

# Charity Impact Report 2023/24

East of Eng



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 2023 - 2024.

This year has been no exception in terms of the number of schemes and projects supported, all thanks to you, our extraordinary supporters.

During 2023/24 our charity has continued to grow. The charity receives no government funding but has had increased impact thanks to the unwavering support from our donors, fundraisers, gifts in wills, and grant opportunities.

Your generosity enables us to provide vital support to staff, volunteers, and local communities, strengthening the provision of care to patients across the east of England. Our work is to enhance that of the Trust, providing support beyond what is ordinarily funded by NHS budgets.

Together, you have raised an incredible **£305,000**. The support you have shown and continue to show has been overwhelming. I am always in awe of the incredible people I work with and come in contact with at EEAST. Your donations through 2023-2024 have continued to have a life-saving impact across the east of England.

Kate Lott, Head of Charity



# Your support funds



Local volunteers

The volunteers make a vital difference every day, whether it's the frontline 999 community first responders (CFRs), volunteers supporting our welfare wagons, volunteer car drivers helping patients to attend hospital, or chaplains providing spiritual support. Your financial support helps to provide enhanced training, additional equipment, uniform and training aids.

Your support has enabled the EEAST Heart community led basic life support (BLS) & automated external difibillator (AED) awareness scheme to now reach all counties within the east of England. New initiatives have been funded such as the NHS recognised Cultural Inclusion Agents and the results of the frontline Vitamin D research project have been picked up by universities for wider investigations.



Community education



Staff support

Recognising the difference animals can make to the wellbeing of EEAST staff, we are so excited to share with you the charity supported the 'GoodDOG' scheme. These therapy friends are now on hand (or paw) to give the crews support after traumatic calls. Feedback has also been coming in from the difference the charity funded well-being gardens have made. Read more about it on page ten.



# Supporting volunteers

During the year, over £190,000 has funded EEAST CFRs, in providing uniform, training aids, additional CFR equipment and community AEDs. Not only do these incredible volunteers provide potentially life-saving treatment in response to 999 calls, but they also actively fundraise and run free Cardiopulmonary Resuscitation (CPR) awareness sessions to support their local communities. All donations are utilised to positively influence and raise awareness of the support they give on behalf of EEAST.

The end of this year saw the start of charity funded county CFR volunteer roadshows, starting off with Norfolk. It was a chance to bring volunteers across the county together

for a day of medical updates, skill refreshing, networking and a chance to say a big thank you to our unsung heroes for everything they do for their community.



£190,000 has supported EEAST volunteer CFRs

Your donations have funded CFR prompt cards for our frontline volunteers. These contain useful medical information to aid the volunteers with quick checks whilst attending a 999 call.

Funding continues to support the Responder Plus App with essential resources to aid understanding and guide treatment plans.

To support the development of the centralised volunteer hub, £35,000 has funded a volunteer management system. This will enable EEAST and the charity to develop, govern, manage, and demonstrate the impact of all volunteering roles implemented within the Trust, including fundraisers, community educators, and champions. The system will actively promote and enhance the work of our incredible volunteers across the Trust.



“We cannot thank Yvonne’s family enough for thinking of doing this in her memory.”

Shelley Moore, CFR Group Team Leader

Potter Heigham and Coastal Villages CFR group were able to buy a full new kit thanks to a generous donation in memory of Yvonne Archer. A dedicated nurse who gave over 40 years to the NHS and understood the challenges faced by rural communities when it came to emergency responses. Her legacy will continue to support the community when they most need it for many years to come.

“Being able to respond as a CFR, although we are not paramedics or doctors, we are still trained to deal with a lot of life threatening emergencies such as breathing problems, strokes, heart attacks, fits, and of course cardiac arrests where early CPR and defibrillation is vital in improving the chances of survival.”



Harley Hunt, Volunteer CFR







The six community first responder roving cars funded thanks to NHS Charities Together continue to be utilised to support patients who have fallen, alongside attending patients with life threatening medical conditions. In 2023 alone, these cars equipped with specialised lifting equipment aided almost **3,500 patients**. The dedicated volunteers even made an appearance on the BBC showcasing the vital support they give.

"It's a huge privilege to be able to help or reassure someone who really needs our help, and be there for their families, friends and loved ones. It's an extremely rewarding thing to do."

Chris Lye, Community First Responder



## This year ...



**295,000**  
volunteer hours  
across our  
communities



**1,200+**  
volunteers



**240,000+**  
hours volunteered in  
2023/24 by our community  
first responders



**23,848**  
calls to attend 999  
medical emergencies  
by community first  
responders



**169**  
volunteers trained  
with specialised  
falls skills



**182**  
community first  
responder volunteers  
trained

Colchester CFRs trained members of the public in CPR & AED awareness whilst supporting the hauntingly magnificent Knife Angel tour made from over 100,000 seized blades. Thanks to your generous donations, the charity funded welfare wagon was on hand to give all the volunteers a place to reflect on challenging calls as well as provide much needed refreshments.





# Supporting staff



“The job we do can be tough, hugely rewarding but tough. And it’s after those hard calls where our wellbeing garden really makes a difference! It gives us that much needed space to sit, away from the clinical work environment, to take some fresh air and a moment away from the job.”

Nick Cason, Local Area Manager



Your ongoing donations continue to fund the welfare wagons, wellbeing gardens, and rooms. With your help five more wellbeing gardens have been created this year.

The impact these have on staff and volunteers can never be underestimated as feedback has shown...



“

When it first appeared I had an amount of cynicism as to what the garden would be used for. I have to admit I thought it would be a glorified smoking area with some greenery for effect. I couldn't have been more wrong. I've used it:

- to debrief an NQP (newly qualified paramedic) struggling with a clinical decision.
- as a safe space for someone to talk to me confidentially.
- to eat my dinner whilst there were no spaces in the crew room.
- to speak with a colleague who'd just found out her father had died.
- to think about a police officer colleague who took his life suddenly

To be honest I could go on longer with instances I've used the well-being garden. It's so important to have a space dedicated to staff, no corporate strategy posters on the walls, no CQIs (Clinical Quality Indicators - performance measures) displayed and most importantly no judgement.

”

“I use the garden for several reasons. It's a quiet space to have my break after talking for hours on end whilst queueing or if I have had a tough job I will take myself there to be quiet and unwind. I have taken a colleague or two there for a wellbeing chat when I could see that they were upset. I used it to have my compassionate conversation. It's a lovely quiet environment that I enjoy on a regular basis.”

Operational staff member, Norwich





# GoodDOG

Any pet owner knows the joy and calming affect animals can have and thanks to dedicated staff determined to support each other they initiated the GoodDOG scheme.

The GoodDOGS are owned by staff and have been assessed as a wellbeing dog. They visit crewrooms or welfare wagons to offer a friendly face and a waggy tail. Stroking a dog is said to reduce stress and anxiety levels, the feedback from this new scheme has been outstanding and the charity is so proud to support this fantastic initiative.

“As soon as you see a GoodDOG an instant smile is put on your face. They lift your mood and for that period you are with them, you are transported to a place of joy, where the stresses of the day melt away in their gentle presence.”

Emergency Operations Centre, Norwich



**Lennie**  
Grey Hound



**Togo**  
Siberian Husky x Alaskan Malamute



## Stars of EEAST

Recognising the vital work our volunteers and staff do for their communities helps boost morale and retention helping to provide patients with dedicated staff and volunteers. In partnership with the Trust, the charity helps fund the annual staff and volunteer awards celebrating the courage and bravery of those on the frontline and those that work hard in the background to support them.



“My role is to have an understanding of some of the challenges our minority staff can have within the work place or volunteering role, and to offer advice and support. I'm there to be fair and equal to all involved. The role and need has grown so the charity funding has been vital, ensuring those who need it can get the support.”

Michael Lewis, Paramedic & CIA

## Cultural Inclusion Agents

Following the introduction of the cultural ambassador programme during 2022, the charity funded £30,000 to train an additional 30 Cultural Inclusion Agents (CIA) within EEAST. These new roles directly impact on the experience of EEAST colleagues and volunteers, as they represent all individuals with protected characteristics, specifically around race, disability, and sexual orientation. This recognised RCN qualification will train staff with the knowledge to support any cultural or inclusion bias or issues, assist with interviews and investigations, and through additional education be able to support, retain and recruit more staff and volunteers.

During 2023, 16 agents have been fully trained with the final 14 recruited ready for training in 2024.

## Vitamin D project

The results are in - thanks to charity funding, a research project was undertaken to check vitamin D levels in ambulance staff. Following these results, university funding has been secured to explore behaviours and lifestyle factors impacting vitamin D levels in ambulance employees.

**46%** Vitamin D  
insufficiency

**6%** Vitamin D  
deficiency



# Supporting communities



Steve, Costessey CFR

"The CFR car has been directly responsible for a patient's survival. Due to a quick response time, we managed to get a return of spontaneous circulation ROSC (where the patient's heart has stopped and has restarted thanks to lifesaving interventions).

There have been two other recent occasions where we certainly played a significant part in patient's ROSCs."

Stuart Little, Danbury Community First Responder

Thanks to your support these CFR cars have literally saved lives in their community.

The final £23,000 of funding was received this year from the NHS Charities Together grant for the Unmet Needs Navigator Scheme. This sign posting pathway helps link patients with non-clinical or social needs to support services and community pathways they desperately require helping to ease demand on the ambulance service. This creates future direct links into the community for patients and their families to access the pathways which will support them during a time of need.

Some the scheme's achievements this year include supporting patients struggling to get appointments with their GPs, helping to secure grants to pay for heating and respite care, and helping a a homeless couple fearing for their safety gain accommodation.



## 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.



Meet our family of potential life-savers after attending an EEAST Heart basic life support (BLS) awareness training session.

During the year, 4,086 members of the public were trained in potentially life saving skills across the east of England.





# 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.



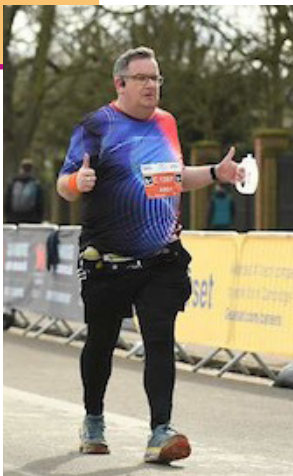
Nine-year-old Grace conquered the ‘Outrun an Ambulance’ challenge after being inspired by the work of her mum Rachel, a lecturer practitioner at EEASt, and her colleagues. Alongside her dad, Craig, Grace has cycled 77 miles to celebrate 75 years of the NHS exceeding her chosen target for the fundraising challenge, raising over **£700**.

“My mum has worked for the ambulance service my whole entire life and I am very proud of what she does. I know they all work very, very hard and try their best to help everybody they can. I would really like to raise as much money for the Ambulance Service as I possibly can.”

Grace, fabulous fundraiser

## Running to save lives

A huge well done to Andy and Kate for their half marathon achievements, along with Josie who had to pull out due to an injury but her willing husband took her place - great teamwork!! Together they raised a remarkable **£1,312!**



“Four CFRs, four bags. No more chasing around the countryside and sharing kits. This means we all have the right equipment at our fingertips and when every second counts, this will help us even more to make a difference.”

Sarah Gall, Little Gaddesden CFR

Extraordinary support was given to the Little Gaddenston CFR group, who received a grant of **£10,500** from The Lawson Trust for the provision of three new CFR full medical kits to aid their growing group.



“This will greatly assist us with additional cover within the area. Also, with the addition of the raizer chair, will enable us to attend non injury falls leaving a frontline vehicle available to attend more urgent call outs.”

Alan Rudd, Bungay CFR

Bungay CFR group received a generous donation of **£6,100** from Bungay Medical Centre CIO.

## Life saving donations

CFRs around the east of England have raised donations and secured grants to provide potentially lifesaving medical equipment for use by their groups in local communities helping to improve responses to 999 calls.

Well done to all of them for everything they continue to do for their communities, they are truly the hidden heroes next door.



## Tea-riffic fundraiser

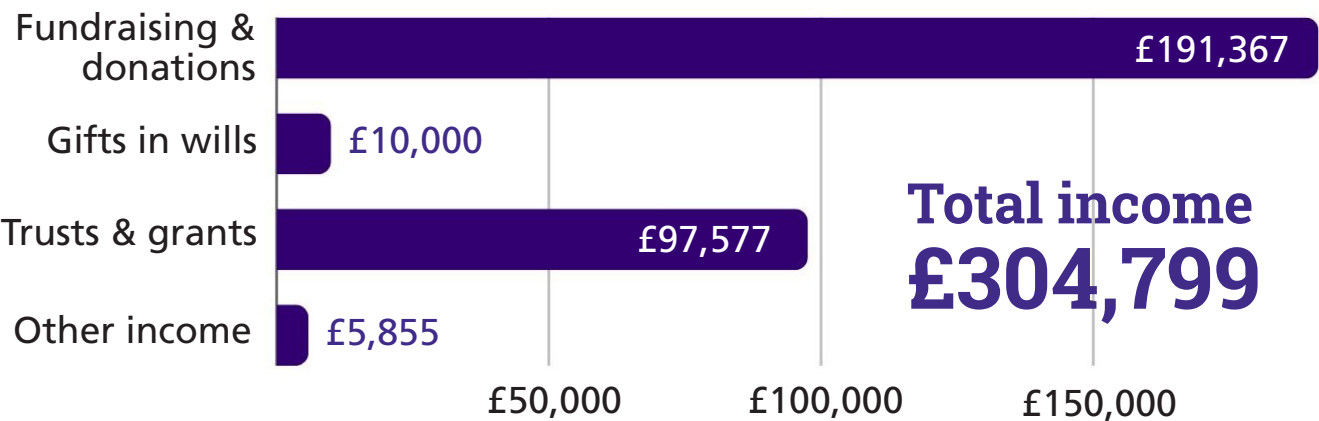
Staff celebrated the 75th NHS Anniversary with a Big Tea party at stations. Volunteers also held Big Tea collections at Morrisons increasing peoples awareness of the vital roles they play alongside raising a total of **£1,700**.





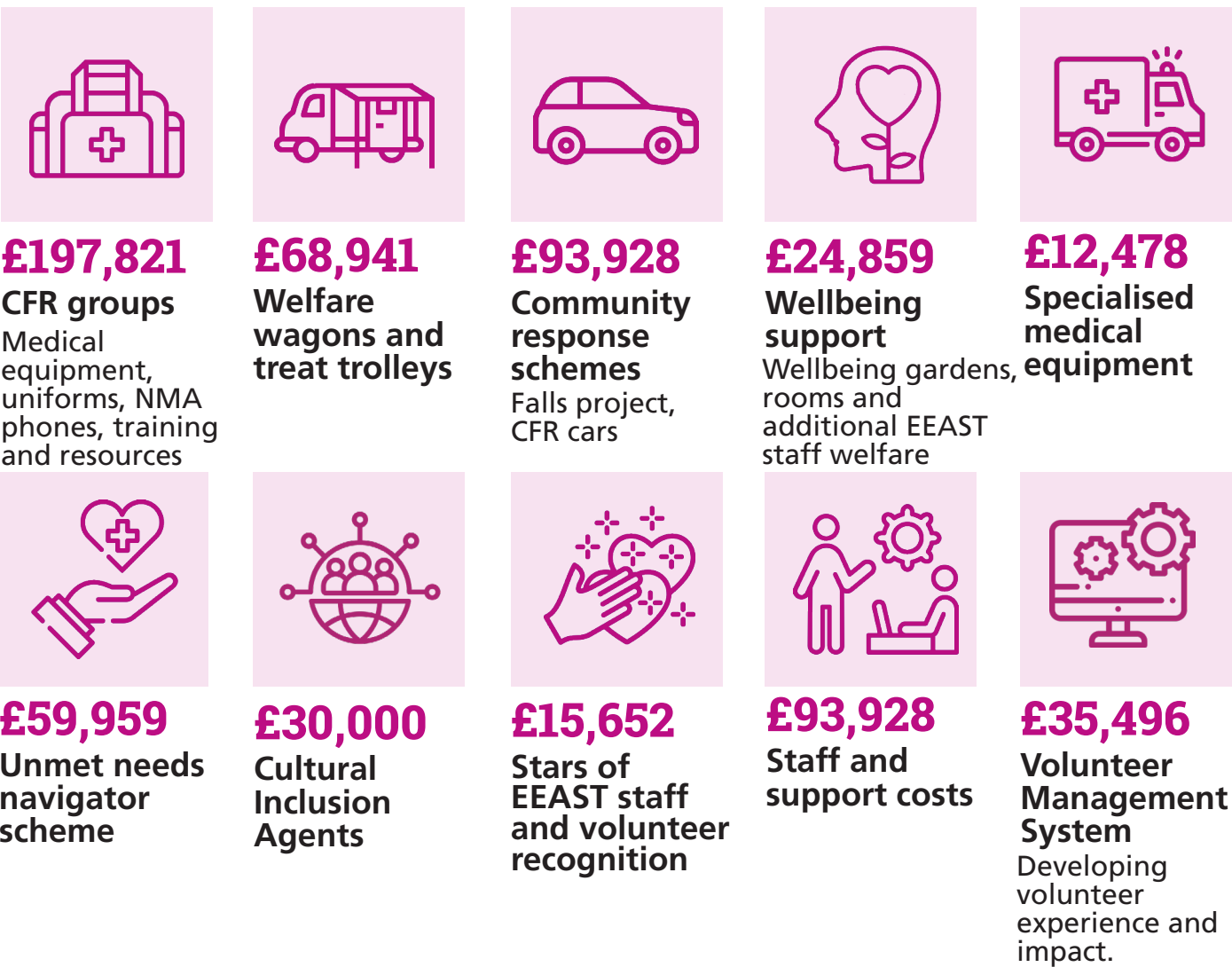
# Income vs Expenditure

## Where our funds came from during 2023/24



**Total expenditure**  
**£633,062**

## How our funds were spent during 2023/24



Thank you

Together, we make a difference

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.

Scan to donate



To find out more about our charity please visit [www.eastamb.nhs.uk/about-us/charity](http://www.eastamb.nhs.uk/about-us/charity)



Follow us on Facebook to keep up to date with our latest news.



This  
year your support  
has achieved so much, and  
we can't thank you enough.

### The Future

In 2024 to 2025, we promise to continue  
our mission to support the dedicated  
staff, passionate volunteers, provide  
exceptional education & innovative research  
to local communities of the East of England  
Ambulance Service NHS Trust (EEAST),  
strengthening the provision of outstanding  
care to patients.

Thank you to all of those who use  
their time to make this happen.



Together, we make a difference.

[www.eastamb.nhs.uk/about-us/charity](http://www.eastamb.nhs.uk/about-us/charity)

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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.

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