

Charity Impact Report 2022/23



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.



Passionate volunteers

The community first responders attend 999 medical emergency calls within their local area to give potentially life-saving treatment prior to the arrival of the ambulance. Volunteer car drivers help patients with hospital transport and volunteer chaplains provide spiritual support for patients and EEAST staff. Generous donations and grants help to provide uniform, various training aids, and equipment including life-saving defibrillators.



Exceptional education & innovative research

Supporting communities by launching community education programmes and providing additional support for those in need. Support and vital skills are provided by qualified staff and volunteers from the East of England Ambulance Service NHS Trust and fully funded via donations from our supporters.



Dedicated staff

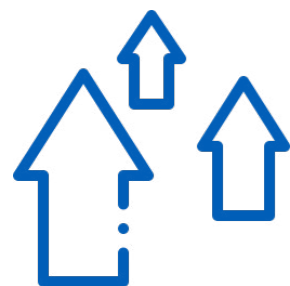
Supporting EEAST staff with health and wellbeing initiatives to improve working lives, enriching workplace environments, providing colleague to colleague support training, development, and access to wellbeing related services.



Our strategic plan

The strategic plan supports the Trust's goals and focuses on a journey of development;

Year one



Build on foundations with the work already underway in increasing brand awareness and the impact initiatives are having to colleagues, patients and communities.

Year two



Focus on our growth, supporters, and wider development.

Year three



Evaluate and review our development, ensuring our charity direction continues to develop in the most impactful way for colleagues, patients and our communities.

The corporate trustee agreed a new three year strategy in March 2023, providing a clear direction for charity growth and development, enhancing our impact to patient care in the east of England.

Pre-COVID the charity remained underdeveloped but in recent years the charity has received increased income and additional support from NHS Charities Together, the overarching membership body for NHS charities.

Your generous donations, grant opportunities and In Memory Giving enables the charity to provide support and enhancements to Eeast staff, volunteers, patients and communities which use our services across the east of England. This supports projects and initiatives which are over and above those funded by core NHS budgets.

Supporting

passionate volunteers

Thanks to your help we have continued to support the life-saving work of our dedicated volunteer community first responders (CFR) by providing uniform, additional CFR equipment and community automated external defibrillators (AED). The CFR groups actively fundraise to support their communities and help to raise awareness of the vital work they do on behalf of Eeast.



300,000
volunteer hours
across our
communities



1,200+
volunteers



245,791
hours volunteered in
2022/23 by our community
first responders



24,000+
patients attended
by community
first responders



36
military co-
responders trained



210+
community first
responder volunteers
trained



This important information app provides reference and reassurance for volunteer responders when attending 999 calls, with essential resources to aid understanding and guide treatment plans. This support tool, costing £8,000, was launched in 2021 and has been continued to be fully funded by the charity.

Supporting

dedicated staff

Thanks to you, during COVID, we were able to fund wellbeing gardens that have become a place of calm for EEAST frontline ambulance staff at a time of unprecedented unrest. The charity has continued funding the creation of numerous wellbeing gardens across the Trust. At our ambulance stations we have created enriching outdoor spaces with planters, benches, gazebos and foliage.



"I've taken time out there on several occasions, mostly on night shift meal breaks. It's just such a calm space to relax and take time away from the busy communal areas on station. We're so lucky to have this space!"

Your donations have also funded the revamping of tired break out rooms with plants, pictures and recreational items, all to provide EEAST staff and volunteers with a more mindful area for relaxation and to improve wellbeing.



Supporting

local communities

In November 2022, EEAST launched the innovative EEAST Heart community education programme in partnership with the East of England Ambulance Service Charity.

This new scheme, led by the Trust community response team, will deliver potentially life-saving training sessions to the local communities in basic life support and AED awareness. At the end of March 2023, over 80 volunteers have supported this initiative by signing up to 'Train the Trainer' sessions ready to deliver the program to the public.

Potentially life-saving replacement pads for iPAD automated external defibrillators (AED) have been purchased at a cost of £18,894.

The AEDs were originally placed in the community as part of a Trust initiative to improve response times to cardiac arrests in the hard-to-reach areas of our region.

This funding has ensured that the devices remain fit for purpose and can continue to be used to support patients.



Welfare wagons

Thanks to your help all the refreshments on the welfare wagons are funded. The welfare wagons travel around the region supporting crews during times of increased pressure with limited or no access to drinks or snacks. On board these vital resources, there is often a clinician who is able to discuss difficult calls the crews may have been to.

Our 999 call handlers are also supported through the use of treat trolleys



Enhancing colleague to colleague support

Trauma Incident Management (TRiM) is crucial in the emergency services. Your support has funded two additional TRiM courses at a cost of £7,568, thanks to a NHS Charities Together grant. 14 new foundation practitioners for Essex and 18 for Norfolk are now available to offer additional help, increasing the number of trained TRiM practitioners able to assist staff following trauma exposure.

Unmet needs navigators and falls project Working with NHS Charities Together

The innovative NHS Charities Together project grants awarded last financial year are fully underway focusing on patient care.



The unmet needs pilot now has two full-time unmet needs navigators in post helping to signpost patients who have additional non-clinical needs to access community and social support services beyond what the ambulance and NHS can immediately offer.

This two year programme went live in October 2022 after the charity received a grant of £116,624 from NHS Charities Together.

Within six months of the scheme launching, a significant milestone was reached helping over 500 patients with issues that have come to light following a 999 call and a conversation with Eeast ambulance staff and volunteers who can use this new referral pathway. They and their families have already been signposted to community support with great feedback.

The second project provided falls equipment, training and on-going annual re-certification for volunteers within 18 targeted community first responder groups.

In addition to this, the fund paid for six new community first responder (CFR) roving cars, all fully equipped with falls and response kits and fully trained falls volunteers. This is providing a mobile resource within



communities to allow us to attend patients in a much wider geographic area, along with the opportunity for mentor support and CFR group collaboration.

These invaluable schemes help volunteers support patients in their communities who have fallen, potentially enabling patients to remain at home, without the need to attend hospital. Falls volunteers are also trained in providing access for patients to local support services and care pathways, linking them to the right resources to limit future falls and possible injury.

The charity was also successful in securing a £30,000 grant during the year from NHS Charities Together to support its development. A programme of work supported by this grant is planned.

New year, new look

Excitingly 2022/23 has been another progressive year for the charity, seeing the launch of our new logo to promote and raise awareness of the increasing impact of our work across the region.



Having a recognisable, separate brand is essential in raising awareness of the charity, both for our people and wider communities. It opens up additional opportunities to expand the support we can give to make a positive difference across our region.

Incredible supporters

The East of England Ambulance Service Charity relies solely on donations and fundraising activities from our incredible supporters, generosity from legacies and income opportunities from grant programmes to truly make a difference to the lives of Eeast staff, volunteers and communities.



Together, we make a difference.

This year with the help of the fundraising campaign 'Outrun an Ambulance', as part of a wider collaboration of six ambulance services across the nation, we were proud winners of two national awards recognising the success of the collaboration and campaign.



We couldn't do it without you!

We are constantly in awe of our incredible fundraisers who go above and beyond in support of their local stations and community first responder groups.

During the year, there have been some amazing fundraising efforts, including from our dedicated community first responder groups. These volunteers not only provide life-saving treatment in their spare time, but they go above and beyond to raise vital funds to support their communities holding local charity and awareness events. Additionally, this year a generous legacy was donated to the charity as a thank you for all of the support given from the service during their lifetime. This kind gift will be used to continue our mission to help our staff, volunteers and community beyond that what the NHS can provide.

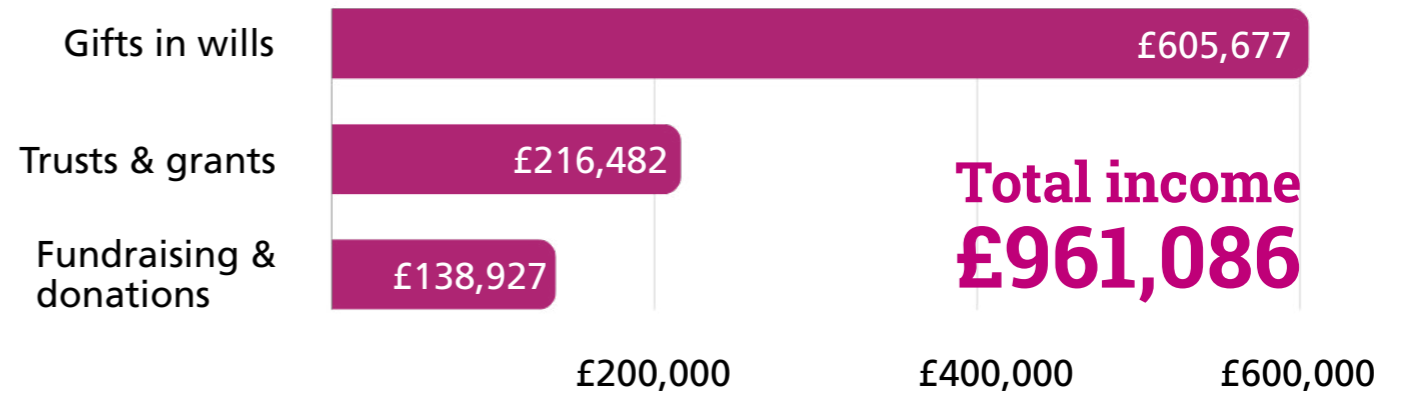


During such challenging times for all, we would like to say on behalf of the charity a big thank you to each and every individual who has donated this year, your support truly does make a difference.

Income vs Expenditure

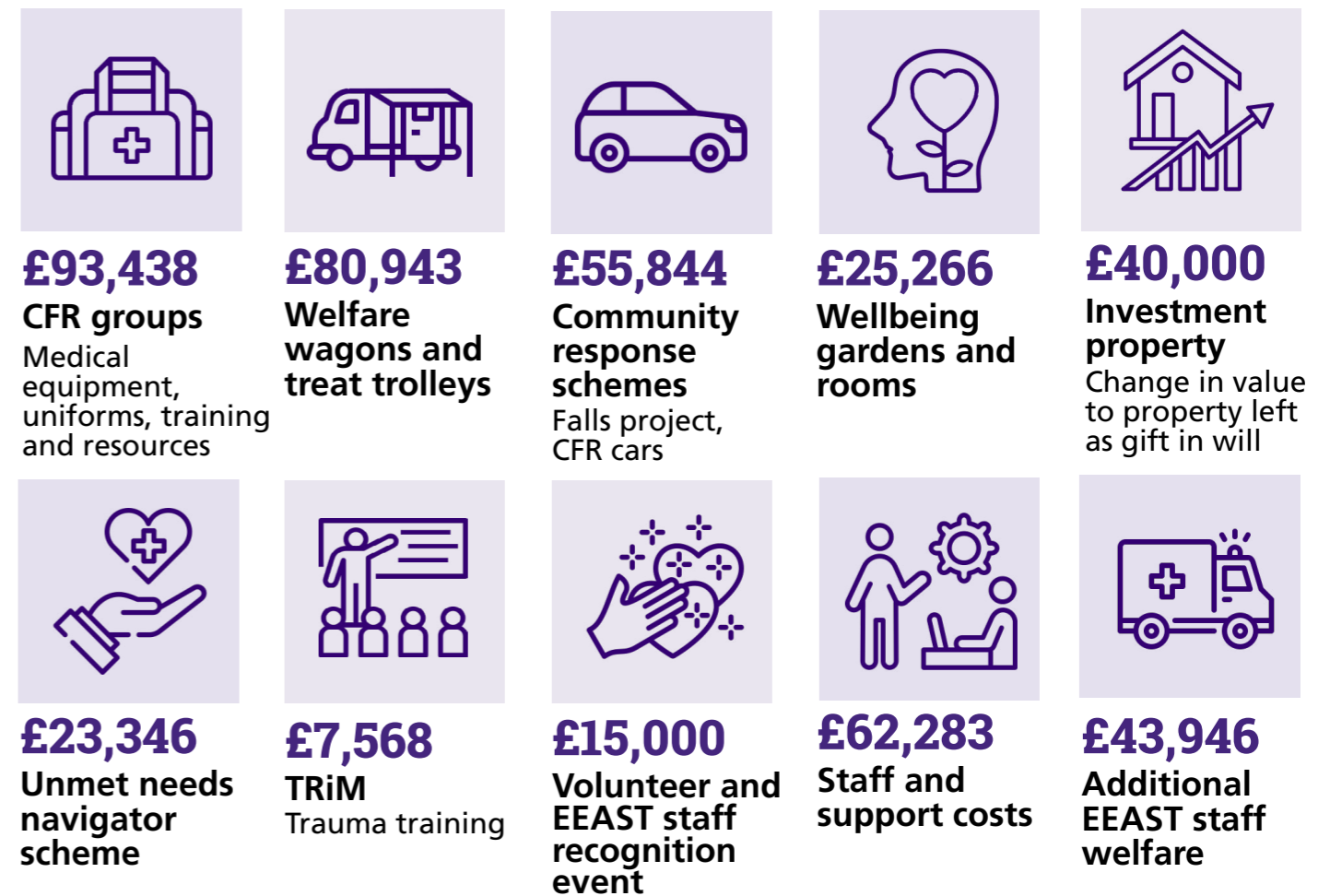
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Where our funds came from during 2022/23



Total expenditure £447,625

How our funds were spent during 2022/23



If you would like to make a difference to your community and our NHS heroes today, [please click here to donate](#) or scan the QR code.



To find out more about our charity please visit www.eastamb.nhs.uk.



Together, we make a difference.

www.eastamb.nhs.uk
charityfunds@eastamb.nhs.uk



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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