



AmbulanceVictoria®

Impact of Giving Report 2024–25



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Every year, Ambulance Victoria (AV) provides world-leading pre-hospital healthcare to more than one million Victorians.

Our work is made possible through the generous support of hundreds of donors who ensure our paramedics have access to cutting-edge equipment, advanced clinical training and can lead ground-breaking research and clinical trials.

This report showcases how your generosity is making a difference – and impacting the lives of so many here in Victoria and around the world.



Your impact **saves lives**



Every contribution, whether large or small, plays a pivotal role in helping us deliver life-saving care when it matters most.

During these challenging economic times, we deeply appreciate the generosity and commitment of our donors and volunteers. Your support directly enhances AV's ability to provide exceptional emergency care, expand community health programs, and invest in groundbreaking medical research.

Additionally, AV's 40+ auxiliaries play a pivotal role in fundraising, community education, and health awareness programs across Victoria. These dedicated volunteers work tirelessly to raise funds that directly contribute to life-saving initiatives, making an incredible impact in their local communities.

Their ongoing efforts enable us to provide additional specialised equipment and resources beyond government funding, ensuring that every Victorian has access to the best emergency care possible.

Together, we are committed to improving the health outcomes and strengthening emergency healthcare services for every Victorian.

Your support empowers us to save lives, innovate, and make a lasting difference.

From the entire team at Ambulance Victoria, thank you.



Acknowledgement of Country

AV acknowledges the Traditional Owners of the lands in Victoria. We pay our respects to Aboriginal and Torres Strait Islander cultures and to Elders past and present and recognise Aboriginal self-determination is a human right. We commit to working with our Aboriginal communities to improve our care and services in the spirit of partnership.



A message from the Chief Executive Officer



As we reflect on the past year, I am deeply moved by the generosity of our donors and the dedication of our paramedics, volunteers, and support teams.

Your contributions have played a vital role in saving lives, supporting innovation, and ensuring that every Victorian has access to world-class pre-hospital care. Over the past year we responded to 1,028,393 incidents across Victoria by road and in the air, while our Triage Services team managed 897,771 phone calls. Your support has enabled us to enhance our services and strengthen our ability to provide the highest standard of pre-hospital emergency healthcare.

We proudly serve the Victorian community every day, and we are also embedded within local communities thanks to our network of volunteers and 40+ Auxiliaries, who are a core part of how we engage and connect with the needs of Victorians.

Over the past year generous individuals and groups have donated more than \$1 million to support the healthcare needs of Victorians, of which almost \$170,000 was raised by local Auxiliaries. Throughout the pages that follow you will see stories of people who have been directly impacted by your generosity and read about the wonderful people and organisations who have contributed to saving lives.

Whether by donating a spare few dollars when you can, banding together to support a BBQ fundraiser or setting up regular giving - every dollar given through every donation has made an impact.

From providing life-saving automated external defibrillators (AEDs) in regional communities, funding enhanced training for paramedics, to supporting cutting-edge medical research, your generosity has directly benefited countless lives across the state.

On behalf of everyone at AV, I extend my deepest gratitude. It is my honour to say thank you for trusting us to deliver world-class emergency healthcare to Victorians.

Together, we are building a stronger, healthier Victoria.

Jordan Emery
Chief Executive Officer
Ambulance Victoria



The year in numbers



\$1,055,956.33

Total funds raised
via community donations and
auxiliary fundraising efforts FY25



\$1,463,058

Funds invested
(including donations carried forward
from previous years)

\$169,200.88

Auxiliary fundraising

\$886,755.45

Community donations
and bequests

Community response

1,028,393

Incidents responded to
across Victoria



897,771

Phone calls managed by
Triage Services

Community engagement

2,686

Events delivered,
reaching over
140,000 people

5,157

Victorian Stroke
Telemedicine
(VST)
consultations

35,092

Patients were
seen using Video
Assisted Triage by
AV clinicians

97.63%

Customer
satisfaction

Research impact



105

Active research
projects

76

Peer-reviewed
publications

11

New research
agreements

2,404

Citations in peer-
reviewed literature

48

Citations in policy or
scientific statements

32

Conference
presentations

The power of donations

Your donations go towards investing in our people, our equipment, our research and our education programs ensuring we can continue delivering the best possible care to Victorians. This includes specialised medical equipment and training resources, advanced training and professional development, and improved access to AEDs statewide.



Community funded projects

This year, AV has delivered many incredible projects and initiatives that were only made possible through the generosity of community donations. Thank you for supporting the wonderful work of our people through these projects.

First Responder Shock Trial



Every minute without action lowers a person's chance of surviving cardiac arrest by about 10 per cent. In Australia, around 25,000 people die each year from cardiac arrest, when they happen outside of a hospital.

AEDs can increase survival rates when used straight away by bystanders or community volunteers. Unfortunately, only about two per cent of bystanders currently provide defibrillation before emergency crews arrive.

To help change this, AV has been conducting the First Responder Shock Trial (FIRST) - a \$56,000 clinical trial designed to increase early defibrillation rates within the community. The study tests whether providing community volunteer responders with single-use, ultra-portable AEDs (about the size of a smartphone) can improve survival outcomes compared to retrieving the nearest available AED.



Statewide manikin rollout



These state-of-the-art manikins are fully self-contained units designed to support high-fidelity resuscitation training.

They feature full functionality, including the ability to connect to a mobile device for real-time monitoring and performance evaluation.

The \$1 million statewide rollout of these training manikins ensures that paramedics

and first responders can continue to develop and maintain the patient care skills needed to deliver Best Care with a strong focus on improving cardiac arrest survival and sustaining proficiency in high-risk, low-frequency skills.



Paediatric Distraction Kits



Working with young patients, it is critical to reduce their fear, calm their nerves and help them feel safe during treatment and transport.

Paediatric Distraction Kits, a \$60,000 project, have been rolled out in every ambulance and were made possible with funding from our generous community of donors. Backed by ongoing research and evaluation from Monash University and developed in consultation with industry experts, the kits provide items that are proven to help manage or distract from pain.

Thoughtfully designed with sustainability in mind, these kits have proven highly effective in building trust, easing anxiety, and creating more positive experiences for our younger patients.

If you're interested in supporting ongoing funding of projects like this, please get in touch with the Community Fundraising team on 1300 566 435 or email Community.Funding@ambulance.vic



Your donations go further



Donations from individuals and community partners also supported a range of initiatives, such as:

- Women in ambulance and leadership initiatives to promote diversity and leadership pathways.
- New model of care for chest pain patients trial that supports innovative prehospital assessment tools to reduce unnecessary hospital trips and deliver faster care for high-risk patients.

- New training manikins at the Shepparton branch to support paramedic education.

Research and development projects, pilot programs, and other innovative initiatives, including:

- Medical supplies and equipment.
- Specialised paramedic training.
- AEDs and maintenance in rural and regional Victoria.
- Research and development initiatives.



Auxiliary funded projects

AV Auxiliaries have supported their communities for over 100 years, beginning with the first Auxiliary in Maryborough in 1918. Today, around 350 volunteers across more than 40 locations continue this proud tradition.

Auxiliary members play a vital role in strengthening local health services through their fundraising and advocacy efforts. Their commitment, passion, and community spirit have made a lasting impact, and AV is deeply grateful for their ongoing dedication.

Most purchase for their local branch, and on occasions they collaborate on items that will benefit larger areas. Major equipment purchases over the past year have included:

- \$30,000 for a Microsoft Surface Hub to train paramedics and Ambulance Community Officers (ACOs) at Bairnsdale, Sale, Orbost, and Paynesville.
- \$70,000 for AED gifting program supported by Auxiliaries. This program provided 26 AED packages to communities, helping to increase 24/7

access to defibrillators across regional Victoria.

- \$32,000 for simulated patient monitors (Realiti Plus & Realiti 360) that are smart, flexible, and fully integrated simulation systems that deliver realistic, hands-on training. They function as complete in-situ patient monitor simulators with detailed simulated patient records.

These purchases are made possible through the dedicated fundraising efforts of Auxiliary volunteers. Their activities - from trivia nights to raffles - reflect the creativity and commitment of these community groups.

Together, these projects highlight how donor generosity supports innovation, inclusion, and better patient outcomes across Victoria.

Mallacoota Ambulance Auxiliary received a generous grant from Community Bank Mallacoota to provide a new AED for Cann River



The power of giving

From BBQs to fun runs, community fundraising brings people together to support life-saving care. Every contribution, no matter the size, helps fund specialised equipment, training, and research that save lives.

James' chance to say thanks after FAST saves his life



When James Bennett suffered a sudden stroke at home, his family's quick action and the expert care of paramedics Harley Gillion and Sal Singh saved his life.

Within 90 minutes, James regained full speech and mobility - a remarkable recovery made possible by fast recognition of the signs and seamless teamwork between AV and hospital staff.

Grateful for the care he received, James made a donation to AV to help others in similar situations. Every contribution, big or small, helps us invest in advanced training, specialised equipment, and innovative programs that give more Victorians the best chance of survival when every second counts.



James Bennett, second from right, reuniting with paramedics

Representatives of the Eva May Foundation with members of Yarrawonga Ambulance branch



Vital training tools for Yarrawonga



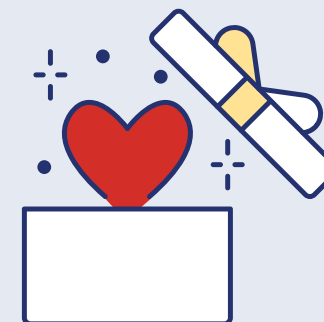
Thanks to a \$6,500 donation from the Eva May Foundation in Mulwala, the Yarrawonga branch now has access to vital new training tools.

The funds are being used to purchase a paediatric resuscitation manikin, ECG rhythm generator, and cannulation training arm, giving local crews greater flexibility and access to specialised resources.

Donations like this that show how community support translates directly into better prepared paramedics and improved outcomes for local patients.

Paramedic educator Dylan Brittan said, "The generosity of the Eva May Foundation will make a world of difference to our local crews. This equipment will ensure our paramedics are prepared for any situation."

Eva May Foundation consultant Alistair McLellan added, "We see this as an excellent investment in the health and wellbeing of our local community, particularly during holiday periods when numbers swell."



Donations like this that show how community support translates directly into better prepared paramedics and improved outcomes for local patients.

ALS paramedics Terri and Aimee with patient Elara (second from right) and her family



A family's gift in honour of baby Elara

On Thank a Paramedic Day, a Glen Waverley family reunited with the AV crews who came to their aid when their six-month-old daughter, Elara, suffered a severe allergic reaction to egg.

Paramedics Aimee Dwyer and Terri Hayden arrived within minutes, administering adrenaline and transporting Elara safely to hospital. "The paramedics' calm and reassuring presence made a big difference," her father Yohan recalled.

"They treated Elara with care and helped us feel safe and supported through it all."

To mark Elara's first birthday, the family made a \$500 donation in her name, continuing their

tradition of giving back on behalf of their children.

"It was important to us that this gift came from Elara," Yohan said. "One day she'll understand the role AV played in her early life."

Their generosity honours the care shown to Elara and helps fund the specialised tools and training paramedics need to save more lives.

Every contribution, no matter the size, helps us fund life-saving initiatives.



The power of community

Our Auxiliaries are at the heart of community fundraising at AV. Auxiliary volunteers come from all walks of life — no prior experience is needed, just a shared commitment to helping improve patient outcomes and strengthen ambulance services across Victoria.

Baw Baw creates impact through BBQs

Last year the Warragul and Neerim-Noojee Auxiliaries joined forces to create the Baw Baw Ambulance Auxiliary, bringing together dedicated volunteers from across the shire to support all AV branches in the region.

This newly formed group wasted no time getting started. Their first fundraiser, a Bunnings BBQ and Restart a Heart event held on 10 February was a great success, raising \$2000 and awareness about CPR and defibrillator use. Their enthusiasm was so well received that Bunnings immediately invited them back, leading to another community BBQ during Shocktober.

The merger has strengthened local fundraising efforts and created a united committee with greater reach across the community. By combining resources and volunteer energy, the Baw Baw Auxiliary is already making a meaningful impact in its first year.

With every raffle, BBQ, and awareness campaign, auxiliaries like Baw Baw show the incredible power of our communities to save lives and strengthen local emergency care.



Fun Fridays in Lakes Entrance



The Lakes Entrance Ambulance Auxiliary have turned Friday nights into a community highlight, thanks to the ongoing generosity of the Lake Tyers Beach Tavern.

Each week, locals and visitors come together for raffles filled with exciting prizes, creating not just a night of fun but a steady stream of vital support for the local ambulance service.

Behind the scenes, the Auxiliary committee has worked tirelessly to organise these events, building strong relationships with local businesses and rallying community spirit. Their dedication ensures that funds continue to flow into essential resources for the Lakes

Entrance branch, helping paramedics deliver the best care possible.

It's a reminder of how small, regular acts of giving, whether buying a raffle ticket or donating a prize, add up to something extraordinary. Lakes Entrance Ambulance Auxiliary President Avis Salisbury (second from right) said the ongoing, unwavering local support was heartwarming.



It's a reminder of how small, regular acts of giving, whether buying a raffle ticket or donating a prize, add up to something extraordinary.

The power of regular giving

Regular giving provides a sustainable source of funding, allowing us to plan for the future, invest in innovation, and respond faster when emergencies happen. Regular donations help us invest more into our paramedics, expand life-saving programs, and deliver care where it's needed most.

Monthly donation helping others



Long-time supporter, Linda Khong, understands the importance of standing behind those who stand ready for us.



As a regular giver each month, Linda's ongoing contributions help ensure paramedics have the tools, training, and resources they need to save lives across Victoria.

"Ambulance Victoria is often the first on the scene when lives are at risk, providing care when it matters most," Linda said.

"As a proud Victorian, I believe it's also my responsibility to do my part in supporting them—so they have the resources, equipment, and training they need to keep saving lives every day."

Linda's words reflect what regular giving is all about – everyday people making an extraordinary difference, one month at a time.

Workplace giving makes every pay count

For many people, workplace giving is more than just a convenient way to donate – it's a personal expression of support for the work they believe in. Paramedic Matt Pearce is one of them.

"I've been fortunate to serve in a number of roles over my two decades as a paramedic, including as a Paramedic Community Support Coordinator in the Wimmera Region," Matt shared.

"Throughout my career, I've seen firsthand the incredible impact that donations have in supporting our paramedics. Often working in conjunction with AV's Community Fundraising team, I discovered that one simple way I could support ambulance services in my community was by making a small donation from each pay to my local ambulance branch.

"It's an easy way to give back — the amount is small enough that I barely notice it, but over the year it adds up to make a real difference. Plus, it's tax deductible."

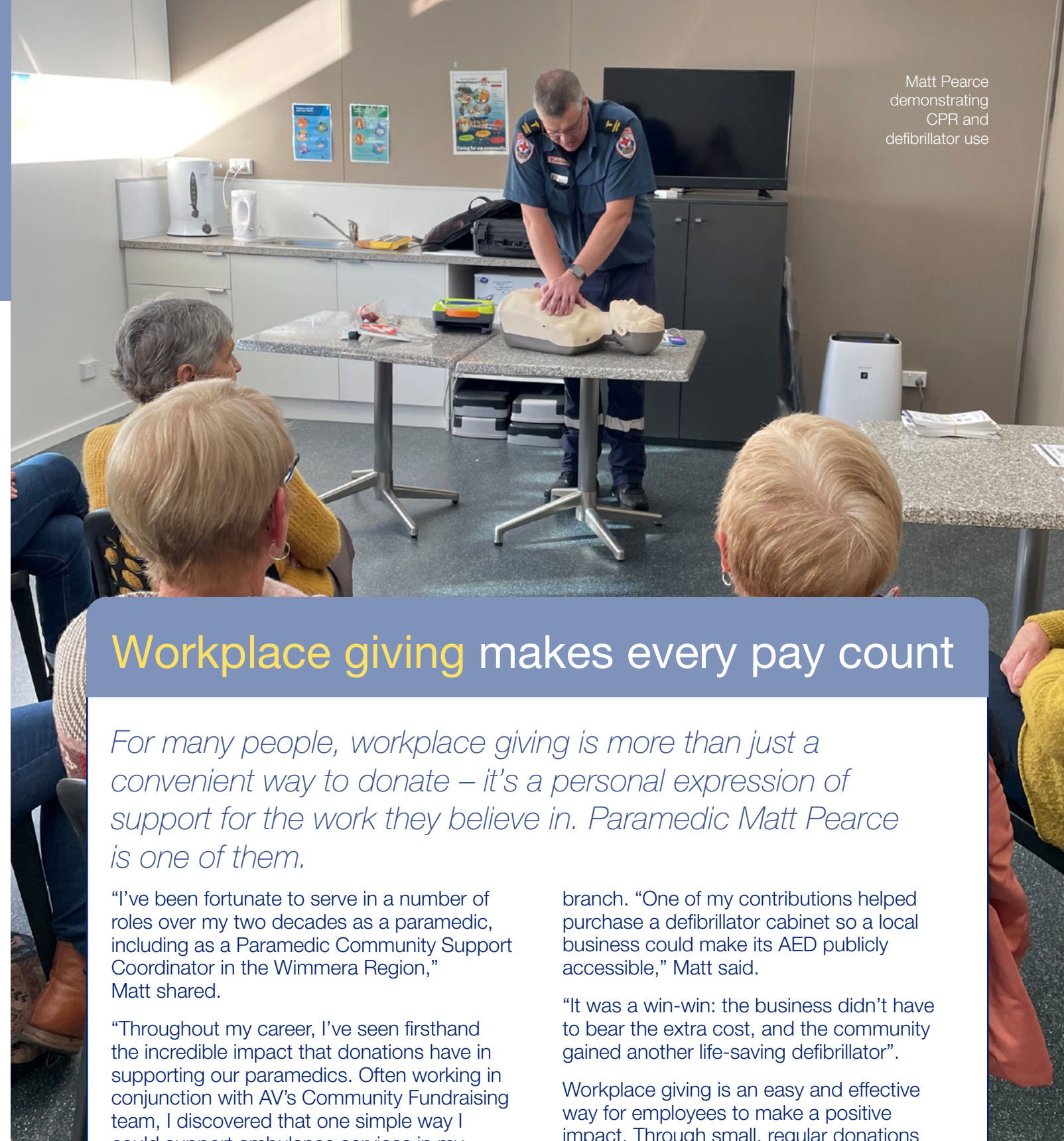
Matt appreciates knowing that the money is spent wisely and only on initiatives that directly benefit the community and the

branch. "One of my contributions helped purchase a defibrillator cabinet so a local business could make its AED publicly accessible," Matt said.

"It was a win-win: the business didn't have to bear the extra cost, and the community gained another life-saving defibrillator".

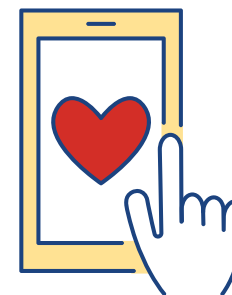
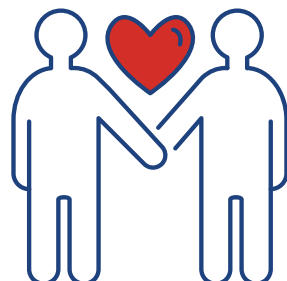
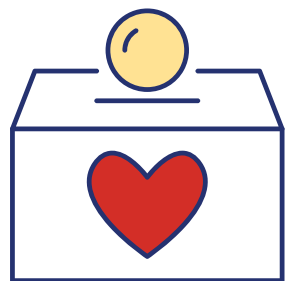
Workplace giving is an easy and effective way for employees to make a positive impact. Through small, regular donations automatically deducted from each pay, individuals can collectively contribute to causes that matter most to them. These contributions, while modest on their own, add up to create meaningful change and help fund essential programs, resources, and initiatives that strengthen communities. It's a simple, tax-effective way to give back and make every pay count.

Matt Pearce
demonstrating
CPR and
defibrillator use



How you can support Ambulance Victoria

There are many ways to support AV — from making a one-off donation to joining an Auxiliary or leaving a bequest.



Make a one-off or regular donation

Every contribution, no matter the size, helps us fund life-saving initiatives.

Visit our donation page ambulance.vic.gov.au/donations or speak to your employer about setting up workplace giving, direct from your salary.

Organise a community fundraiser

Host a fundraising event, drive a campaign, hold a raffle or anything you like, in support of AV.

Contact our friendly team on 1300 566 435 or email donations@ambulance.vic.gov.au

Join or start an AV Auxiliary

There are more than 40 AV Auxiliaries located across regional Victoria. Volunteering with an AV Auxiliary offers new challenges, a strong sense of purpose, and real involvement in the community.

To find out how to join or establish an AV Auxiliary please contact a member of AV's Community Fundraising Team on 1300 566 435 or visit ambulance.vic.gov.au/ambulance-victoria-auxiliaries.

Leave a lasting legacy

Leaving a gift in your Will creates a legacy that saves lives long into the future. These generous bequests help us invest in specialised equipment, fund research, and provides additional training for our paramedics

Consider leaving a bequest to AV and make emergency care part of your legacy.

If you are thinking about including AV in your Will, please contact us on 1300 566 435 or by email donations@ambulance.vic.gov.au

Corporate partnerships

Partnering with AV is an investment in community resilience and life-saving care.

There are meaningful opportunities for partners to support and amplify our community health education through delivery of our programs and campaigns. Contributions can fund essential training equipment, support innovative approaches to reach diverse and multicultural communities, enable AV paramedic, first responders and auxiliaries to deliver education locally, and expand access to life-saving tools like AEDs.

By investing in these initiatives, providing in-kind resources, or contributing to public awareness efforts, partners play a direct role in saving lives and strengthening community resilience across Victoria.

To explore a tailored partnership, please contact the Community Fundraising team on 1300 566 435 or email the Community Engagement team at Community.Engagement@ambulance.vic.gov.au

Donations summary 2024–25

We gratefully acknowledge the generosity of the following donors who have supported AV this year

General donations and bequests greater than or equal to \$1,000.

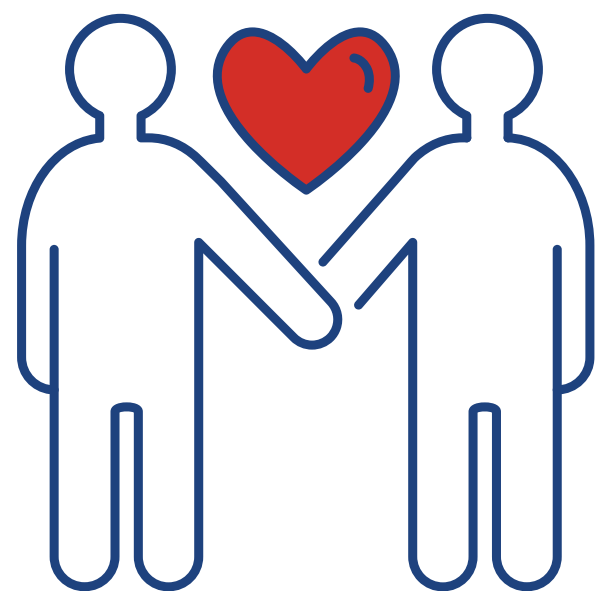
Name of donor	Donation amount
Anonymous	\$99,741.33
Estate of Margaret Elaine Walker	\$84,596.01
Estate of Rachel Magda Hornung	\$52,164.17
Anonymous	\$50,000.00
Mr Christopher King	\$40,000.00
Anonymous	\$20,000.00
Copulos Foundation	\$20,000.00
Ritchies IGA	\$16,386.48
B.J. Davies OAM	\$10,000.00
Alma Sylvia & Carmen Figuerola Trust	\$9,659.79
Anonymous	\$7,000.00
Equity Trustees Charitable Foundation – The Dr David & Jennifer Komesaroff Trust	\$6,666.00
Eva May Foundation	\$6,500.00
Theo & Maureen Verstedden	\$5,000.00
Anonymous	\$4,999.11
Anonymous	\$4,719.21
Anonymous	\$3,700.00
Anonymous	\$3,600.00
Craigieburn CERT	\$3,186.94
Freemasons Foundation Victoria	\$3,142.00
John Brian Little	\$3,000.00
Anonymous	\$3,000.00
Anonymous	\$2,685.60
Anonymous	\$2,500.00
OneTomorrow Charitable Fund	\$2,376.00
Anonymous	\$2,350.00
Lions Club of Yarrawonga	\$2,000.00

Name of donor	Donation amount
Anonymous	\$2,000.00
Daniela Frzovic (in honour of Radojka Frzovic)	\$2,000.00
Geraldine Jones (in Memory of Colin Jones)	\$1,600.00
Anonymous	\$1,500.00
Anonymous	\$1,430.00
Twice Blessed Op Shop Yarram	\$1,300.00
Anonymous	\$1,200.00
Anonymous	\$1,011.50
Community Bank Toora & Foster	\$1,000.00
CWA Benambra District	\$1,000.00
Anonymous	\$1,000.00
Lions Club of Nillumbik	\$1,000.00
Anonymous	\$1,000.00
M M Pettigrew	\$1,000.00
Anonymous	\$1,000.00
Anonymous	\$1,000.00
Anonymous	\$1,000.00
Anonymous	\$1,000.00
Anonymous	\$1,000.00
Anonymous	\$1,000.00
Anonymous	\$1,000.00
Joan Spiller	\$1,000.00
Sin Fong Chan	\$1,000.00
Angeline Chan	\$1,000.00
Total	\$497,014.14
General donations and bequests under \$1,000	\$389,741.31
Total general donations	\$886,755.45

Donations summary 2024-25

Auxiliary donations and bequests greater than or equal to \$1,000

Name of donor	Auxiliary	Donation amount
Gippsland Wool Growers, Elders Rural	Helimed 1	\$10,652.28
Paynesville Lions Club	Paynesville	\$10,000.00
Mallacoota Ambulance Auxiliary	Mallacoota	\$5,000.00
Ritchies	Paynesville	\$3,673.09
Stratford Lions Club	Helimed 1	\$3,500.00
Raymond Island Tai Chi Group	Paynesville	\$3,000.00
Nicholas Johns Op Shop	Lakes Entrance	\$2,500.00
R C Wheeler	Maffra	\$2,500.00
Parkridge Social Club	Paynesville	\$2,500.00
Cheque Deposit	Beaufort	\$2,000.00
Barb Merlihan	Loch Sport	\$1,341.00
Fitz Cheque	Beaufort	\$1,000.00
St J's Opp Shop	Maffra	\$1,000.00
Paynesville Uniting Church Op Shop	Paynesville	\$1,000.00
Total		\$ 49,666.37
Auxiliary donations and bequests under \$1,000		\$119,534.51
Total auxiliary donations		\$169,200.88



Our commitment to Victoria

As we look ahead into the next year, AV remains committed to strengthening emergency care across the state. Your donations help us:

- Expand life-saving AED accessibility in rural areas.
- Invest in cutting-edge technology to enhance response times.
- Continue research into emergency care best practices.
- Provide more advanced paramedic training to deliver the best possible patient outcomes.

With your ongoing support, we will continue to build a stronger, healthier, and safer Victoria for all.

So, help us continue saving lives—your donation today funds the emergency care of tomorrow.

Together, we save lives.

Thank you to our supporters

We extend our heartfelt appreciation to:

- Every individual donor – Your generosity fuels our mission.
- Community fundraisers – Your passion and dedication make a tangible impact.
- Auxiliaries – The 40+ auxiliary groups across Victoria, tirelessly raising funds and awareness for AV.

Contact the team

Ambulance Victoria Community Fundraising team

1300 566 435

Community.Funding@ambulance.vic.gov.au





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