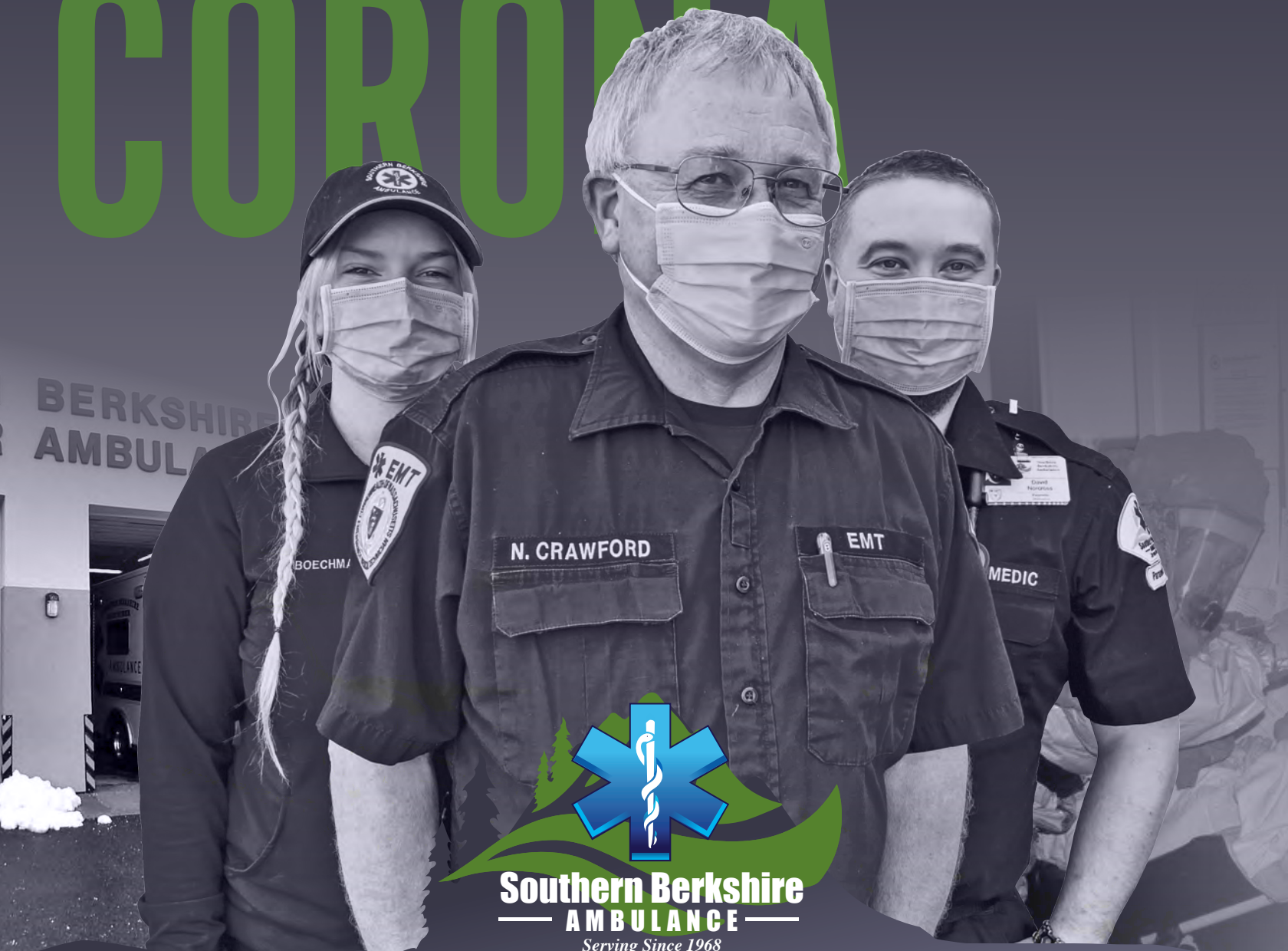


SOUTHERN BERKSHIRE AMBULANCE  
NEEDS YOUR HELP TO

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CORONA

GET VACCINATED  
GET BOOSTED  
WEAR A MASK  
DISTANCE

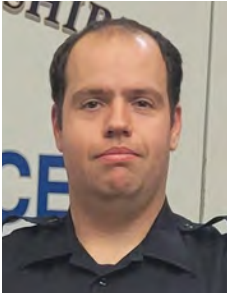


**Southern Berkshire**  
— AMBULANCE —  
*Serving Since 1968*

D O N A T E T O D A Y !

# *the difference we've made*

## A Message from the Director



Caleb Stone  
Chief of Operations

I am Caleb Stone, recently appointed Chief of Operations for Southern Berkshire Ambulance. I have been a Paramedic in the Commonwealth for over 9 years, and with Southern Berkshire Ambulance since 2013. I am grateful to have the opportunity to lead the Paramedic Emergency Medical Service Provider for the largest geographic area in the State.

We remain extremely grateful for the financial support provided by the Southern Berkshire Community. Thanks to you, we are able to provide round the clock Advanced Life Support and transport to residents, businesses, and visitors in 12 towns in Southern Berkshire County.

Since the Covid 19 pandemic began, SBA has faced unforeseen expenses. However, thanks to the generosity of our donors, we have been able to manage expenses, acquire advanced personal protective equipment as well as advanced training for our EMTs and Paramedics to meet the challenges of COVID

The coronavirus may be with us for the foreseeable future. Ironically, COVID 19 has helped SBA identify additional opportunities for enhanced care and transport. Your donation will enable SBA to upgrade communications, Advanced Life Support and Ambulances to better serve you.

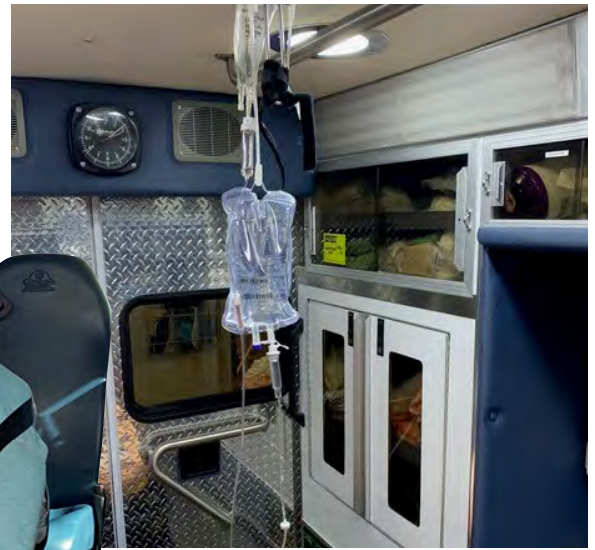


Elsewhere in this annual appeal, you'll read more about what we do and the difference we've made – and make – nearly 3,000 times each year. We're counting on folks like you to keep us going with a donation to not only cover costs associated with calls for emergency medical care, but also off-set "the Cost of Readiness" – standing by 24-7 to help you and your family members when an emergency occurs.

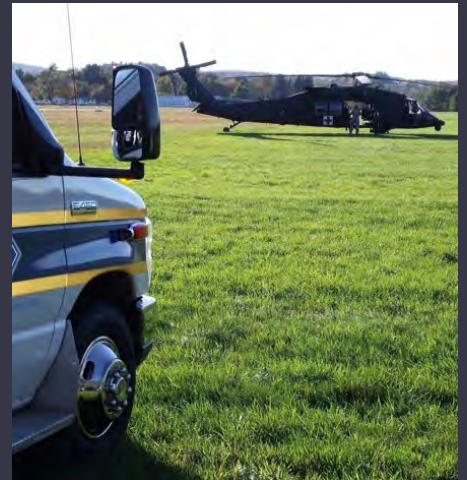
Covid 19 has changed our lives and community in ways never anticipated. Some things that have NOT changed are SBA's reliance on the people and businesses we serve, as well as our commitment to provide the best possible Out-of-Hospital care.

Southern Berkshire Ambulance is a non-profit organization, started over 50 years ago, providing Emergency Medical Services to 12 towns in Southern Berkshire County as well as Fairview Hospital.

Thanks in advance for your continuing support.



## TEAMWORK!



When a summer resident of Monterey, an avid cyclist, suffered a heart attack while on the road with two friends, the Dispatcher fielding the 911 call alerted New Marlborough Fire/EMS and Southern Berkshire Ambulance. She then instructed the fellow cyclists how to perform CPR. Upon arrival, New Marlborough EMT's took over CPR and SBA Paramedic Art Subklew was able to restore circulation with the help of intravenous amiodarone, normally administered in a hospital emergency room.

After additional treatment at Fairview Hospital, the patient was airlifted to Mass General for cardiac surgery to clear arterial blockage. He was placed on a ventilator, recovered the ability to breath on his own, and returned home. He has recovered completely and returned to cycling.

Southern Berkshire Ambulance Paramedics are grateful for ALL who play a roll in bringing the emergency room to the patient – and ask that that you consider donating to help maintain this critical network of Emergency Medical Services in South Berkshire County.



# Night Shift

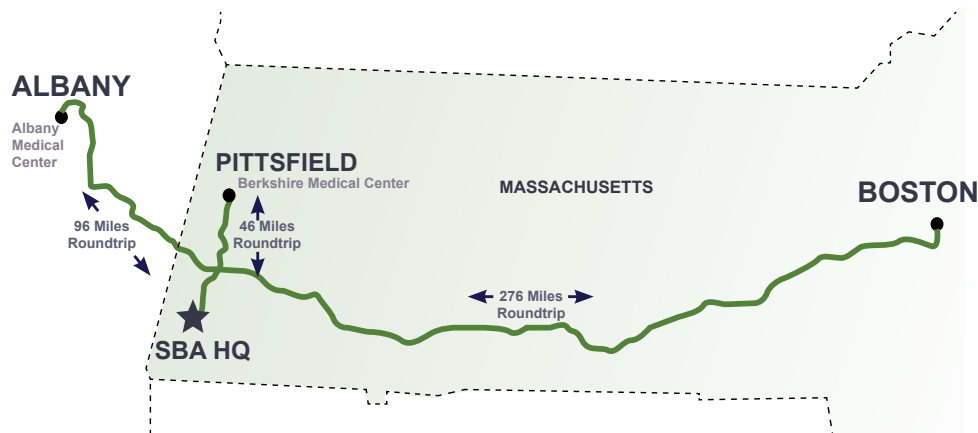
A critical component of Emergency Medical Care in South County is the interdependence of Southern Berkshire Ambulance and Fairview Hospital. Fairview is only one of three hospitals in Massachusetts designated as a "Critical Access Hospital." The other two are on Nantucket and Martha's Vineyard.

In addition to transporting sick and injured to Fairview for treatment, SBA is responsible for emergency runs from Fairview to other medical facilities capable of providing highly specialized care.

On a recent Friday evening, Fairview required the SBA crew to do an emergency transfer to Berkshire Medical Center in Pittsfield. Upon return to SBA HQ, Paramedic Andrew Watts and EMT Ken Schumacher were dispatched to bring an

emergent patient from Fairview to Albany Medical Center. Shortly after returning to Great Barrington, Andrew and Ken were called upon to transport a patient to Beth Israel Deaconess in Boston. By sunrise, the

Friday Night Crew had logged more than 400 miles in support of a cornerstone of Emergency Medical care in South County - Fairview Hospital.



## Partners in Emergency Response



Southern Berkshire Ambulance, South County Fire Departments, Police and First Responders work together to provide emergency medical response and treatment. Should you experience injury or illness and call 911, multiple South County Services are alerted. Southern Berkshire EMTs, Firefighters and Police are trained to administer life-saving interventions and medical stabilization. SBA Paramedics provide additional prehospital specialized care and transport to appropriate hospitals, like Fairview Hospital in Great Barrington. **Teamwork at its best to keep South Berkshire County safe.**



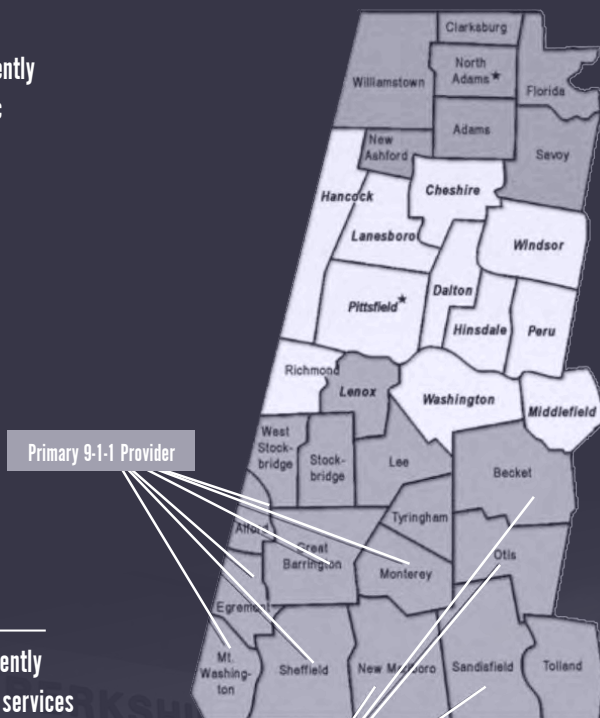
## Areas We Serve

Southern Berkshire Ambulance currently provides 9-1-1 emergency Paramedic (ALS) ambulance services to the following towns:

- Alford, MA
- Ashley Falls, MA
- Egremont, MA
- Great Barrington, MA
- Housatonic, MA
- Monterey, MA
- Mount Washington, MA
- Sheffield, MA

Southern Berkshire Ambulance currently provides Paramedic (ALS) intercept services to the following towns:

- Becket, MA
- New Marlborough, MA
- Otis, MA
- Sandisfield, MA



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# NOW MORE THAN EVER!



Southern Berkshire Ambulance appreciates those who continue to support our commitment to respond round the clock, year round. And if you're new to southern Berkshire County, WELCOME! We invite you join your neighbors in supporting Southern Berkshire Ambulance.

As you might imagine, SBA has seen first-hand the stress endured by thousands who have called its EMT's and Paramedics for help.

You may not be aware that the total cost of doing what we do – providing emergency care to the sick and injured – is not always matched by reimbursement SBA receives from insurance plans, including Medicare and Medicaid. Fewer employees are covered by company-provided health insurance. In addition, more folks have no health insurance at all. We need you to fill the gap

Please consider helping SBA continue it's vital, essential mission at one of the suggested donation categories.

## Suggested Donation

Individuals	\$50	Patrons	\$200
Families	\$75	Sponsors	\$250
Families (over 65)	\$60	Benefactors	\$500

You can use the return envelope for your much-needed support. Or, you can call our office at 413-528-3632. Businesses can become Corporate Sponsors. SBA can also tell you about other ways to donate, such as Memorial Donations and including us in your will or estate planning. Of course, all donations are tax-deductible to the extent allowable.

## OUR THANKS

On behalf of all those providing Emergency Services in South County  
– First Responders, Police, Fire – Southern Berkshire Ambulance thanks you for continuing support!

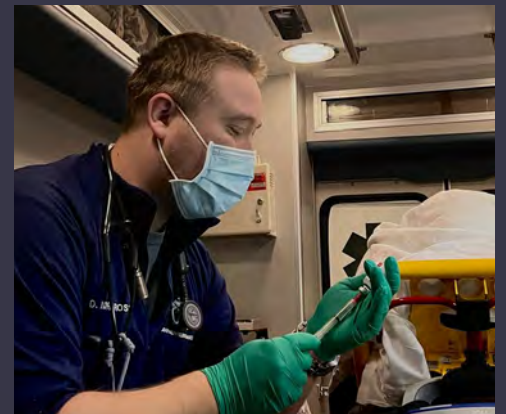
## PAYING IT FORWARD

SBA Paramedic Dave Norcross has spent half his life in EMS. 9 years ago, it almost ended when the ambulance in which he was riding was struck by a car running a stop sign. Multiple leg and foot fractures shifted his EMS career to that of a dispatcher. During recovery, he decided to continue pursuing his Paramedic license and spent three additional years studying, testing and completing on-the-job training.

Ask Dave what he loves about being

an SBA Paramedic and he'll reply "great outcomes, critical thinking, complexity - every day is new and different. And most rewarding - a chance to make a difference to folks who really need help"

South County is fortunate to have EMT's and Paramedics like Dave. Consider helping SBA continue its mission of providing superior Pre-Hospital Emergency Care and transport for thousands of residents and businesses in Southern Berkshire County.



# DONATE TODAY!

[WWW.SBVAS.COM](http://WWW.SBVAS.COM)