



Could We Be Your Next Charity Of The Year?

The South Western Ambulance Charity is a UK registered charity that works alongside our ambulance service, and South West communities, to enhance care and support for patients in critical moments.

We support the wellbeing of hardworking staff.

We equip volunteer Community First Responders to help their communities.

We help improve cardiac arrest survival rates.



Charity Of The Year (COTY)

South Western Ambulance Charity

Help us go the extra mile to support...



Our People

Thank them and support their wellbeing.



Our Volunteers

Equip our Community First Responders.



Our Communities

Improve cardiac arrest survival rates together.

Facts & Figures

**We support the South Western
Ambulance Service which covers:**

10,000 square miles across
Gloucestershire, Wiltshire, Swindon,
Dorset, Bristol, Bath, Somerset, Devon,
Cornwall & Isles Of Scilly.

100+ operational bases

5000+ staff

600+ volunteers

5.5m residents & 20m+ visitors per year

2000-2500 emergency incidents per day.





Saving Lives Together

80% of cardiac arrests happen at home.

For every minute that effective CPR is delayed the chances of survival go down by 10%.

Our Charity is working to increase public access to defibrillators across the South West, especially in communities experiencing the greatest health inequalities.

Do you know where your nearest defibrillator is?



Tell Me More!

What is a Community First Responder (CFR)?

They are 600+ dedicated volunteers who provide emergency assistance to their local communities, ahead of ambulance arrival. They can be on call at any time.

Attending 20,000+ incidents a year, their contributions really do save lives, reduce pain and provide reassurance to people in critical moments.

The NHS provides them with their training and baseline kit. Generally, they respond to calls in their own cars.

Our Charity supports them to fundraise for enhanced kit and dedicated Community Response Vehicles so they can do even more for their communities.



COTY: What Could We Do Together?



Get hands on and gain confidence in doing CPR or using a defibrillator to save a life. Ask us about GoodSAM.

Discover how our volunteer Community First Responders use Raizer Lifting Chairs to help vulnerable people who have had a fall.

Fundraise or be a sponsor, helping us to buy more kit, install more defibrillators or support more staff.

What do you do? What resources and ideas do you have?



How Could You Help Us Do More?

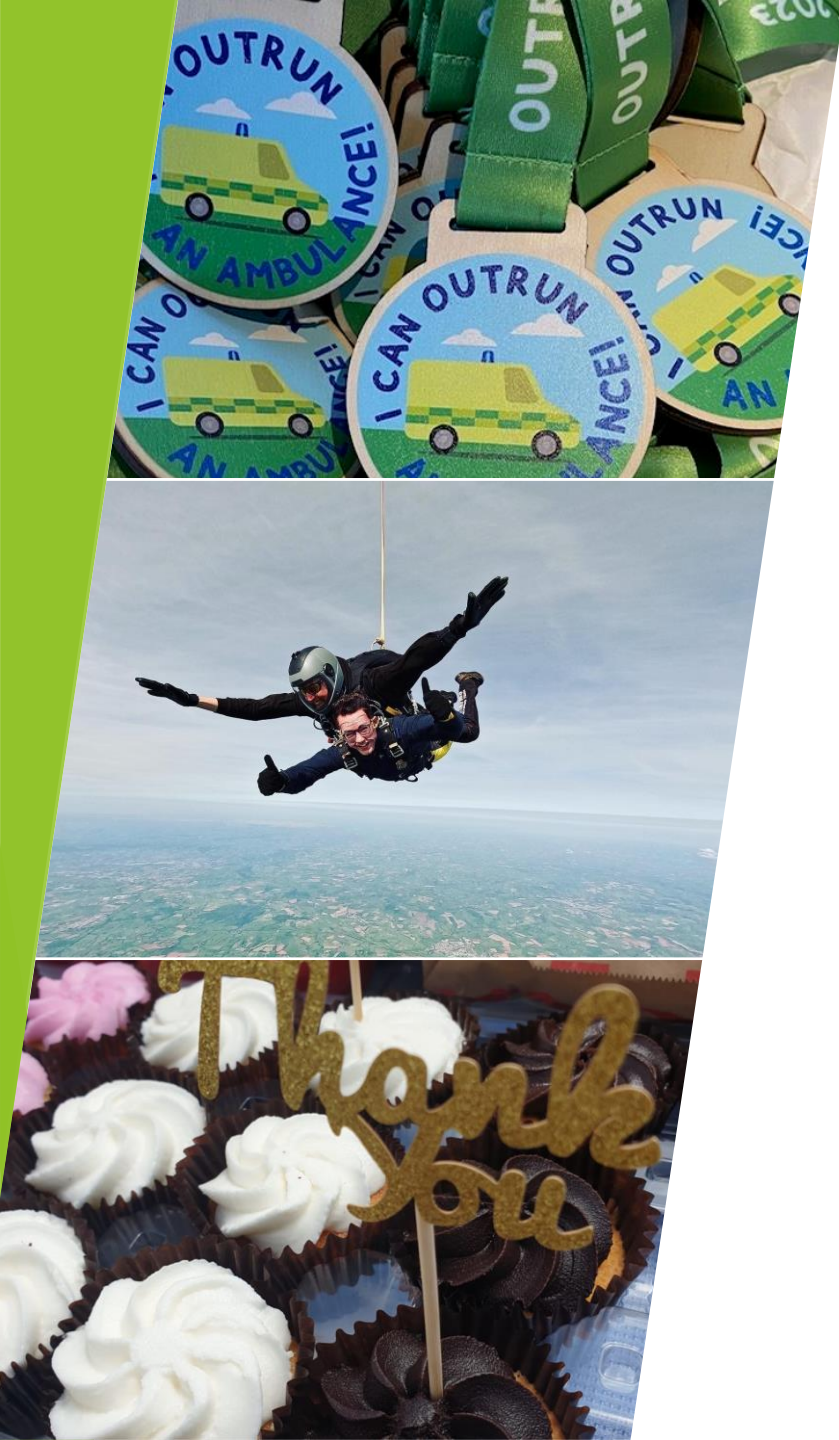
Go the extra mile by completing an **Outrun an Ambulance** challenge that asks you to conquer the mileage covered by an emergency ambulance in one shift. Walk, run, cycle, swim - you choose. Go it alone or tackle it as a team.

Sign up your staff and your business to **EasyFundraising** to nominate us for free donations when you spend online with 1000s of brands.

Get your Brew Crew together and your baking hats on for a fundraising NHS Big Tea Party or Bake Off.

Get your fundraising flying high with a **Sky Dive** or **Wing Walk** or pound the ground with a Marathon.

Help us celebrate our 30 YEAR ANNIVERSARY in 2025 by making us your Charity Of The Year!





Keep In Touch

Fundraising Manager - Louise Walsh
Head of Charity - Zoe Larter

Charity@swast.nhs.uk

0300 3690108

www.swambulancecharity.org

@swambulancecharity

