

2020/21 Drive for Charity Partner

We are delighted to be continuing our support of the Midlands Air Ambulance Charity (MAAC) with a further donation of £15,000 through our Drive for Charity Scheme, partnering the existing Sky Champs educational campaign which offers engaging activities for Early Years and Key Stage 1 and 2 pupils designed in line with the national curriculum.

As part of the Drive for Charity campaign, we will continue to run with the current In the Community and On the Road schemes. Organisations will be able to apply for a funding boost of up to £1,500 via the In the Community scheme which exists to help those smaller causes that might not otherwise attract financial aid with the On the Road scheme providing free passage to all Schools, Colleges and Sixth Form Academies in Staffordshire and Stoke, who own and maintain their own mini-bus by way of an M6toll TAG.

“In recent months we have seen an increase in appeals for help from local smaller charities and organisations who are struggling to cope with the effects of C-19 them being unable to carry out their usual fundraising activities and are having to respond to an increased need for their services.

“To name a few, we’ve donated £1,000 towards The Ambulance Service Charity C-19 response Fund to ensure the health and well-being of serving ambulance staff, £750 to Staffordshire, Shropshire & Cheshire Blood Bikes to assist with increased fuel costs resulting from deliveries of C-19 samples for testing and urgently needed PPE, £750 to the Royal Voluntary Service to support and assist those vulnerable, older people in the community and £1,500 to University Hospitals Birmingham to buy tablets that will allow older patients across the Queen Elizabeth, Heartlands, Good Hope and Solihull hospitals to communicate with their families whilst in hospital.”

Andy Cliffe, Chief Executive of M6toll.



Our commitment to the welfare of our local community doesn't end when people drive through the toll booths. We care about the towns and villages surrounding the motorway and our Drive For Charity campaign is designed to support them.

Throughout the year around £33,000 will be distributed through the scheme, with a further £3,000 set aside for charity appeals suggested by M6toll staff.

Nominations for monthly Drive For Charity in the Community funding can be made at www.m6toll.co.uk/about-us/drive-for-charity/.

During Covid-19 Midlands Air Ambulance Charity have sent out 240+ packs to families



School engagement in Sky Champs increased by 144,5% on previous year in 2019/20 from 128 to 313

