRs with uniforms, training aids, additional lifesaving equipment, and community AEDs.

These incredible volunteers not only respond to 999 calls with potentially life-saving treatment, they also give their own time to fundraise and run free EEAST Heart CPR and AED awareness sessions to their local communities.

Volunteers are vital in supporting EEAST. Thank you to every single one, for everything you do!

Your support enabled **£3,473** to fund county based CFR roadshows - a chance to bring volunteers together for a day of medical updates, skills refreshers, networking, and celebration. It was an opportunity to recognise unsung heroes for everything they do for their communities, all in their own time. Thank you for making this possible!



Thanks to your generous donations, we were able to celebrate Volunteers Week in a special way, funding 180 Costa vouchers for our incredible frontline volunteers. Selected by a random draw, this was a heartfelt opportunity to say thank you for the time they give to help others in need. **£900** well spent to show appreciation for their extraordinary commitment.



"We are humbled by the wonderful generosity from Janet's friends and family, knowing we can ensure Janet's legacy continues is such an honour"

Leighton Page, Framlingham CFR Coordinator



Thanks to a generous gift in memory of Janet Walne, a dedicated nurse practitioner who gave over 40 years to her community, the Framlingham and Debenham CFR groups have received two new kits and a backup loan kit accessible to all of Suffolk. Janet's legacy of care will continue to protect and support local communities when they need it most, for many years to come.

This year ...



256,500
volunteer hours
across our
communities



1,219
volunteers



26,117
calls to attend 999
medical emergencies
by CFRs

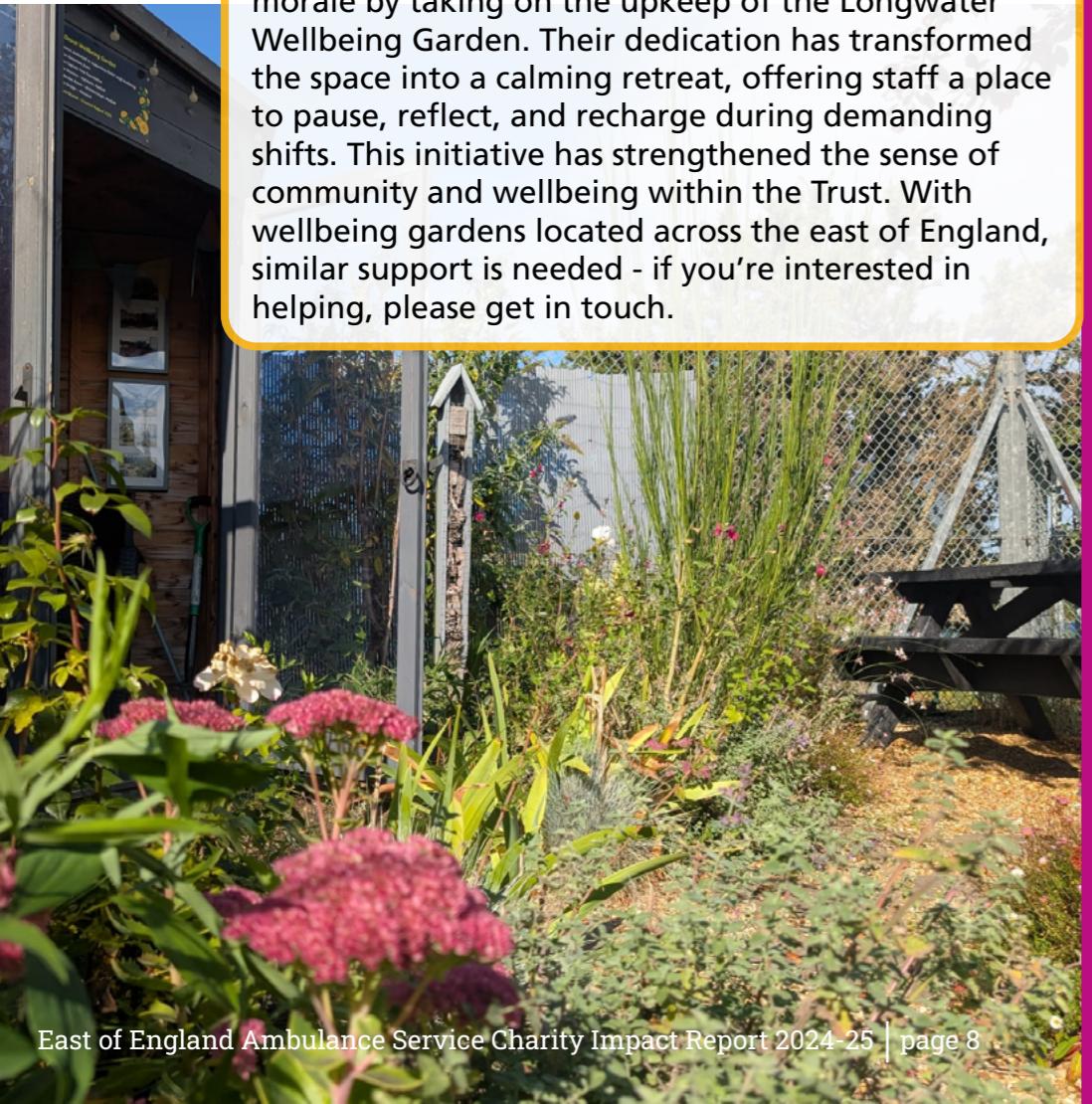
Supporting staff



The North Essex Fun Day provided ambulance staff and volunteers a joyful afternoon, with classic games like hook-a-duck and splat-the-rat, a bouncy castle for families, live music, and a BBQ, the event offered a much-needed opportunity for colleagues to unwind and spend quality time with loved ones. Organised with support from the charity, the fun day not only boosted morale but also raised an impressive £918. This initiative highlights the positive impact of charitable support in enhancing staff wellbeing and fostering a sense of community across the service.

Enhancing wellbeing through garden care

The Costessey gardening group has helped boost staff morale by taking on the upkeep of the Longwater Wellbeing Garden. Their dedication has transformed the space into a calming retreat, offering staff a place to pause, reflect, and recharge during demanding shifts. This initiative has strengthened the sense of community and wellbeing within the Trust. With wellbeing gardens located across the east of England, similar support is needed - if you're interested in helping, please get in touch.



Supporting 999 staff over Christmas

Thanks to generous donations, the charity was able to fund festive treats for 999 staff working throughout the Christmas period. From breakfast baps on Christmas morning and seasonal lunches, to an advent calendar raffle, these small gestures brought a smile before a busy shift when spending the festive period away from their families during the busiest and most challenging times of the year. The Welfare Wagon also made its rounds, delivering hot drinks and snacks to crews on duty, offering comfort and connection during long shifts.



"A visit from a GoodDOG makes my day"

Any pet lover knows the comfort and joy animals can bring and thanks to the compassion of staff looking out for one another, the GoodDOG initiative was born.

These specially assessed wellbeing dogs, owned by staff members, regularly visit crew rooms and welfare wagons, offering a friendly face and a wagging tail to brighten the day.

It is said that spending time with dogs can help lower stress and anxiety levels, and the feedback from this initiative has been overwhelming.

GoodDOG
People

Our com
continu
our s
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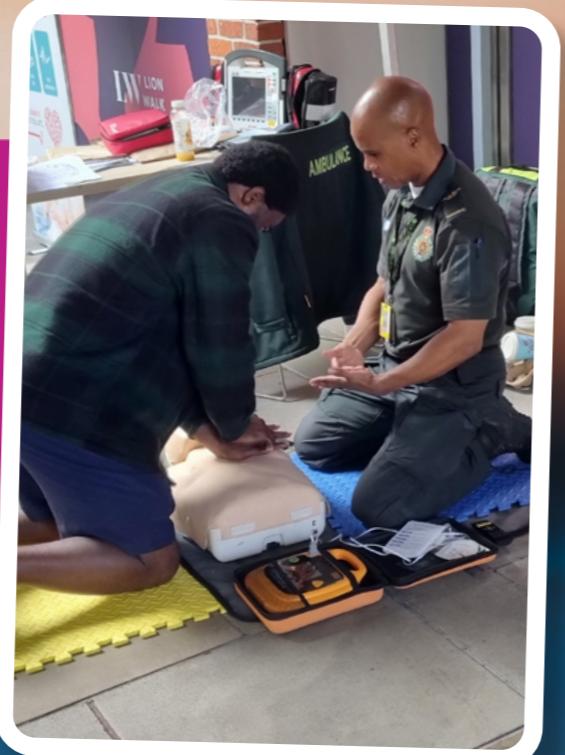
Supporting communities

EEAST Heart

EEAST Heart is a free community-based education programme in basic life support & defibrillator awareness for the members of the public run by East of England Ambulance Service NHS Trust qualified volunteers & staff. Funded solely from the generosity of donors, many of whom have attended the awareness sessions themselves. All donations received, are reinvested into the project to provide training aids, certificates, promotional materials and other equipment to support sessions.

6,805

People trained
to save lives
this year -
thanks to you!



Inspiring the next generation

Through engaging school visits, the charity volunteers have helped raise awareness of emergency care, taught life-saving CPR skills, and inspired young people to support their local ambulance service. These visits not only empower students with practical knowledge but also contribute to fundraising efforts that support frontline staff and volunteers. Well done to everyone involved in delivering these impactful days.

"Ambo the otter has been spreading joy across Colchester, visiting schools to engage over 300 children with smiles and high fives - all while raising vital funds for the charity."

Keri Drury, EEAST Charity fundraiser

Volunteers and staff from the charity made a powerful impact at the Suffolk, Royal Norfolk, and Tendring Hundred Shows by engaging with the public, raising awareness of the charity, and delivering vital CPR training to hundreds of attendees. These events also helped reduce fear and build trust in ambulance services among children through friendly interactions and hands-on activities. On behalf of the charity, we extend heartfelt thanks to the volunteers who supported the show - your energy, professionalism, and dedication made the day truly special. The overwhelming engagement showed the value of these events, and we know we'll need even more support next year!



Falls cars – volunteer-led support making a real difference

The charity funded falls cars, operated by dedicated volunteers, are making a significant impact in communities across the region. By attending to 516 patients, these vehicles have helped avoid potential hospital admissions, easing pressure on emergency services and improving patient outcomes. This initiative demonstrates the power of charitable funding and volunteer commitment in delivering compassionate, community-based care. A heartfelt thank you to all the volunteers and the NHS Charities Together for their continued support.



Our incredible fundraisers

Together, we make a difference. That difference would not be possible without you. Your dedication, enthusiasm, and drive to help support volunteers, staff, patients and the local communities above and beyond what the Trust can fund constantly inspires us all.

Thank you for everything you continue to do to raise vital funds to truly make a difference to those who support us when we need it most.

Here is just a snapshot of some of the amazing fundraising you have achieved.



A huge thank you to the Pop Chorus, who chose to support the Felixstowe CFRs as their charity for 2024, recognising the life-saving work these volunteers do in their communities. Through a wonderful mix of fundraising activities, including pub quizzes, book sales, 70 mile walk, and many more, they raised a magnificent £10,688. With their remarkable donation, the CFR group has been able to buy another kit bag full of life-saving equipment and additional training resources such as CPR training manikins and an AED trainer.

Out swimming an ambulance

This year we had our first ever out swim an ambulance. Jo, Tori, Geraldine, Kate and Kate took on this challenge in open water, swimming 15 miles raising an amazing £737.



Inspired? Scan the QR code to sign up and join our Outrun an Ambulance campaign.



Miles in memory

Keri took on her first marathon in memory of her Grandad. Not only did she smash her marathon but she crushed her fundraising target, raising an outstanding £2,082.

"I'm running in loving memory of my Grandad George. The day before he passed, the doctor told him, 'Your body will never run a marathon.' That stuck with me, and now, in his honour, I'm determined to run this marathon and raise as much as I can for the East of England Ambulance Service Charity."



Pawsome duo

A huge well done to Simon and his pawsome rescue dog Hera. They ran over 102 miles in a month and a day, completing the outrun an ambulance challenge, raising £508 for the charity.



Conquering the peaks



Paul took on the mighty Yorkshire Three Peaks Challenge, conquering 24 miles and raising an incredible £823!

"My goal is to raise enough money for a new defibrillator and a gazebo, allowing us to go out into the community to teach the public CPR and how to use an AED - a life saving skill."

"I'm in my 18th year of being a volunteer CFR. I've seen first-hand the genuine difference they make in life or death situations being swiftly followed by the ambulance crews. I wanted to raise some funds to help support all the EEAST volunteers and staff."



Meet one of our inspiring fundraisers

Every fundraiser has a story - and yours makes a difference. Every year, incredible supporters have gone above and beyond to raise vital funds for patient care and community support. Here's one inspiring example of how generosity and determination can change lives.

“They managed to realign my foot and make me feel safe and comfortable. They were calming, supportive and extremely professional. These amazing, talented professionals are there 24/7, helping us in our most vulnerable moments”

Farrah

Farrah's story

In September 2023, Farrah suffered a serious fall while bouldering, resulting in multiple breaks and dislocations to her right ankle. She underwent surgery to insert pins and screws, and was told by doctors that she might never climb again.

But Farrah refused to give up. With incredible strength and determination, she got back on her feet and wanted to show her appreciation to the ambulance crews who treated her.

“The paramedics that came out to me were amazing which is why I wanted to raise money for the ambulance charity.

“They managed to realign my foot and make me feel safe and comfortable. They were calming, supportive and extremely professional.

“These amazing, talented professionals are there 24/7, helping us in our most vulnerable moments, and deserve recognition, praise, and funding to continue their outstanding work.”

In August 2024, Farrah took on the bold challenge of climbing Mount Snowdon, supported by her friends and family. Not only did she complete the climb, defying the odds, but she raised over £700 for the charity.

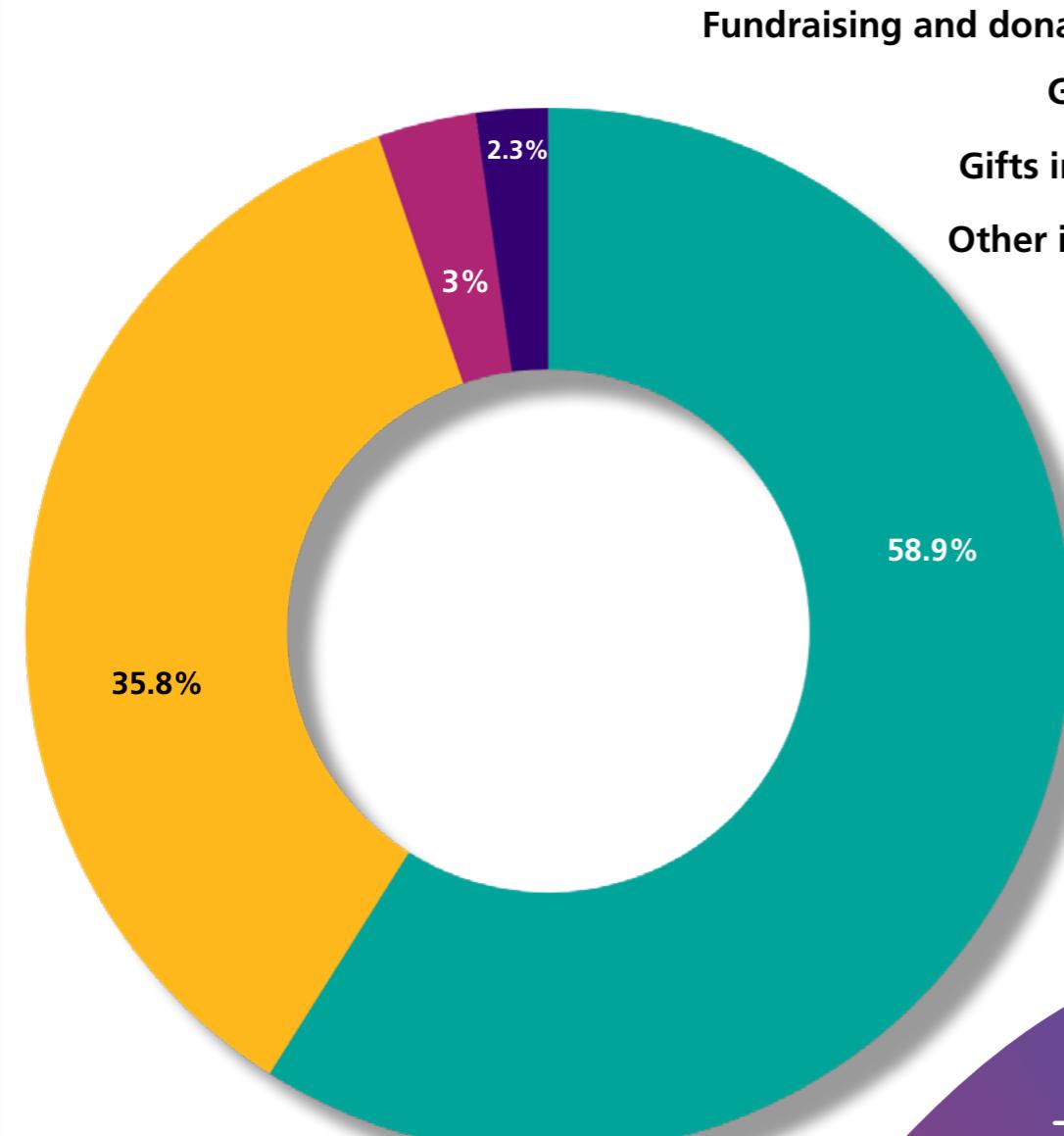
It's thanks to supporters like Farrah that our work is possible.

Thank you for giving back in an extraordinary way. Your strength and generosity inspire us all!



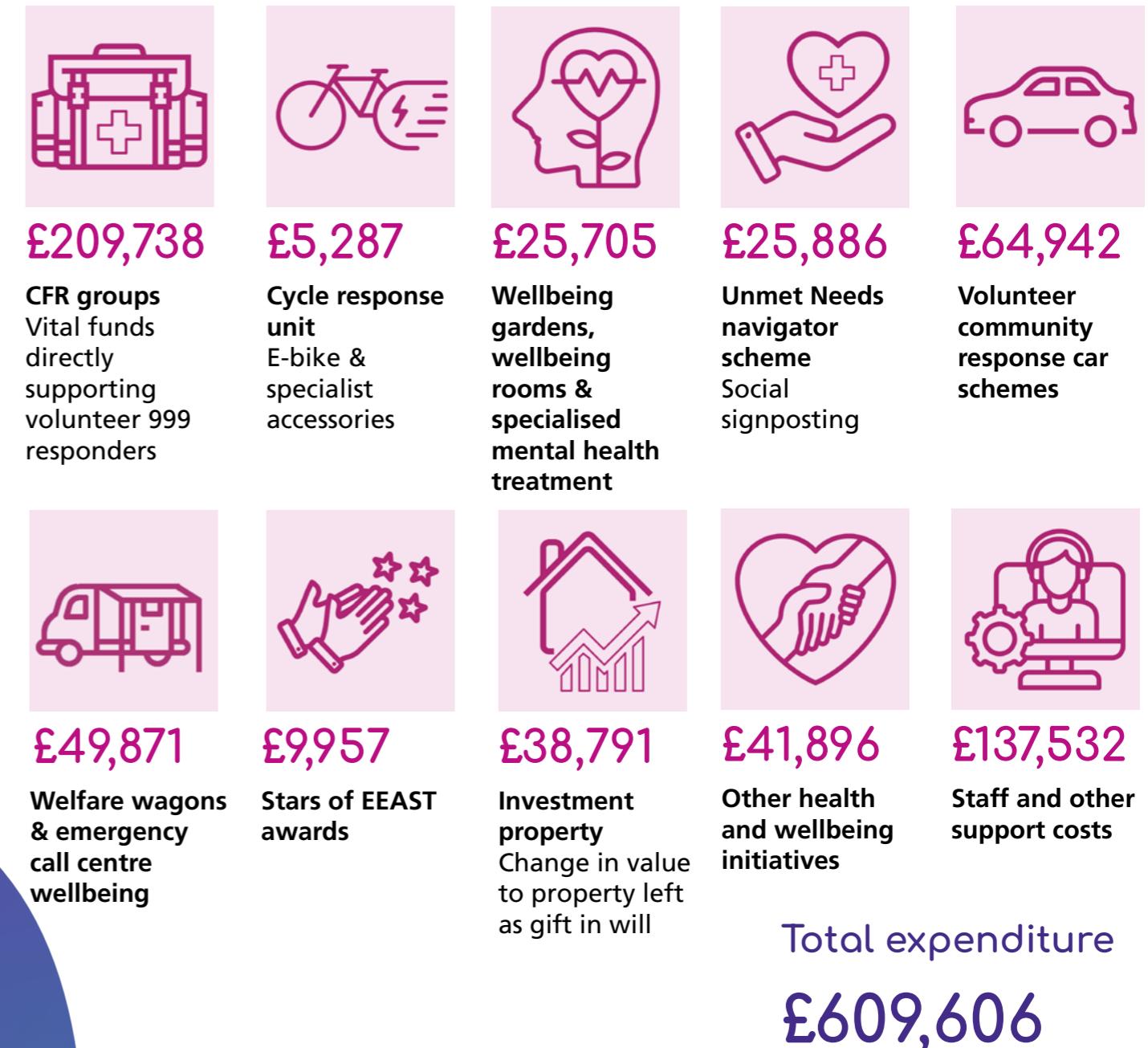
Income vs Expenditure

Where our funds came from
during 2024/25



Total income
£329,015

How our funds were spent
during 2024/25



A heartfelt thank you!

We couldn't do it without you.

However you wish to help, you can continue to make the difference to your community and your NHS heroes today, [please click here to donate](#) or scan the QR code.



How you can support

Every donation, big or small, helps us continue our life-saving work, and we're deeply grateful for your support. There are many ways to give, and each one makes a real impact. You might choose to support a fund close to your heart, an ambulance station in your community, or a community first responder team that helped someone you love. However you decide to give, your kindness helps us be there when it matters most.



Direct debit or standing order

If you'd like to donate to us regularly, you can do so by setting up a direct debit or standing order. You can decide the amount and whether it's monthly, quarterly, yearly or however often you'd like. Contact charity@eastamb.nhs.uk to find out our bank details.



JustGiving

The easiest way to donate online is through our JustGiving page. You'll also find touching testimonies of why people donated and inspiring stories about their fundraising activities.



Cheque

When sending a donation by cheque, please provide your name, address, details of your donation and whether you would like to add Gift Aid. If you'd like your donation to be used by a specific fund, simply write the name of the fund on the reverse of the cheque. Please send cheques to the address found on the back page.



Giving in memory

Making a donation in memory of a loved one is a meaningful way to celebrate their life. Many choose to ask for donations instead of flowers at funerals, or set up a tribute page where friends and family can contribute. These heartfelt gifts help us continue our work in honour of someone special.



Gifts in Wills

Leaving a gift in your will is a lasting way to support the charity. Even a small contribution can make a big difference to our future work. If you're considering this, we're here to help.



Fundraising

Whatever your challenge, whether it's a bake sale, a fitness challenge, or something completely unique, fundraising is a fantastic way to support the charity. You can easily set up your own JustGiving page to help raise donations and share your story.

We'd love to hear what you're planning! Let us know by emailing us or reaching out on social media.

This year the charity has achieved so much, and this is because of you.

Thank you!



Together, we make a difference.



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The East of England Ambulance Service Charity (Registered Charity Number 1047987). The charity is a separate legal entity from the East of England Ambulance Service NHS Trust (EEAST), the Trust is corporate trustee for the charity.

Registered address:

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