

DataCash Flies in to Support London's Air Ambulance Service

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DataCash has teamed up with London's Air Ambulance (LAA) to provide the helicopter emergency medical service with a range of outsourced payment services, all designed to help raise vital funds. Until DataCash offered its support, LAA had no method of accepting donations and other types of funding through its website.

Based at The Royal London Hospital, Whitechapel, LAA provides pre-hospital trauma care to over 17.5% of the UK population. Since launching in 1989, LAA has flown over 14,500 missions and is the only air ambulance in the UK that always carries a senior doctor and a paramedic trained specifically to treat patients who have suffered major injury as the result of an accident.

Although LAA receives some funding from the NHS and support from other private sponsors, such as Virgin, an additional £500,000 is needed each year to keep the helicopter flying during daylight hours and to enable the service to carry out its work out of hours in rapid response cars. Until DataCash's appointment, LAA did not have an online payments system in place, relying heavily on donations through the post and from other sources.

"An increasingly important strand of our fundraising strategy is to encourage people to make donations online," explains Christine Margetts, Fundraising Manager for LAA. "With more people using the Internet, we realised that it was high time to introduce a method for making payments – not just one-offs, but through a recurring transaction service. Furthermore, the DataCash payment facility means that we can increase funds from other sources, such as buying gifts from an online store and donating winnings from our weekly lottery, due for launch shortly."

"We are delighted to support such a worthy cause," said Terry Cave, CEO of DataCash. "London's Air Ambulance has proven to be an important life-saver for so many people and this additional method of generating funds will ensure that even more lives are saved in the future."

Editors Notes

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DataCash is the only quoted payment solution provider in Europe, providing outsourced solutions for the authorisation, settlement and fraud management of credit and debit cards as well as direct debits, direct credits and cheques. Transactions are accessible to merchants through a real-time MIS Reporting suite. DataCash's fraud management solutions support industry initiatives such as AVS/CV2 and 3-D Secure's Verified by Visa and MasterCard SecureCode as well as traditional, rules-based, fraud screening.

DataCash's solutions are suitable for merchants selling through any channel including High Street Point of Sale, the Web, Interactive TV, Kiosk, Call Centre and Interactive Voice Response. DataCash works with partners, such as IBM, to provide mid-tier retailers with solutions for Chip and PIN and smart card value added services.