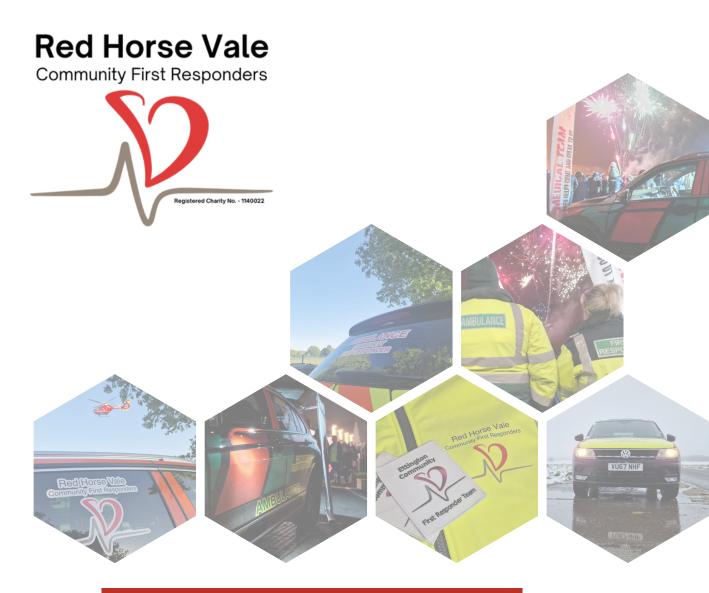
Annual Report 2024 - 2025 Final



A message from our Chairperson

As we reach another 12-month milestone for our team, I want to take a moment to acknowledge all the patients and families we've attended and supported. I also want to pause and remember those who are sadly no longer with us.

There's no denying that, regardless of the specific role each of our responders played, they did their best, offering care and compassion during some incredibly difficult moments.

We've been very fortunate with the support our team has received. From Kineton Music Festival, one of our biggest sponsors, to our new team members and those who continue to support the mission we so passionately live by, we are truly grateful.

You may have seen our team out and about in their dashing new uniforms, now equipped with our new medical bags! The team love a chat, so please don't be a stranger.

As we look ahead to the next 12 months, we've set some ambitious goals: increasing our callout numbers through greater availability, running more life-saving training sessions, and managing more public-access defibrillators.

Finally, I want to thank you, our supporter. Without you sharing our message and championing the mission we strive to achieve, we simply wouldn't exist.

Here's to the next 12 months of saving lives and reducing suffering.

Best wishes,

James O'Neill Chairperson



Our Trustees



James Chairperson & First Responder



Mary Treasurer



Sarah Secretary



Nikki Community Training Coordinator



Dave Community Responder Coordinator

Our Team Members



Tim First Responder



Hilary First Responder



Barry First Responder



Martina First Responder



Chloe Trainee First Responder



Rachel Trainee First Responder



First Aider



Logistics & Event Community Defibrillator Coordinator



Keith IT Support



Zoe Officer (West)



David

I'd like to take a moment to acknowledge the team that makes up Red Horse Vale CFR Team, and the effort they put into the charity and our communities as a whole.

The Charity has a simple mission.

Saving lives, and building stronger, more resilience communities through emergency care, life saving training and community defibrillators.

And I feel that every member of our team, fondly shares that vision.

Our Key Locations

Our team covers one of the largest geographically diverse areas in South Warwickshire, and in the West Midlands Ambulance Service patch. This area is 230 sq miles and covers farms, major road networks, over 60 villages and a sizeable town.

We remain very fortunate to the local communities who support our charity and our vision. Our team works tirelessly, often at ridiculous hours of the night, over weekends and seasonal holidays. This can be responding to 999 calls, or reinstating public access defibrillators.

But we still have a long way to go with our charity image, our brand and growing our audience.

We want to become a focal charity in South Warwickshire where people can turn to us for support and advise, we also want to expand our CFR network to provide a bigger, more impactful service to our communities.

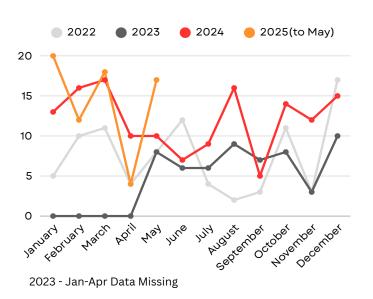
Ultimately, providing round the clock on-call support to those who dial 999 is what we want to achieve.

We wouldn't be where we are today, without the support of local businesses and supporters, such as those sat here today.



Our Charity In Numbers

Call Outs



Total Call Outs

2022 - 90

2024 - 144

2023 - 83

2025 (Est) - c175

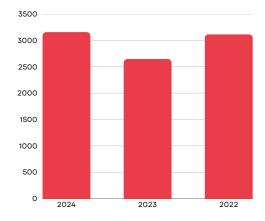
In 2024, we responded to 144 incidents and this year we are expecting to see around 175, an increase of 21.5%.

In 87% of our call-outs, we arrived on scene first. The other 13% can mean that we arrived after the crew, or it can mean that we were requested by the Ambulance crew to provide them with extra support.

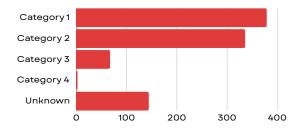
Our highest number of incidents were Category 1 emergencies, followed closely by Category 2.

Our First Responders provided over 3,158 hours On-Call in 2024, our highest number in 3 years.

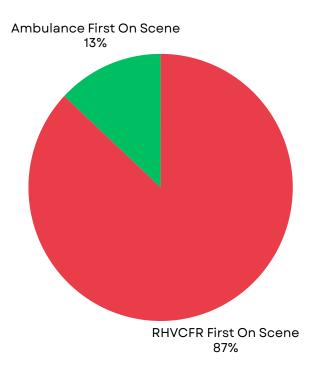
Hours On-Call

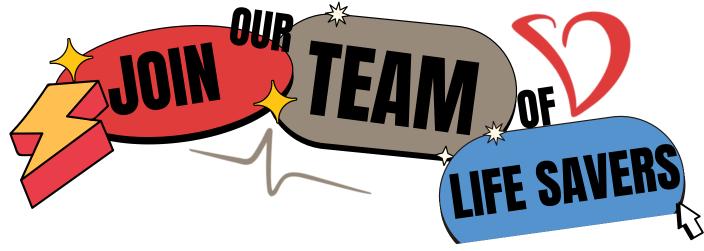


Call-Out Category



First On Scene



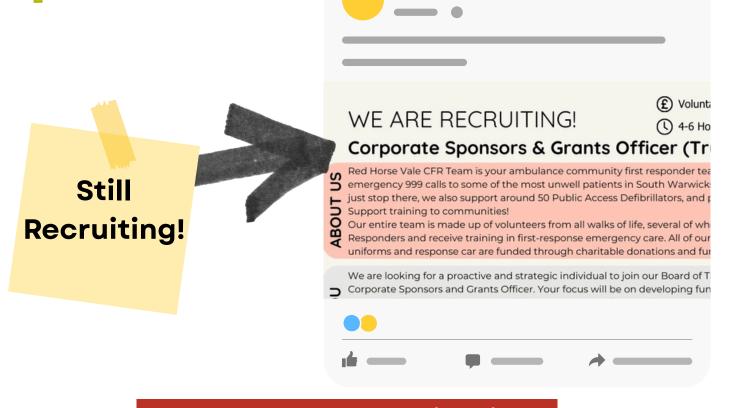




We are delighted to welcome on board our 2 newest Trainee CFR's Rachel based in Southam and Chloe based in Moreton Morrell.

Our non-operational member numbers have also increased, welcoming on board our new Secretary Sarah, our Community Defibrillator Officer Zoe and Team Member David.

But we still have a vacancy open for a Corporate Sponsors and Grants Officer. We are keen to get this role filled to help the roll-out of our new digital fundraising platform.



Fundraising

Fundraising for our team will change over the next 12 months. Currently our main source of fundraising comes through event first aid and medical cover putting our skills to good use. However, with changes in new legislation and regulations following the Manchester Inquiry, this current format for the charity may become an issue, we are currently exploring options to collaborate with partner medical companies to continue to provide this.

But diversification is calling.

We have looked at how we fundraise now and how we previously fundraised. Goblets and spare change don't bring in the revenue we need to be able to operate in a now cashless society.

We are rolling out our new QR code fundraising posters. These will replace goblets in supporting business locations, enabling donors to donate quickly using our dedicated fundraising platform connected to our JustGiving account. Using ApplePay, GooglePay or their credit or debit card.



Our Treasurers Report

Receipts	
Donations	£1,372
Fundraising	£6,950
Collection Boxes	£O
Other Income	£O
Total	£8,322

Payments	
Protective Clothing	£278
Equipment	£2,362
Fundraising	£216
General Expenses	£3,406
Total	£6,262
Net Receipts	£2,060

Balance on accounts	
Current	£9,766.90





Our 12 month strategy 2025-2026

Fundraising

Moving forward over the next 12 months, we will be breaking down the core areas of the charity. This is split into 3 groups.

- Community First Responders
- Community Training
- Community Defibrillators

Breaking down the core areas means we are able to focus attention into smaller working groups to create a direction for the 3 areas where our team makes the biggest contribution. Community Engagement & Training Community First Responders Community Defibrillators

Community First Responders

Community First Responding is an element that we have the least control over as a charity.

Recruitment only happening once per year instead of the previous 3, governance, clinical frameworks and response are all managed externally by West Midlands Ambulance Service.

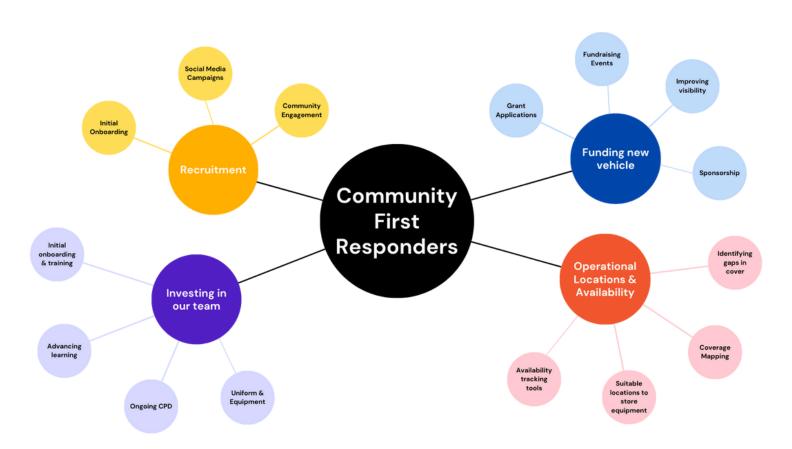
Additionally, a few years ago, we were informed that newly recruited first responders would not be allowed to respond to 999 calls in their personal vehicles, and in order to book on, would need to do so in a marked charity response car.

Sadly, we only have 1 of these cars at present.

So this has limited our availability to respond to 999 calls.

We have been very fortunate that Wellesbourne Fire Station have been so kind to let us take up home in their station, storing equipment, our vehicle and host meetings.

Over the next 12 months, our team will be looking to purchase a second, suitable response vehicle and will continue to grow our responders as recruitment allows to utilise both of these cars as much as possible.



Community Engagement and Training

We are regularly approached about community training activities. From Basic Life Support to Catastrophic bleeding, these are enthusiastically undertaken by the groups that request it. We also receive regular requests to do show and tell for scouts, guides, Women's Institutes and many more.

We found that we could do with expanding our approach to community engagement and training teams, so this is now a dedicated working group within the charity.

We also have a new bookings page that will go live on our website in the next few weeks.

Working hard to ensure we get the right content into our training has been key, delivering valuable lessons at the right level. Providing information at events on an as and when basis it also going to be important, we feel that growing our presence, as we widen our team, at community events on a whole will benefit the group and grow our audience.

This ensures that the groups we are engaging with get the most out of our time. Over the next 12 months, we will continue developing this content and investing in our equipment to provide this training.



Community Defibrillators

Community defibrillators has been a big project of ours, with over 60 defibrillators listed on our spreadsheet across our patch covering nearly 64 villages, 1 very large village and 1 town.

We commonly are asked to support with faults, loaning units and helping take over the management of various units.

As a result, are looking to offer a management agreement to the communities. The Trustees agreed to a pilot with Ettington and Kineton, to engage the parish councils and begin supporting their units. We were also mindful that we needed to grow the team in order to help with our ever growing workload, so we advertised for a community defib officer, which we successful recruited into last month.

This project is likely to grow over the next 12 months once we review and agree a working strategy for the remaining areas.

We will offer to manage community defibrillators for that community at a cost of £100 per year, per unit. This fee covers the average cost of batteries, pads, rescue packs, annual calibration and repairs as needed. Eventually looking to standardise the defibrillator models being used in order to reduce our costs with bulk purchasing consumables, which we hope to pass back onto communities.

Growing this project means that we are able to identify new locations that could benefit from a Community Access Defibrillator and collaborate with businesses and community groups.



Ambassadors

Ambassadors and those with lived patient experiences are important to us. We are excited that Andy Collett, a patient of ours from 2017 has agreed to come onboard as an Ambassador.

Ambassadors are important to the team to share their experience of the charity and the work that we do.

Our aim is to involve them in fundraising events, training and community engagement sessions and championing our lifesaving work, which is key to building relationships with our communities.

Over the next 12 months, we will be looking to expand our Ambassadors programme. Growing this team and sharing patient stories to build understanding around what we do.

Make a Difference: Using their lived experience to help others understand the value of early intervention and life-saving skills.

Give Back: By supporting the team that was there for them in a critical moment.

Be a Voice for Change: Help us improve awareness and access to life-saving resources in their community.

Read Andy's Story on the next page



Andy's Story

The 19th of June 2017 was just another day - very hot, I had noticed I had missed a call from my dad just after 21:30. I called him back and during that call my heart stopped - I had suffered a cardiac arrest. My wife, Ali, heard me hit the deck and came to my aid, she had always joked about her first aid aid refresher course as being good due to the tea and biscuits. Little did she know that the lessons would give her the skills to save my life, my son Sam went and got help from Mark Sweeney my next door neighbour and between them doing kept me alive doing CPR till James, our local Community First Responder arrived, I had been dead now for 8 Minutes.

James arrived on scene within 4 minutes of the call and tried to resuscitate me with a defibrillator, administering 3 shocks but no luck but due to my age he had one more go and got my heart started again. (Thanks James for giving it one more go!!)

A blue light run to Warwick hospital and an induced coma in intensive care was next. I'm told the hospital staff were amazing. Due to how long I hadn't been breathing, there were concerns that if I did pull through would I have suffered brain damage - obviously with Ali by my side with unbelievable support from friends and family the road to recovery began.

So what do you do to try and give something back to the community?

Well 12 months later I decided to do a fundraiser 100 mile bike ride to provide a defibrillator for Kineton. Well we completed the cycle ride even got to share my story "Live" on BBC CWR and we did so well that we actually had enough money to buy two defibrillators, an outside heated cabinet, replacement batteries and money to train all the staff at Kineton Play group and Junior school and Wellesbourne School. With the support of Alison Hall doing a sponsored run to pay for another defibrillator cabinet, we provided the defibrillator to support Wellesbourne community.

Here I am 8 years later, I have a ICD or Implantable Cardioverter Defibrillator in my chest that would hopefully get my heart started if the above happened again. I'm fighting fit with no issues - the star's aligned that night and I owe so much to everyone that kept me alive.



Fundraising

Our current fundraising model focusses on actively pursuing income through providing medical cover at events and training activities. This is very resource intensive from our clinical team.

We have begun the process of looking at how we can raise passive income, through numerous sources such as Community Events, where our engagement team can go along and generate support through visibility, running activities, such as quiz nights and grants.

We are recruiting for a Corporate Sponsors and Grants members to join us to help build our corporate sponsorship, promoting various ideas such as 'sponsor a CFR' or 'Sponsoring our car' Exploring further grant initiatives and building our monthly subscriptions income streams.

Our objective is to ensure we remain financially viable and responsible, we do this in turn by continuing to grow public awareness of our work.

Monthly Subscriptions

1 Explore opportunities for monthly subscriptions from donors to support regular and sustainable income.

Corporate Sponsorship Framework

2 Develop opportunities for businesses to sponsor individual CFRs. Build longterm partnerships with local and regional businesses increasing visibility and engagement.

Host Community Events

To bring communities together and raise funds, organise engaging activities such as quiz nights and celebrations for the charity's 15th anniversary.

Diversify Revenue Streams

4 Explore grants, online fundraising campaigns, and merchandise sales to supplement event income.

Benefits:

- Ensures financial stability to support charitable activities.
- Increases public awareness and engagement with the charity.
- Builds a stronger network of community and corporate supporters.

-End of report-

Our mission is simple, saving lives, and building stronger, more resilience communities through emergency care, life saving training and community defibrillators.

