



Devon Air  
Ambulance

# Corporate Partnership

Saving lives. Together



## About Devon Air Ambulance

Our first mission flew on 27 August 1992, thanks to the tireless efforts of Ann Ralli, who launched the 'Ceri Thomas Appeal' after the tragic loss of her son in 1986. Her determination helped fund Devon's first Air Ambulance.

From flying just five days a week, we've grown into a clinically independent service operating two aircraft and four rapid response Critical Care Cars (CCCs). In 2020, we introduced our Airbus H145 with a bespoke interior and advanced medical tech, extended our hours to 2am, and launched our Patient and Family Support Team.

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. Our aircraft and CCCs bring our Critical Care Doctors and Paramedics directly to patients, wherever they are. The CCCs are especially effective in urban areas and during poor weather or aircraft maintenance, carrying the same life-saving equipment as our helicopters.

Our crew undergoes specialist training, enabling them to deliver advanced interventions and prescribe treatments at the scene. 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 entirely funded by the people of Devon. Your generous support—through time, donations, and expertise—enables us to plan strategically and invest in the future, ensuring we continue to meet the unique needs of our county.

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# 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.**

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## 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:** 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.

**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 donate to one of our shops.

**Sponsor an event:** We offer a variety of events throughout the year with flexible sponsorship packages to suit different levels of support.

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## 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

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 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 we do.

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# Patient story: **Martin Parkhouse**

## **Local farmer almost loses leg in remote farming incident**

On a sunny Sunday in October 2023, what began as a routine day on the farm for vegetable grower Martin turned into a life-altering emergency—one that highlighted the importance of rapid response, teamwork, and the critical care provided by Devon Air Ambulance (DAA).

Martin was working with his colleague and close friend Rupert, operating a forage harvester. When the machine became blocked, Rupert followed safety protocol and shut it down so Martin could clear the obstruction. Despite taking all precautions, a hidden piece of debris had wrapped around Martin's ankle. When the engine restarted, he was pulled into the machine.

Rupert's quick thinking saved Martin's life. He immediately shut off the engine, used his belt as a tourniquet, and held Martin upright.

*"Rupert saved my life and potentially my leg," Martin said. "He doesn't realise how amazing he is."*

As the situation unfolded, fellow farmer Josh arrived and instinctively called 999. Within minutes, four more colleagues were at Martin's side—applying pressure, keeping him conscious, and preparing for the arrival of emergency services.

### **Emergency Services Mobilised**

Thanks to our supporters, including our corporate partners, DAA was able to respond rapidly. Alongside Devon & Somerset Fire and Rescue, HART, and a BASICS doctor, DAA's Dr. Lauren Weekes and Advanced Prehospital Practitioner Alex Sanders-Page worked to stabilise Martin. They applied a medical-grade tourniquet and carefully extricated him from the machinery, relieving his colleagues one by one.

Due to the need to keep Martin upright, sedation wasn't possible until he was safely laid down. Once stable, he was airlifted to Derriford Hospital. His wife Jenna was notified and arrived just in time to see him before his first surgery.

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## A Long Road to Recovery

Martin underwent over 30 hours of surgery to save and rebuild his leg. With the unwavering support of his family, friends, and medical teams, he was discharged in time for Christmas. Though he faced a setback due to a severe infection, Martin is now walking his dog and driving again.

He continues to recover and is passionate about giving back. Most recently, he shared his story at DAA's Medi-Connect Conference to raise awareness within the agricultural community.

*"I want to say a massive thank you to everyone at Devon Air Ambulance and Derriford Hospital," Martin said. "My brothers Andrew and Richard were constantly by my side. I've also had incredible support from DAA's Adrian, Masons Kings, my colleagues, and my family."*

## Why Your Support Matters

Martin's story is a powerful reminder of how quickly life can change—and how vital it is to have expert emergency care available when it does. Thanks to the generosity of our corporate supporters, DAA can continue to deliver life-saving care in the most challenging environments.

Your partnership ensures that people like Martin receive the urgent medical attention they need, when and where they need it most.

**Thank you for choosing to support us.**

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## Corporate partnership spotlight: **Perrigo UK**

Perrigo UK, one of the world's largest and the UK's fastest-growing major OTC manufacturers, has been a proud supporter of Devon Air Ambulance for many years. Since acquiring Wraffton Laboratories Ltd in Braunton in 2001—now its main manufacturing site—Perrigo has embedded community support into its culture.

Through their ongoing partnership, Perrigo has raised over **£34,000** to date, with **£8,000 raised in the last year alone**. These vital funds enabled the purchase of a replacement **LUCAS machine**—a life-saving device that delivers mechanical chest compressions to patients in cardiac arrest, ensuring consistent and effective CPR during critical moments.

Perrigo's team leads with creativity and enthusiasm in their fundraising efforts. Most recently, staff took part in our **Bake Off for Take Off** campaign, donning aprons and baking incredible cakes to sell to colleagues—raising nearly **£200** through this fun and engaging initiative.

Their commitment goes beyond fundraising. Staff members have visited one of our airbases to see the LUCAS machine in action, learn more about our operations, and understand how their contributions directly support life-saving missions. They also participated in **CPR and defibrillator training**, reinforcing the importance of these essential skills and the real impact their support has on local lives.

**"Devon Air Ambulance holds a special place in the hearts of many colleagues at Perrigo Braunton. Over the years, this incredible charity has provided vital support to friends and family members within our community, and we are truly grateful for the life-saving work they do. As a team at our Perrigo Braunton site, we've proudly raised funds to support the Devon Air Ambulance through initiatives like Take Off for Bake Off and by selecting them as our partner charity for two consecutive years. This choice, made by our own staff, is a testament to the admiration and appreciation we have for the dedication and hard work of the Devon Air Ambulance charity. Thank you for all you continue to do to save lives across Devon."** Charmaine McIntosh of Perrigo

**Saving lives. Together**

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.

## Contact us

**t.hepper@daat.org**  
07494 292384  
**daat.org**

**For all our latest news and updates:**



**daat.org/news**

To keep up to date with all our latest news please visit the news page on our website as well as follow us on social media. Don't forget you'll also receive our bi-annual Helipad magazine delivered direct to your doorstep featuring all the latest DAA happenings.