



Trustee with experience
of fundraising

Recruitment pack



Together, we save lives



Thank you for your interest in joining the Great North Air Ambulance Service (GNAAS).

Every day, our teams stand ready to respond when the worst happens, delivering world-class pre-hospital care to people across the North East, North Yorkshire, Cumbria and the Isle of Man.

We are more than just an air ambulance. We are a community of professionals, volunteers, and supporters united by a shared purpose: to save lives, relieve suffering, and advance pre-hospital critical care.

From our pilots and paramedics to our fundraising, logistics, and support teams, every person plays a vital role in keeping our helicopters in the air and our service ready 24/7. Whether your role is on the frontline or behind the scenes, your work will have a direct impact on saving lives.

Joining GNAAS means becoming part of something bigger. A community that truly makes a difference every single day.

I'm proud of the incredible people who make this charity what it is, and I'm delighted you're considering joining us. I hope this recruitment pack gives you a sense of who we are, what we stand for, and the life-changing work you could be part of.



Joe Garcia
CEO

Who we are

From our early beginnings in 2002, with a single aircraft covering the North East, we've grown into one of the UK's leading air ambulance charities.

Our helicopters and rapid response vehicles are effectively emergency rooms, equipped with advanced technology and staffed by expert pilots, specialist doctors and paramedics trained to deliver advanced life-saving interventions at the scene.

We don't just respond to emergencies. We are also pioneers in pre-hospital medicine, leading research, training clinicians, and sharing knowledge that improves care across the UK and beyond. Our charity's work has influenced national practice, shaping the future of critical care.

Every mission we fly and every innovation we make is funded entirely by the generosity of the public. We receive no government funding, meaning that our incredible supporters, corporate partners, and volunteers are the reason our helicopters can take to the skies every day.

More than two decades on, our commitment remains the same: to be there for **anyone, anywhere, at any time.**



How we do it

We provide outstanding pre-hospital care to people of the North when they need it most, keeping families and communities together by saving lives.

To achieve this we keep three simple values at the heart of everything we do...



We have the courage to:

try new things, take measured risks, speak up, and innovate in our field.



We are committed to:

our purpose, the people we serve, the quality of our work, and doing a good job.



We care about:

inclusion of all voices, each other, our supporters, our patients and their families.

Why we do it

When 21-year-old Sam Beecroft left home for work, no one expected the emergency his journey would become. While riding his motorbike on the B6524 near Morpeth, a bird struck his helmet and he crashed into a fence. The impact caused a serious spinal cord injury (T3 level), leaving him paralysed from the chest down.

Our doctor and paramedic team arrived at the scene, recognised the severity of the spinal injury and moved quickly to stabilise Sam's condition.

Today, although Sam uses a wheelchair, he is taking part in adaptive sports and has rebuilt his life around his changed circumstances. His recovery story, framed by that life-saving intervention on a stretch of road, reminds us why we keep the helicopters flying, the critical care teams ready, and the fundraising going.

Because someone's morning commute or weekend ride can turn into the call that changes everything. And that person deserves us to be ready.



"The doctor who came from the air ambulance is probably the one who actually saved my life."



What we do:



Critical care

We operate air ambulances and rapid response vehicles 365 days a year across our region.



Training

We run training courses for clinicians from all over the world as well as closer to home.



Fundraising

We need to generate more than £9.6m every year to allow the charity to keep responding at current levels



ONE TEAM,
SAVING LIVES



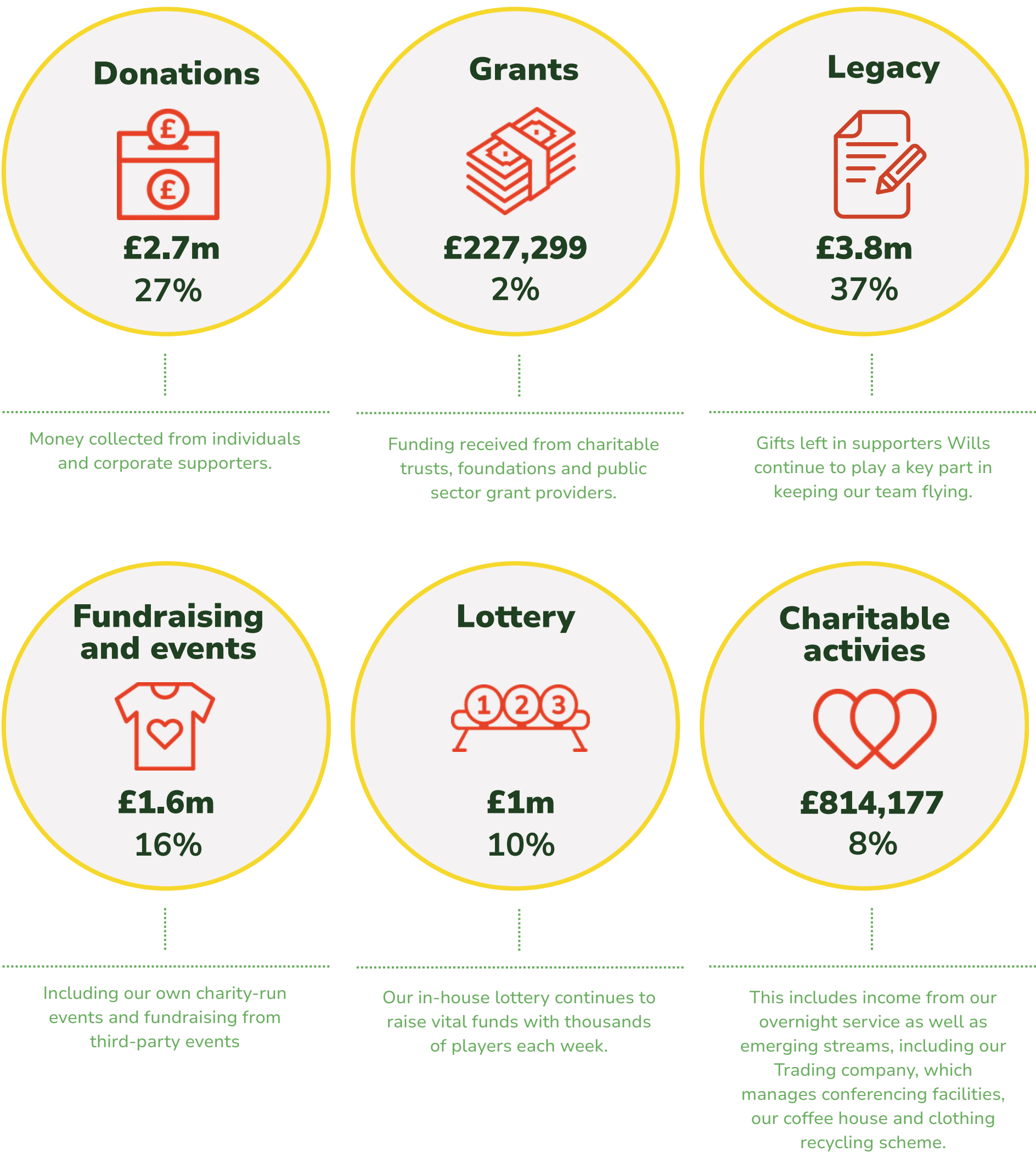
How we got here



How do we fund it?

In the last financial year*, we have raised £10.6m to support the continuation and enhancement of our service.

Here is how we generated that income:



£ For every £1 spent on fundraising, we generated £3.96.

*2024/25



Job description

Purpose of the role

To further the work and aims of the Great North Air Ambulance Service and act as an ambassador for the charity.

Person specification

All our Trustees should have an understanding of, strong commitment to, and active support of, the mission, strategy and values of the charity including:

- A strong personal commitment to equity, diversity and inclusion, demonstrated through advocacy, respect and inclusive practice.
- The ability to listen, engage effectively and contribute constructively to challenge and debate while fostering a collaborative Board environment.
- A commitment to Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership.
- Experience operating at board level, with an understanding of the role of a Trustee or Non-Executive Director.

Specific skills

We are seeking to appoint a Trustee to bring extensive fundraising and events oversight expertise to the board of committees:

- Significant experience in a senior fundraising, development, external engagement or income generation role within the charity, social enterprise, public benefit or purpose-led sector.
- A comprehensive understanding of fundraising strategy, donor stewardship, campaign planning, supporter journeys and income diversification.
- Experience of fundraising governance, regulatory compliance, ethical fundraising practice, data protection requirements and reputational risk management.



Main responsibilities

- 1

Provide strategic oversight, constructive challenge and informed support in relation to fundraising strategy, income diversification and long-term income generation.
- 2

Draw on specialist fundraising knowledge and experience to advise on major donor, legacy, corporate, community, events, grants and trusts, and individual giving opportunities.
- 3

Support the Board to review and interpret fundraising performance, donor trends, campaign outcomes and return on investment, ensuring decisions are informed by robust evidence and insight.
- 4

Provide assurance that fundraising activity is ethical, compliant, appropriately governed and aligned with charity law, regulatory expectations and recognised fundraising standards.
- 5

Promote high standards of supporter care, stewardship and engagement, enabling effective and enduring relationships with donors, volunteers, fundraisers, partners and communities across the region.
- 6

Contribute informed insight into fundraising-related risks, including reputational, financial, compliance, data protection and supporter confidence risks, supporting effective mitigation and Board-level oversight.
- 7

Represent the charity appropriately as an ambassador, using networks and influence to strengthen awareness of its mission and support long-term fundraising sustainability.

Time commitment

Commit to four board meetings a year, in addition to a strategy day.

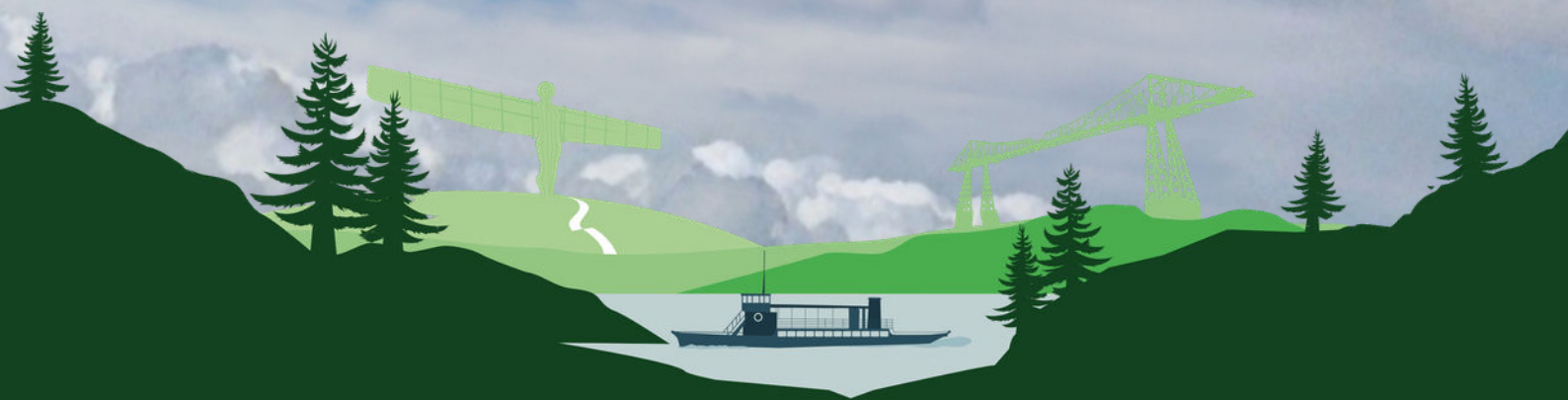
Trustees are encouraged to sit on two or more of the Committees which also meet at least four times a year.

For the full job description and person specification please enquire as per page 9.

Join our life-saving team

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www.gnaas.com



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UK charity No. 1092204

Isle of Man charity No. 1329