



About the HELP Appeal Lottery

The HELP Appeal's core fundraising activity is the HELP Appeal weekly lottery and annual superdraw and is part of an ongoing programme to raise funds needed to construct or update existing helipads around the country and ensure that Major Trauma Centres and key A&E hospitals have suitable helipad access in the future.

By joining the HELP Appeal lottery you can help to support the vital lifesaving work of the charity. It's a great way to provide financial support to help us fund these life-saving helipads as we don't receive one single penny from the Government or National Lottery and remain the only charity in the country funding helipads. It's true to say that without donations such as yours we would not exist and helipads might not be built or upgraded at all.

In an emergency, when time is of the essence, being able to land an air ambulance seconds away from specialist care, is crucial. For many patients, a helipad could represent the difference between life and death.

The HELP Appeal through its grant scheme offers non-repayable grants to hospitals to provide funding towards the most appropriate helipad base infrastructure, where and when it's needed. Over £40 million has already been donated towards 45 completed helipad projects across the country. The process of helipad development is ongoing with 45 new and upgraded helipads planned over the next 5 years and where we have agreed to provide much needed funding. All undergo feasibility studies conducted by the CAAi to ascertain the most appropriate solutions for their individual situations and needs.

The big difference we are making is borne out by the high level of activity from air ambulances using the many new and upgraded helipads at locations right across the country. Helipads provide a vital link in a patient's chain of survival and at the start of 2022, thanks to the support of the HELP Appeal lottery players and others like you, over 20,000 landings have taken place on HELP Appeal funded helipads at NHS hospitals across the country since its creation began in 2009.

Our work beyond hospital helipads

The HELP Appeal also plays a role in supporting operational and infrastructure projects for air ambulance and other emergency services.

We have identified another area of vital critical care where our financial help will be able to make a real difference to improving survival rates and restoring quality of life. This has included the funding of Critical Care Cars, packed with state-of-the-art equipment and crewed by specialist medical teams, to provide a necessary rapid response support option to the NHS Ambulance services. They tend to those suffering from a heart attack, cardiac arrest, sepsis, stroke or serious respiratory issues. So far the HELP Appeal donations have been used to support this important cause to the Midlands Air Ambulance and the British Association for Immediate Care (BASICS) who support NHS Ambulance services across the country to buy much needed emergency response vehicles to reach an incident quickly and safely. Both the helipads and the Critical Care Cars achieve the same objective and that's how we are playing our important part in helping to save lives.

Grant Payments

The charity works in partnership with numerous organisations and our nonrefundable financial grants have long been the underlying theme of the charity. Grant making is the main way we carry out our charitable purposes.

We are now working ever more closely with a number of air ambulance charities, NHS hospitals and other emergency medical providers across the country that provide specialist lifesaving pre-hospital care for patients suffering life threatening injuries or illness.

Grants are made in line with our strategic objectives and when considering a grant application for financial support from an organisation we do this based on all the facts and circumstances in relation to their clinical and operational service providing the very best patient care. We make a final judgement on the whole picture of public benefit having a positive impact to improve patients' experience and survivability.

These grants continue to add to our excellent reputation for being at the forefront of the UK Helicopter Emergency Medical Services (HEMS) and we believe that life-saving helipads have a special place in the public's understanding of their need and by adding value to the UK's health economy without cost, in many instances, to the NHS.

The demand for financial help continues to grow year on year and we expect that we are going to need more income over the coming years to meet our planned commitments and ambitious aspirations in seeing new projects come to fruition. We remain mindful of the importance of generating significant financial resources to continue grant making, particularly with the fluctuations within income streams, such as the HELP Appeal lottery.

With the support of the general public we will be in a position to meet the challenges ahead.

HELP Appeal Lottery and Superdraw

Donations from the HELP Appeal lottery and superdraw are our lifeblood and if you'd like to support our lifesaving work you could be the next lucky winner of £1,000 in our weekly draw or an amazing £10,000 in our annual superdraw.

You must be aged 18 or over and a resident of the UK in order to join the lottery.

We have representatives dressed in HELP Appeal branded clothing who are hard to miss when they're out and about promoting our lottery and encouraging supporters to join our lottery in venues such as supermarkets, shopping malls and also via door to door recruitment. If you have any queries, or require assistance, please call the lottery office on 01922 220555.

Entry is easy and for just £5 per month, or you could choose to double your chances by paying £10 per month, you have the chance to win cash prizes including:

A top prize of £1000 is given each week with other prizes including 1 x £250, 1 x £100 and a further 15 x £10 cash prizes that can be won. The superdraw takes place the last Thursday in January and has a single prize of £10,000.

The chance of winning a prize is roughly 1:6400.

You can pay in advance:

- By Direct Debit through your bank**

You will receive a unique membership number and a HELP Appeal car sticker. This number is entered into the weekly draw, which takes place every Friday and each month you get a single ticket into the annual superdraw which is drawn in January. The winning numbers are selected randomly by computer. It couldn't be easier.

Winners are sent their prizes automatically so there is no need to claim. You can also check the draw results by clicking onto the HELP Appeal lottery website. www.helpappeal.org.uk

Our approach to recruitment of players is that it must never feel unreasonably intrusive, persistent or pressurised but rather focuses on acting in a professional manner to encourage support, treating potential supporters respectfully and fairly so they feel valued and free to donate if they wish to do so.

The HELP Appeal lottery is promoted and operated by the County Air Ambulance Trust Limited (The Charity) trading as HELP Appeal, and is defined as a society lottery by the Gambling Commission in accordance with the Gambling Act 2005. www.gamblingcommission.gov.uk.

The sole charitable beneficiary of the HELP Appeal lottery and superdraw is the charity which will receive all of the proceeds after the deduction of the expenses of running the lottery, including the cost of the prizes.

[Thank You for Supporting the HELP Appeal](#)

For more information please view our:

Full Terms and Conditions and

Social Responsibility in Gambling Policy

The Operating Licence details are:

Non-remote: 000-032559-N-314608-007

Ancillary Remote: 000-032559-A-316991-005

Responsible Person: Robert Bertram

**Promoter: County Air Ambulance Trust Limited,
T/A HELP Appeal Lottery
PO BOX 999
Green Lane
Walsall, WS2 7YX**

Telephone: 0800 389 8999

Registered Charity: England and Wales (1057063) Scotland (SCO45963)

The sole charitable beneficiary of the lottery is the HELP Appeal which will receive all of the proceeds after the deduction of the expenses of running the lottery, including the cost of the prizes.

For more information please view our Social Responsibility in Gambling Policy and Full Terms and Conditions.