



NineFeetTall
delivering positive change



Great Western Air Ambulance

Great Western Air Ambulance (GWAA) has been operational since June 2008 bringing the facilities of an “A&E” Department direct to Bristol, Gloucestershire, North Somerset and Wiltshire. With increased pressure to gain significant income during a difficult climate, GWAA identified the need to produce a fundraising initiative that they could use at a range of planned fundraising events.

“We wanted a creative solution to raise awareness of the Great Western Air Ambulance and the services we provide. We partnered with Nine Feet Tall to create a promotional film to ultimately help us drive further fundraising”

Penny Weir
Fundraising Development Officer

Project Activities

1. Working with a range of GWAA staff we developed clear and consistent messages as part of the Christmas fundraising campaign
2. Conducted a range of interviews on film with the CEO, consultants and paramedics to clearly articulate and demonstrate the value of the service
3. Recorded and edited video footage of actual callouts to incidents
4. Created a final promotional film promoting GWAA to the public, potential fundraising partners and key stakeholders
5. Assisted GWAA in raising £5,500 at its first showing, a Salvation Army Christmas event in December 2009, doubling their expected target

“Nine Feet Tall were most professional and a delight to work with, displaying a complete understanding of our aims. The final promotional material is an excellent tool that we can reuse to raise awareness and attract funding –a great job!”

Chief Executive Officer