

Small wonders, big difference

Annual Review 2010



**“How can
we make a
difference?”**

Making a difference together

“How can we make a difference?” That was the simple question the medical professionals who founded the British Heart Foundation (BHF) in 1961 asked themselves. They knew more and more people were dying from heart and circulatory disease and it was time to act.

Just by asking and answering that question and inspiring others from all walks of life to do the same, we have made extraordinary progress. Nearly 50 years later, with your support and generosity, the advances made against heart disease are far beyond anything our founders could have imagined. There is still a long way to go. But when determined, resourceful people work together to reach a common goal, it's amazing what can be achieved.

The more we've grown, the more we've grown to understand the problems and challenges in ever-greater depth, and found new and better ways to overcome them. We're constantly moving on in search of new ways forward.

We began with research, and that continues as strongly as ever, but half a century later we now tackle heart disease in five ways:

Through pioneering research

By delivering patient care

By providing vital information

By campaigning for change

And through our focus on areas with high rates of heart disease

And while these five fields map out the bigger picture, the real progress is made and measured by people like those featured in this year's Annual Review. They asked themselves the question “how can I make a difference?” And then acted. With their help and yours we can achieve our vision – a world where people do not die prematurely of heart disease.



To view our Annual Review online, or to download our full Annual Report and Accounts and our Grant Awards, visit [bhf.org.uk/review10](https://www.bhf.org.uk/review10)

Heart disease is a daunting ordeal, not just for the patients, but for their families too. We wanted to replace the sense of isolation and helplessness with support, to maximise both patients' and carers' heart health and quality of life.

We helped other organisations to build their own skills. We trained healthcare professionals to higher standards. And, in 1996, we started funding specialist BHF Heart Nurses, starting with just 15. Now we help to support over 420.

One heart condition, three broken hearts

Kirsty and Jason Morgan's story

How we could make a difference

An understanding voice and some knowing advice can mean the world. Take the ordeal of Kirsty and Jason Morgan. They were devastated to learn their baby Paige was born with a rare and complicated heart condition. She had her first surgery when she was just six weeks old.

How we did it

The BHF Heart Nurse at Cardiff's University Hospital was – and still is – a lifeline to the family. In the first days of Paige's life, at a time of great confusion and worry, she came to speak to them and put the pieces together to help them to understand Paige's condition. In 2009-10 we funded or part-funded 421 BHF Heart Nurses to help heart patients who need our support.



Help us raise funds to support more heart patients.
Visit [bhf.org.uk/donatenow](https://www.bhf.org.uk/donatenow)

How we'll progress

BHF Heart Nurses will help keep improving the quality of life of children and parents through expert specialist care at home and in clinics. They'll provide vital education, guidance and support to parents so that they can care for and monitor their children at home, following their progress from before birth to school days.

One heart condition, three broken hearts

Kirsty and Jason Morgan's story

Born with a complicated heart condition at Cardiff's University Hospital, our baby Paige was just a few days old when she was transferred to Bristol Children's Hospital and later had heart surgery.



We should have been celebrating her arrival, not doubting her survival.



The BHF Heart Nurse was – and still is – our lifeline.

Paige has now celebrated her first birthday.



We've taken part in four of the BHF's events in Wales, and raised over £3,500 to date. We do this to thank the BHF for helping us and thousands of children, mothers, fathers, men and women who are heart patients.



Before you can solve a problem it helps to find the cause. So research was the natural starting point for the British Heart Foundation in 1961. Advances we've helped make possible include: treatment for heart attacks; safer open heart surgery; miniature pacemakers and better treatment of congenital heart disease. BHF research has also been vital in ensuring that the right people benefit from treatments for high cholesterol and heart failure.

In 2008, we began a six-year investment programme of £34 million in four BHF Centres of Research Excellence. We expect to produce the next generation of world-leading heart researchers in the UK.

Lp(a): guilty as charged

How we could make a difference

Differences in our genetic makeup mean some people are more prone to heart disease than others. Variations in several genes seem to add up to an increased risk for some of us. Locating and understanding these genes could lead to great breakthroughs that could help save lives.

How we did it

A molecule called Lp(a) has long been suspected of playing a role in heart disease, but clear proof that it actually causes heart attacks has been hard to come by. Until, that is, BHF researchers analysed the genes of nearly 16,000 people. Research using 'gene-chip' technology, funded by the BHF at Oxford University, pinpointed the two genes associated with Lp(a) production in a genetic 'hot spot' area of DNA known for its links to heart disease. One in six people carry at least one of the genes, which significantly raises their risk of having a heart attack. Lp(a) was proven guilty at last!

How we'll progress

The findings may lead to new medicines for preventing heart disease, and open new avenues of research for treatments. Most exciting of all, the genes also reveal clues that could help to understand how heart disease develops. One theory is that Lp(a) might interfere with the natural breakdown of blood clots in our circulation because of its similarity to a clot-clearing molecule. We hope to support scientists to unravel this in forthcoming research.



To read more about our vital research work visit bhf.org.uk/research

Lp(a): guilty as charged

1990s

The BHF invested nearly £270 million researching heart and circulatory disease.



Early 1990s

A BHF team of researchers (including our current Medical Director, Professor Peter Weissberg) advanced our understanding of Lp(a) by highlighting its similarity to a molecule important in clearing blood clots.



2009

The BHF's Professor Hugh Watkins dug deeper into our genes to prove Lp(a) is involved in causing heart disease.

Mid 2000s

Scientists found genetic hotspots linked to heart disease in the pioneering BHF/Medical Research Council, 'Family Heart Study'.



Hard work leads to easier decisions

Research round-up

How we could make a difference

Research investigations often have a long-term strategy. It may be many years before much of the laboratory research that we're funding now pays off with new treatments or medical advances. But many projects that are already standing on the shoulders of those that came before are now close to the final discovery needed to change lives for patients. Three areas in which we worked last year have led to clear answers and advice for countless people: aspirin, cholesterol testing and genetic screening.

How we did it

It's well known that aspirin can reduce the risk of a heart attack in people with heart disease. But BHF-funded researchers wanted to see if it had a role to play in preventing heart attacks in people who did not have established heart disease. The studies showed that for people with healthy hearts, the risk of aspirin's side effects outweighed the benefits. That means we don't recommend aspirin to people who don't have heart disease because it carries the risk of bleeding. These findings will inform future NHS guidelines.

BHF researchers also investigated cholesterol testing. They wanted to see if expensive new tests really provided a better guide to heart attack and stroke risk and if fasting overnight before taking the test was really necessary. They found that these costly new tests were no more accurate than the current methods: good financial news for the NHS. And they showed that fasting overnight makes no difference to the accuracy of cholesterol tests - great news for hungry heart patients.

We also looked at genetic screening for diabetes risk and questioned whether home risk-testing kits really worked. It was clear that these kits were no better at predicting people's risk of type 2 diabetes than a free health check with your GP.

How we'll progress

Three areas of doubt have been turned into clear guidance. Educating medical professionals and supporting those with heart disease is key to making sure people benefit from our research discoveries.

We keep GPs up to speed with the latest evidence in our Factfile series. And we also inform the public about our work through the media, and our website and Heart Matters service.

Now we're funding research to investigate the risks and benefits of aspirin for people with type 2 diabetes, where the evidence is unclear at the moment.

And we're continuing to invest in cutting edge genetics research (see our story about Lp(a)) to unravel the clues that DNA gives us about heart health.



Would you give your right arm to protect your heart?

Yellon preconditioning

How we could make a difference

Give your right arm? It's not as drastic as it sounds. During heart bypass surgery the heart is stopped temporarily. Once the operation is done, the heart is restarted and blood flow is restored – but this can be a cause of damage in itself. BHF researchers wanted to discover how they could reduce the risk of this damage.

How we did it

Research led by Professor Derek Yellon at University College London suggests allowing a blood pressure cuff to restrict the blood flow to the arm just before the operation can help protect the heart during it. Tests showed that a brief restriction seemed to boost the body's protective responses, causing chemicals to be released from the arm to the heart, where they appear to protect the heart muscle.

How we'll progress

The researchers are now trying to find out exactly why this technique helps the heart cope with surgery, and plan to monitor if and how this leads to a better recovery. We've helped to improve surgery techniques and safety steadily over the years, but there's always room for improvement. BHF funded scientists will continue to research procedures so that they're the best possible for patients.



Knowledge is power

Providing vital information
and support

As our understanding of the causes of heart disease grew, so we realised that it's possible for people to help themselves live a heart healthy life. But to do that, they needed to know how. The BHF started work to help educate people on how best to lower their risk of heart disease in 1986.

Since then we've communicated the value of exercise and healthy eating, the dangers of high cholesterol and smoking, and shown how risk can be inherited. Education means millions can take part in beating heart disease, instead of thousands.

The young inspire the young

Leanne Coyle's story

1988

I was born with pulmonary atresia – a severe abnormality of one of my heart valves.



1993

When I was four I underwent a six-hour open heart operation. Back then that was the only way.



2009

I had to undergo a second operation. Thanks to research supported by the British Heart Foundation, I could benefit from a new keyhole procedure – much less traumatic.



Today

I feel blessed to have defied the odds. I've now been accepted into law school to train as a solicitor – a job I've always dreamed of. And I also write about my experiences on **yheart.net**, which will hopefully help other young people with heart disease.



One week later

I was able to start leading a normal life again – shopping and going out with my friends.



The young inspire the young

Leanne Coyle's story

How we could make a difference

Growing up is challenging enough without a heart condition to deal with. Ten years ago the BHF provided just one resource for young people living with a heart condition. But a weekend residential event in 2006 changed our whole approach.

The 22 young people who attended were given a say in what they wanted to see on a website for 13-19 year olds, **yheart.net/meet**. It came to light that some of them had never met another young person with a heart condition.

We quickly saw the benefits of involving young people more, and decided to provide more support for this age group.

How we did it

In the past few years our work has made us a vital source of information for any young person living with a heart condition. As well as **yheart.net/meet** we hold Teen Think Tank meetings across the UK to give young people with heart conditions a say in what we can do for them. And we continue to hold a biannual 'Weekend Stunner' residential event in addition to Speak Up workshops. Despite distances and differences, these young people are developing a community.

One idea that came from a Speak Up workshop was to create a BHF ID card which could be used at times when a young person's heart condition is questioned or forgotten. Sometimes teachers questioned the many doctors appointments they had or when physical activity needed to be avoided because of a heart condition.

A great idea! The innovative BHF ID cards are being issued to young people at cardiology clinics already. And young people like Leanne are an essential part of the BHF and yheart.net. Leanne writes an inspirational and popular blog, and has helped shape our Teen Think Tanks and Speak Up workshops.

How we'll progress

We want to support more young people with heart conditions by continuing our programme of Weekend Stunners, Teen Think Tanks and Life Skills workshops. We'll also be asking more young people with heart conditions to write blogs about their experiences on yheart.net so other young people can share and learn from their experiences.

As the ID card scheme shows, one positive thing can lead to another to make a difference to many people's lives.

Blowing the whistle on atrial fibrillation

How we could make a difference

Ian Chalmers is a 64 year old from Dundee. He was fit. He had to be, refereeing up to four games of football a week. It never occurred to him that he might be in a high-risk group when it comes to having a stroke. That's because he'd never heard of atrial fibrillation until he was diagnosed by chance.

Atrial fibrillation (AF) is an irregular abnormal heart rhythm which mostly affects people over the age of 55, and can increase the risk of a stroke by up to five times. The symptoms can be very mild or even non-existent, but simply checking your pulse can help to identify the problem.



How we did it

We launched an awareness campaign in November. The campaign told people 'Don't leave it to chance,' and urged them to visit our website or call our information line to find out how to check their pulse.

How we'll progress

Like many thousands of others Ian now takes medication to reduce his risk of a stroke. We aim to identify and help as many people like him as we can. Over 50 BHF Arrhythmia Specialist Nurses are contributing greatly to the diagnosis of atrial fibrillation.

Painting the town red

National Heart Month



On 1 February people at 30 sites around the country blinked and looked twice.

The London Eye, York Minster, Nottingham Castle, all lit red? It was the spectacular start of our 'Red for Heart' campaign.

Argos donated a very healthy £25,000 through sales of selected fitness products.

We launched our first annual Red for Heart photography competition.

From 12 January until Valentine's Day, people could write a love note in the window of their local BHF Shop.

Lidl wholeheartedly supported the campaign by donating over £37,000.

Colgate Palmolive donated 10p for each Oral Healthcare product sold in Boots as part of a '3 for 2' offer, raising a total of £100,000.

Thousands of people took part in National Wear Red Day on Friday 26th February. 'Anything goes as long as it's red' was the theme.

BHF heart pins were available through our online shop and on the high street at BHF Shops, Argos, Homebase, Fitness First and Lloyds TSB, Halifax and Bank of Scotland branches.

Celebrities came out in force to support us. They included Kate Nash, McFly, Sharon Osbourne, Kelly Osbourne, Jacqueline Wilson, Sir Roger Moore and Sir Alex Ferguson.

New Covent Garden Food Co. created a 'Heart Warming' Soup of the Month, raising a tasty £10,000.

Our Red for Heart fundraising campaign raised over £2 million, a staggering achievement.



Painting the town red

National Heart Month

How could we make a difference?

National Heart Month is the chance to really turn the spotlight on heart disease and motivate the country to get involved and get healthy. We wanted people to:

Be more aware of heart disease and the support we offer

Look after their heart health

Support our work through our Red for Heart campaign

How we did it

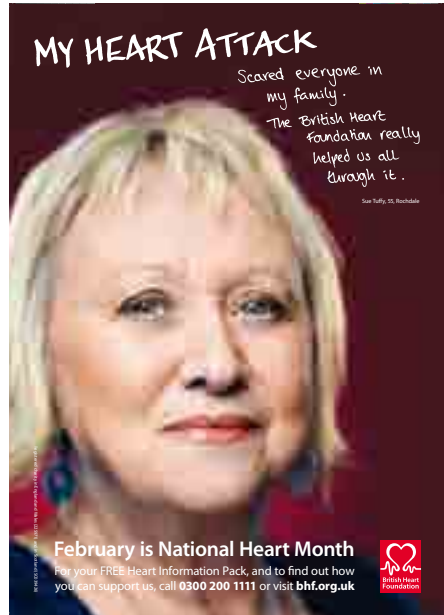
Some remarkable heart patients and their families starred in our TV, radio and newspaper advertising campaign. The campaign extended to BHF Shops and social media sites. Over five million leaflets were sent out.

We encouraged people to order our free Heart Information Pack, which was full of health advice. We promoted Heart Matters, a free support service. We also launched a new health code: Be active, Eat healthily, Avoid smoking, Take the lifestyle check. A simple way to BEAT heart disease!

And of course we asked people to raise funds to support our vital work.

How we'll progress

Thousands of people picked up the phone to request a Heart Information Pack. We hope this number will continue to grow, so that more people can access the range of support we offer, including our Heart HelpLine and our Heart Matters service.



Were you inspired by National Heart Month? Or by reading this? Don't leave it there! Spread the word about the BHF and the support we offer. Tell your family, friends and colleagues to visit **bhf.org.uk/heart** to order a Heart Information Pack and join our Heart Matters service.



Share your story, or gain inspiration and strength from others who have come through a long and difficult journey. Visit **bhf.org.uk/yourstories**

The law can play a vital role in fighting heart disease. Policies that control advertising, legislation to limit the sale of tobacco, the legal requirement to warn people over the risks to heart health – there are many ways to make a difference.

We've been campaigning for change for over ten years, lobbying with partner organisations from charities to newspapers in order to influence the Government. This year has seen one of our greatest successes...

Out of order

The ending for vending

Before 2009

There were thousands of children in the UK who regularly smoked and who had easy access to vending machines.



February 2009

Following our intense campaigns the Scottish Government announced it would be the first nation in the UK to go 'cigarette vending free'.

October 2011
Cigarette vending machines
will become illegal in England.



October 2009
The Government accepted MP
Ian McCartney's amendment
calling for a total ban on
cigarette vending machines
at the third reading of the
Westminster Health Bill.

Out of order

The ending for vending



How we could make a difference

It's very easy to put a coin in a slot. It takes just a few seconds to choose a brand, pick it up, and leave the room. For years cigarette vending machines have been an easy source of cigarettes for children in the UK. Around 23,000 11-15 year old regular smokers get their cigarettes from vending machines in England and Wales. Since it's estimated that one in five deaths from heart and circulatory disease are attributable to smoking, lowering the number of child smokers in the UK is vital to public health. We wanted to cut this simple route to children obtaining cigarettes by changing the law.

How we did it

We ran a carefully coordinated campaign, designed to persuade politicians to support a total ban on cigarette vending machines across England, Wales, Northern Ireland and Scotland.

We concentrated on Scotland first, organising briefings, and lobbying MSPs. Success! In February 2009 the Scottish Government announced their intention to introduce a ban. We then turned the spotlight south: on pubs in the heart of Westminster. We created an undercover video podcast in which two 14 year olds bought cigarettes without being challenged, showing politicians that the problem existed right on their own doorstep.

How we'll progress

The intensive lobbying and hard work paid off. The Government changed its position at the last minute and a ban will now come into place in England in October 2011. Governments in Wales and Northern Ireland have been given the power to do the same. Wonderful news!



Get updates on our campaigns through our campaigns newsletter. Visit bhf.org.uk/campaigns

People living in poverty or from some black and minority ethnic groups such as South Asian are far more likely to have heart disease than the rest of the UK population. And for us, that's just not acceptable.

We're investing £9 million in selected high-risk communities in Scotland, England, Wales and Northern Ireland, in a five year project that started in 2009. The programme is called Hearty Lives, and we're playing our part in helping people in these areas live long enough to see their grandchildren grow up.

Steps in the right direction

Hearty Lives Newham

Ramesh explains that Bhangra is a form of music and dance that originated with farmers in the Punjab region of India and is a great form of exercise. She calls this project Dil Se, which means 'from the heart' in Hindi.



Kulwint Toory, 81, has high blood pressure, diabetes and angina, but this hasn't put her off. And her enthusiasm for the classes has encouraged her to make other positive lifestyle changes.

"Coming here has given me the opportunity to get involved in the EKTA Project's other activities such as health walks and swimming."





Kala Mehra, the care group coordinator, advises that community care navigators from the NHS visit on a regular basis to check up on the group. They check blood pressure and make sure that the level of physical activity is appropriate.



Steps in the right direction

Hearty Lives Newham

How we could make a difference

While a lot of people with heart disease are living longer in the UK, there's still lots of work to be done to make sure we're reaching those who need help most.

For example, people living in Newham are more likely to die early from heart disease than anywhere else in London. Our Hearty Lives Newham programme is contributing £1.5 million to help local people with heart disease to live longer, and prevent others getting it in the first place.

How we are doing it

Our nurses are helping to treat heart patients in their own homes, and showing people how they can lead healthier lifestyles. We're also training community volunteers to share health messages with their friends and family. And we're running more specific projects like helping Eastern European women in Newham to stop smoking.

We also provide community grants for Newham groups (which we call 'Help a Heart Grants' and are available to groups throughout the UK). Anyone with an idea for a project that could make a real difference to people living with a heart condition or who are at high risk of heart disease, can apply for a Help a Heart Grant. That's where it starts to get fun. Meet Ramesh Verma.

Nearly 20 years ago Ramesh Verma set up the EKTA Project, a registered charity that aims to bring together groups of elderly, isolated, housebound and disabled Asian people living in Newham, to enhance their quality of life. Last July the EKTA Project applied for a Help a Heart Grant and was awarded £2,000 to fund exercise dance classes with Bhangra moves (called Dil Se) and provide befriending and support.

How we'll progress

We'll be investing £9 million in carefully selected high-risk communities over the next five years.



Find out about other ways we can help you live a more heart healthy life. Visit [bhf.org.uk/howwecanhelp](https://www.bhf.org.uk/howwecanhelp) to find out more.

Putting rehabilitation on the agenda in Northern Ireland

How we could make a difference

Cardiac rehabilitation helps people living with heart disease regain and maintain their quality of life. Just ask Andrew Campbell, aged 41 from Belfast. "It was invaluable to me," he says, "It picked me up and put me back on my feet."

We wanted to address the fact that over two thirds of heart attack survivors in Northern Ireland don't have access to cardiac rehabilitation.

How we did it

In October 2009 BHF Northern Ireland joined forces with Northern Ireland Chest, Heart & Stroke to launch the first-ever Northern Ireland Campaign for Cardiac Rehabilitation.

The campaign was set up to ensure that, by the end of 2011, every heart patient who would benefit would be offered access to a high quality cardiac rehabilitation programme.

How we'll progress

Since the launch, the campaign has successfully gained a government commitment to provide cardiac rehabilitation for everyone who needs it in Northern Ireland.

We will continue to campaign for cardiac rehabilitation services to be given adequate funding over the coming years, particularly as the government health budget in Northern Ireland is facing cuts of over £113 million.



The foundations of success

Getting involved!

Of course all of the research, care, education and campaigning doesn't happen by itself. It has to be paid for.

Thousands of people from all walks of life across the United Kingdom get involved in helping to raise the money that makes our vital, life-saving work possible through participating in events and volunteering. It's great fun, there's a strong sense of friendship and teamwork, and it's extremely rewarding just knowing that every hour you give makes a difference.

It doesn't end there. Gifts of Hope, legacies and even involvement at a corporate level are equally rewarding ways of making a significant contribution to the progress we're making against heart disease.

The fast track to a healthier life

Nicholas Ward's story



Because of the BHF I checked my pulse and was later diagnosed with atrial fibrillation. To thank them I signed up for the 2009 London to Brighton Bike Ride. I was 72, and I hadn't been on a bike for over 20 years!



Accompanied by my eldest daughter and son-in-law, we completed the Ride, raising £17,166 in the process.



Now I'm a 'biking fanatic'! I ride about 25 miles each weekend. I've signed up for the 2010 Ride, managing to recruit 100 others to join me!

Every year 27,000 people cycle 54 miles in the BHF's biggest and most successful fundraising event: the London to Brighton Bike Ride. £4.1 million was raised from 2009's Ride to bring the total raised from the event since it started to over £50million!

Ending on a high note

The Wolfen story

Our dad died unexpectedly of coronary heart disease. For us it was important to do something in his memory and to raise money for an appropriate cause.



Dad had been an extraordinary pianist, singer and songwriter. My brother and I had performed with him at the Jazz Café in London some years ago, so it seemed the obvious place to put on a fundraising concert for him.

A BHF Gift of Hope Heart Fund helped us do that, and it captured the imagination of our family and friends.

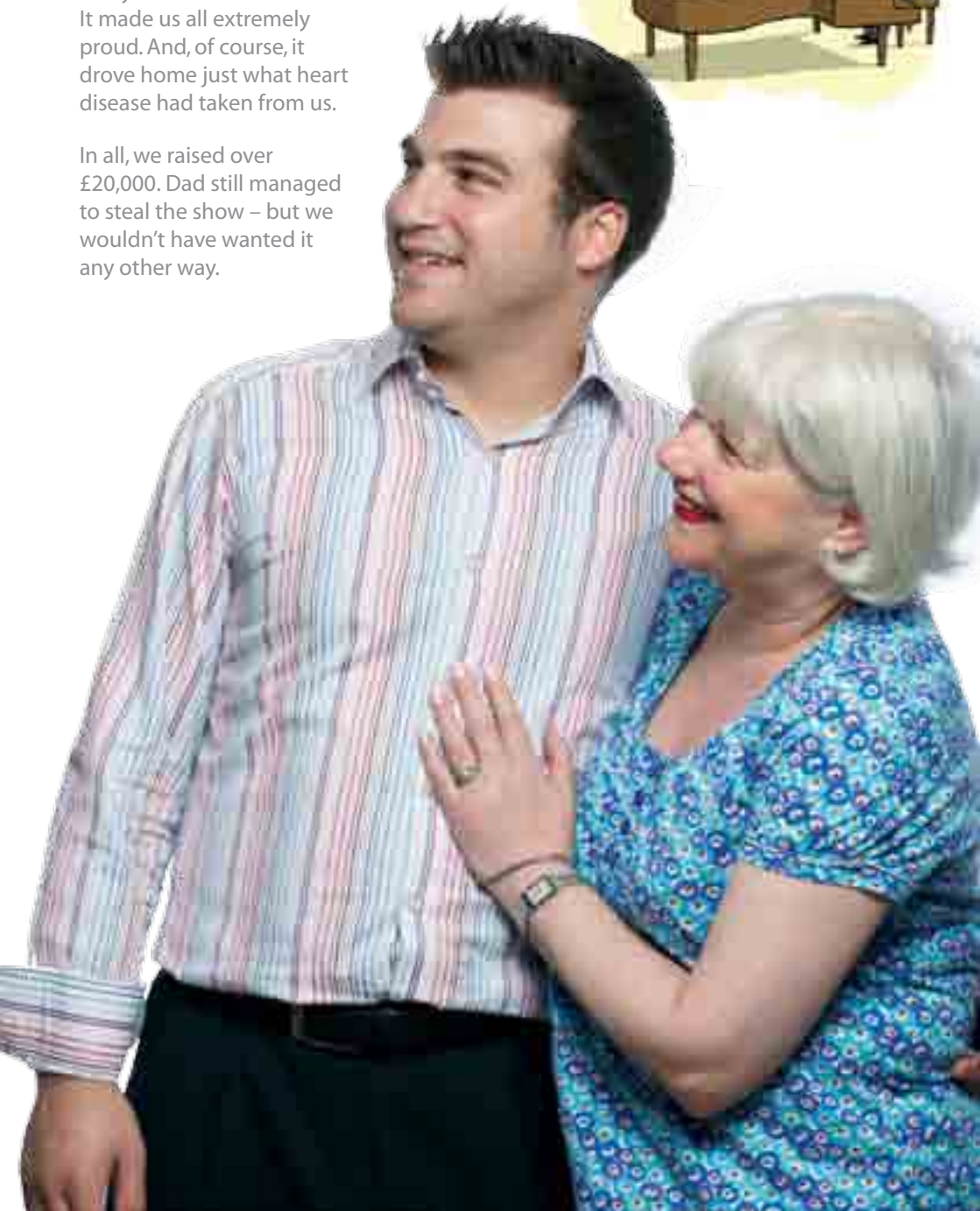


In front of over 350 family and friends, my two sisters joined my brother and me and the rest of our band as we played a set-list we had specially rehearsed for the night.

In the interval, David Lipkin, a cardiologist and family friend, spoke about heart disease and the BHF. Then mum joined us on stage to draw the raffle.

The highlight of the night came when we screened footage of dad playing the piano at Cadogan Hall. Everyone watched in wonder. It made us all extremely proud. And, of course, it drove home just what heart disease had taken from us.

In all, we raised over £20,000. Dad still managed to steal the show – but we wouldn't have wanted it any other way.



**BIG ideas,
bags of innovation!**



The BIG Donation was a BIG success! Can you add to these great figures? There are so many ways to get involved...

700+ articles appeared in newspapers, magazines and online.

2000+ bookings for furniture and electrical collections were made through our new online booking system.

22 dresses could raise enough money to fund a BHF Heart Nurse for one day.

50,000 bags of items came from Drop Points at our corporate partners.

500+ BIG Donation events were held in the community.

10,000 bags of items came from shopping centre events.

Many BIG celebrities took part including Alan Carr, Jonathan Ross, Dannii Minogue and Hannah Sandling.

100 people signed up online to hold their own events at home, work or college.

Over £2500 was raised from two special celebrity and designer eBay auctions.

9 books sold in our shops could fund an hour of scientific research to help find a cure for heart disease.

357,000+ bags of items were donated directly to our high street shops, raising an additional £1.1 million from the sale of donated items during September.



BIG ideas, bags of innovation!

How we could make a difference

The recession brought an unexpected 'catch 22' problem for the BHF. More shoppers were looking for bargains on the high street, but at the same time donors feeling the pinch were hanging on to their old possessions. So more customers, less stock.

Keeping BHF Shops the location of choice for easy donating needed inventiveness, and a big idea.

How we did it

And BIG is exactly what it was. The UK's biggest-ever stock appeal, in fact! The BIG Donation was launched by comedian Alan Carr in September 2009, encouraging the public to help save lives simply by clearing out their wardrobes.

Partners Lidl, Argos and Homebase supported the campaign by providing drop-off points for donations in over 1500 shops.

The big ideas didn't end there. We asked other big-name brands, including WHSmith, Radley and Furniture Village, Lloyds TSB, Halifax and Bank of Scotland to participate. We also placed BHF Donation Bins in 1372 offices for people to drop off donations at work.

Another first was the online booking service to donate furniture and electrical items. The whole idea was simple: we come when you want, we collect what you don't want, and the whole service is completely free. 2009 was our busiest year yet for innovation and progress.

How we'll progress

Our progress relies on you. And we're working hard to make donating to our shops even easier. From opening more shops, improving our online booking form, placing more donation banks in the community and organising household collections, donating to your local BHF Shop is simple – and helps save lives.



We always need more unwanted high quality items for our Furniture and Electrical Stores. Sign up online to arrange a free furniture collection. bhf.org.uk/collection

Get involved too

The work we do is vital, but we can't do it alone. We need as many of you as possible to volunteer and help us beat heart disease. Our volunteers tell us that helping the charity is not only incredibly rewarding, but also a lot of fun.

Our volunteers are amazing. When you join them you'll be part of a vibrant community active across the whole of the UK.

You can choose how much time you want to give – it might be a regular day a week, or a few hours a year. You can be sure that whatever time you give will be a real help.

There are lots of ways to volunteer. You could help us by:

- being a local contact, helping us raise funds and supporting BHF events
- volunteering in a BHF Shop or Furniture and Electrical Store
- putting on an event to raise money
- campaigning to protect the UK's heart health.

Or you can suggest your own way of volunteering – whatever suits you.

Your first step to getting involved is a small one – just call us to find out more on **0300 456 8353** (lines open Monday to Friday 9am-5pm) or visit us at **[bhf.org.uk/volunteer](https://www.bhf.org.uk/volunteer)** any time.

Great determination and focus

Letter from the Chief Executive

In what was, to put it mildly, a challenging climate in 2009-10 the Foundation demonstrated the value of a clear and consistent strategy combined with a lot of hard work.

On a like-for-like basis we achieved record income and although we controlled our charitable spending in the early part of the year particularly carefully in anticipation of deteriorating conditions, we were able to fulfil the essentials of our long-term plans.

We achieved many successes during the year, amongst which was persuading the Westminster and Scottish Parliaments to implement a ban on cigarette vending machines, legislation which would almost certainly not have been introduced without the BHF. The enterprise which went into this campaign typifies the determination and focus throughout the organisation.

All of us are now electrified by the work currently underway to mark our 50th Anniversary in 2011, embarking on one of the most exciting challenges ever undertaken in UK medical research.

None of this would of course be possible without the Foundation's many supporters, donors and volunteers. All of us privileged to work at the BHF know how much we owe them – the depth of our thanks goes well beyond our ability to express it.



A handwritten signature in blue ink that reads "Peter Hollins". The signature is written in a cursive style.

Peter Hollins
Chief Executive

Seizing opportunities

Letter from the Medical Director

Even in a recession there are opportunities. We entered the year in a challenging environment, which demanded tough decisions and clear thinking to keep our work on course towards its goals. By focusing our research funds on centres of academic excellence and by collaborating with other major research funders we have been able to help maintain and even expand the UK's 'research power'.

And, by continuing to pioneer new models of working such as our Cardiac Catheter Laboratory initiative, we help the NHS provide the services needed for patients with, and at high risk of developing heart disease. This strategy, particularly in areas of greater need, ensures that we are well placed to lead the fight against diseases of the heart and circulation.

The recession has brought difficulties. We haven't been able to fund all the research projects we would normally have supported. Some of our activities in disease prevention and patient care were less ambitious than we'd have liked. But even here there's good news: there will be increased funding available for the year ahead at a time when our universities and the NHS are coming under huge financial pressure. We'll aim to support both while staying true to our own clearly stated aims.



A handwritten signature in black ink, appearing to read 'Peter Weissberg'.

Peter Weissberg
Medical Director

From cyclists to defibrillators

Financial review of the year

Despite the difficult economic environment the British Heart Foundation (BHF) achieved good financial results for the year 2009-10. Underlying income generation increased by 5%, when we exclude the one-off impact of the sale of our old premises in 2008-09. The level of charitable expenditure was deliberately constrained during the year given the external picture, although we were still able to invest £85.6 million in meeting our strategic objectives (2009: £120.8 million).

For the purposes of this review we treat the profit from our Retail division (formerly Shops division) as income from that source. Whereas, in the statement that follows, we are required to show Retail's sales as income and the significant expenses associated with this separately managed operation as costs. In our view, the profit approach gives a more realistic assessment of this arrangement, while the mandated treatment exaggerates the income and costs of the Foundation as a whole, given the high proportion of Retail sales relative to other income.

The regular annual increase in our income is only possible because of the continuing generosity of our donors and the commitment and hard work of our volunteers, both in our shops and fundraising branches, and our paid staff.

Legacy fundraising rose by 4% to £52 million and remains our single largest source of income at 44% of the total (2009: 42%). This area has risen steadily over the last few years and the growth

during 2009-10 stems from an especially high level of legacies in the last quarter of the year.

General fundraising activity was maintained at 2008-09 levels, despite the economic downturn, thanks to the ongoing efforts and tenacity of our fundraising team. Key highlights included:

- 26,500 cyclists took part in the 34th annual London to Brighton Bike Ride, raising £4.1 million.
- BHF Heart Runners events raised over £2.1 million, including nearly £1 million from major marathons in London, Paris and New York.
- Participation in BHF fundraising events, at both national and local level, rose by 4% to £9.8 million.
- Partnerships with major companies generated over £4.5 million, including £2.3 million from Home Retail Group and Lloyds Banking Group.
- The 2010 Red For Heart Campaign, which took place in National Heart Month in February, raised nearly £2.2 million.
- Income from individual donors increased by 8% to £13 million, thanks to both regular donors and newly acquired supporters.
- Heart Matters membership has more than doubled in size, going from 90,000 to almost 200,000.

Our Retail division showed an impressive 40% increase in profits, resulting in by

From cyclists to defibrillators

Financial review of the year

far the most successful year in its history. Profits rose from £15.8 million to £22.1 million, through the expansion of the shop network to 643 and successful management of margins. Excluding shops opened in the year, profit rose by 32% to £20.8m. We opened 53 shops during the year, of which 30 were specialist Furniture and Electrical stores.

We invested a net £48.4 million in research during the year (2009: £78.8 million). In reality, the true number invested was £55.9 million, the difference being monies returned unused from existing initiatives. There were no further strategic awards made in 2009-10, but we were still able to fund the following in total:

- 87 projects
- 60 fellowships
- 13 programmes
- 9 special projects
- 1 chair
- 1 extraordinary
- 1 infrastructure award

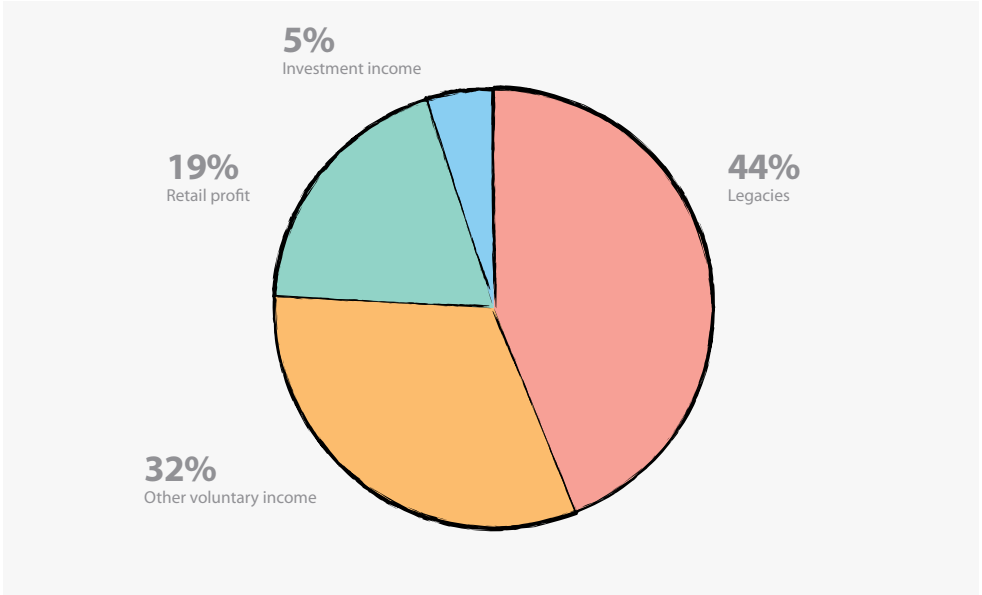
In Prevention and Care, as well as funding our ongoing activity in healthcare professionals (£2.5 million), placing defibrillators in places of need (£1.4 million) and producing heart health resources for all age groups, we also invested £4 million in four new large programmes and ten cluster projects under the Hearty Lives initiative. We've also invested £0.5 million in our Heart Information Series.

Our Connections campaign, in which we invested £4 million, was a powerful nationwide initiative fronted by heart patients who had been helped by the BHF. Their heartfelt stories on television and a wide range of traditional and digital media prompted tens of thousands of heart patients and their families to seek help, advice and support from the Foundation.

The costs incurred in generating funds to achieve these results amounted to £22.6 million (2009: £23.3 million), representing 19% of total income (2009: 19%). Comparisons of cost ratios between charities should be treated extremely carefully, given the varying costs of different fundraising activities which they undertake. A significant proportion of fundraising and publicity expenditure is devoted to developing current and prospective sources of income in the future.

The market value of our investments rose by £43.1 million this year (in both realised and unrealised gains), reversing the £35.3 million diminution in value experienced in 2008-09. This has significantly improved the Foundation's position in terms of liquid reserves going into the new financial year. Our approach to managing investments has been successful in the long-term and we continue to review our strategy regularly. This ensures that it remains appropriate to the changing investment environment, volatility of the external picture and to the application of these funds to our strategic objectives as grant liabilities crystallise.

Where did this money come from?



How did we use this to support our objectives?

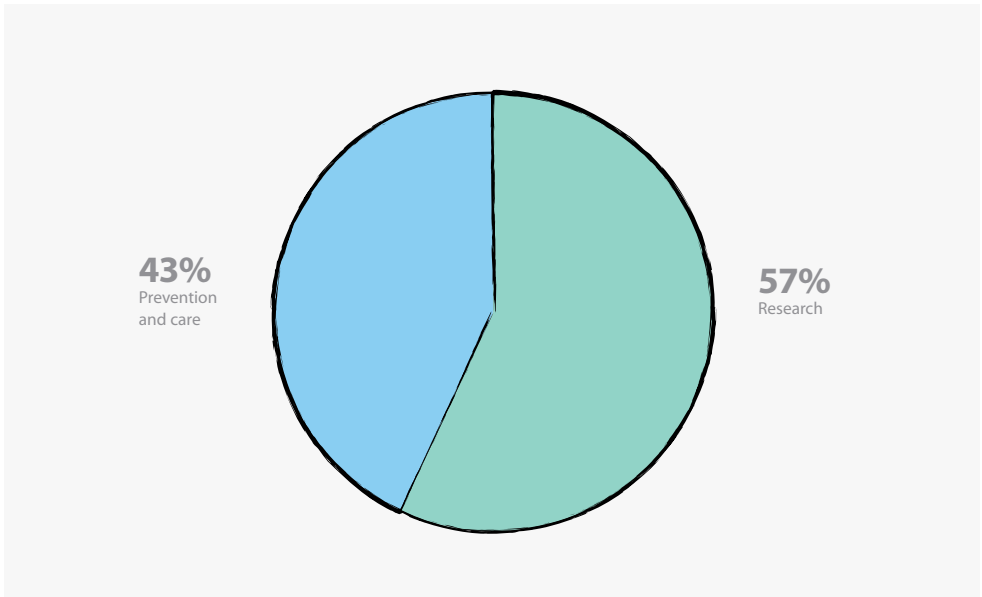


Chart 1 — Our income over time

Incoming resources 2001-2010

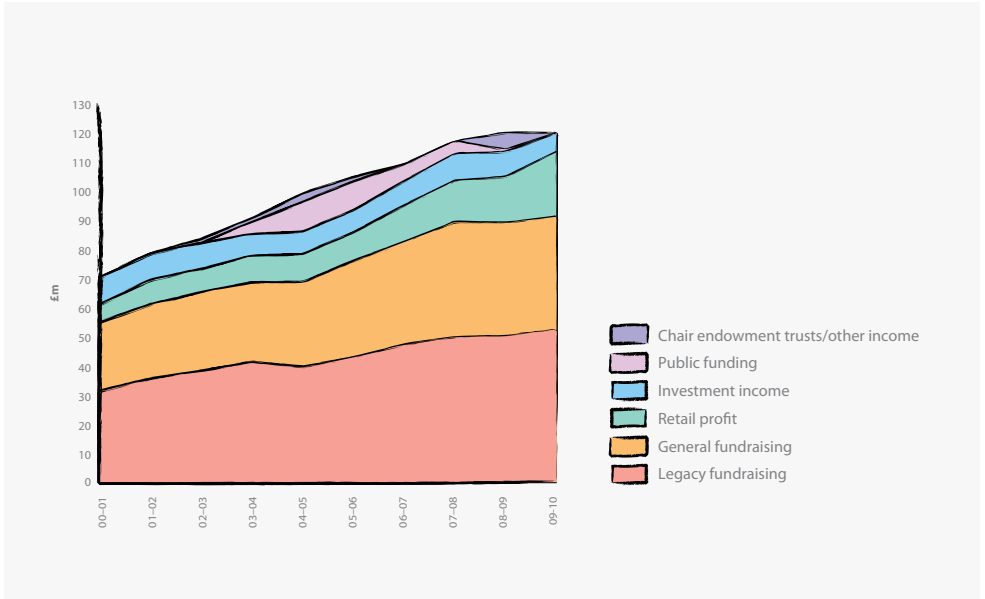
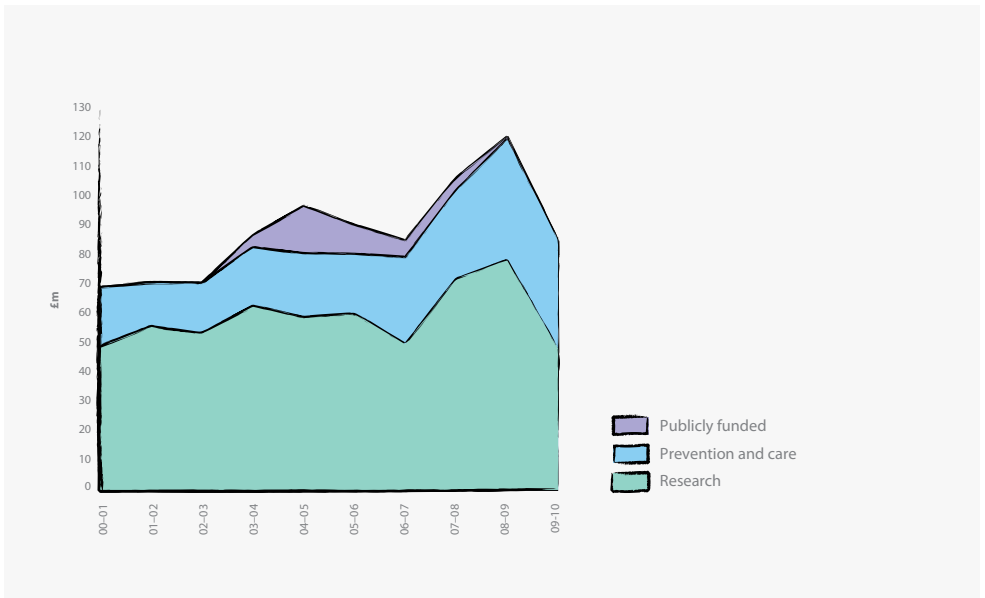


Chart 2 — Our expenditure over time

Charitable expenditure 2001-2010



The detailed picture

Group statement of financial activities for the year ended 31 March 2010
(Incorporating a group income and expenditure account)

	Unrestricted fund £000	Restricted funds £000	Endowment funds £000	2010 Total funds £000	2009 Total funds £000
Incoming resources					
Incoming resources from generated funds					
Voluntary income (fundraising and legacies)	86,069	4,943	24	91,036	88,876
Activities for generating funds (retail)	116,377	–	–	116,377	94,336
Investment income	6,199	57	–	6,256	8,510
Incoming resources from charitable activities					
Public funding for prevention and care	–	93	–	93	875
Other incoming resources					
Profit on sale of fixed assets	–	–	–	–	5,769
Total incoming resources	208,645	5,093	24	213,762	198,366
Resources expended					
Cost of generating funds					
Costs of generating voluntary income (fundraising)	21,984	–	–	21,984	22,712
Fundraising trading: cost of goods sold and other costs (retail)	94,238	–	–	94,238	78,558
Investment management costs	651	–	–	651	596
Total cost of generating funds	116,873	–	–	116,873	101,866
Net incoming resources available for charitable application	91,772	5,093	24	96,889	96,500
Costs of charitable activities					
Research	47,456	954	–	48,410	78,718
Prevention and care	33,047	4,143	–	37,190	42,039
Expenditure in furtherance of charitable objectives	80,503	5,097	–	85,600	120,757
Governance costs	631	–	–	631	905
Total resources expended	198,007	5,097	–	203,104	223,528
Net incoming/(outgoing) resources	10,638	(4)	24	10,658	(25,162)
Realised investment gain/(loss)	2,425	–	–	2,425	(7,400)
Net income for the year	13,063	(4)	24	13,083	(32,562)
Unrealised investment gain/(loss)	40,662	–	–	40,662	(27,922)
Actuarial (loss) on defined benefit pension scheme	(4,436)	–	–	(4,436)	(2,704)
Net movement in funds	49,289	(4)	24	49,309	(63,188)
Total funds brought forward at 1 April	(6,292)	1,286	7,439	2,433	65,621
Balance of funds at 31 March	42,997	1,282	7,463	51,742	2,433

The detailed picture

Summary group balance sheet at 31 March 2010

	2010	2009
	£000	£000
Fixed assets		
Tangible assets	25,129	21,594
Intangible fixed asset	1,150	1,150
Investments	192,758	150,272
Programme-related investment	1,850	1,850
Total fixed assets	220,887	174,866
Current assets		
Stock of goods for resale	1,868	1,669
Debtors	10,690	12,134
Short-term deposits	10,463	14,000
Cash on deposit, at bank and in hand	33,189	38,691
Total current assets	56,210	66,494
Creditors: amounts falling due within one year		
Research and other awards (including chairs provision)	(99,592)	(134,465)
Other creditors	(10,419)	(13,190)
	(110,011)	(147,655)
Net current liabilities	(53,801)	(81,161)
Total assets less current liabilities	167,086	93,705
Creditors: amounts falling due after more than one year		
Research and other awards	(108,705)	(88,355)
Net assets (excluding pension scheme liability)	58,381	5,350
Pension Fund deficit	(6,639)	(2,917)
Net assets (including pension scheme liability)	51,742	2,433
Represented by:		
Funds		
Endowment		
Chair endowment trusts	7,089	7,089
G M Yule bequest	74	74
P Gordon bequest	300	276
	7,463	7,439
Restricted		
Big Lottery Fund awards	143	143
Public funding (other)	-	82
Mending Broken Hearts	100	-
Hearty Voices	7	-
Legacy donations	1,032	1,061
	1,282	1,286
Unrestricted		
General reserve (includes revaluation reserve £43m (2009: £3m))	49,636	(3,375)
Pension reserve	(6,639)	(2,917)
Total unrestricted funds	42,997	(6,292)
Total Group funds	51,742	2,433

Approved by the Board of Trustees on 3 June 2010, and signed on their behalf by:



Philip Yea, Chairman



John Salmon, Chairman of the Audit Committee

Members of the Board of Trustees

The detailed picture

Our trustees' statement

The summarised financial statements are not the full Annual Report and financial statements but a summary of information derived from both the Group's Statement of Financial Activities and the Group's Balance Sheet. The summarised financial statements contain additional information derived from the Trustees' Report, but that information is not the full text of that report.

The full Annual Report and financial statements, from which the summarised financial statements are derived, were approved by the trustees on 3 June 2010 and copies will be filed with the Charity Commission, Office of the Scottish Charity Regulator and with the Registrar of Companies.

The independent auditors have issued an unqualified report on the full financial statements and on the consistency of the Annual Report with those financial statements. The statement in the independent auditors' report, under section 496 of the Companies Act 2006, was unqualified. The full independent auditors' report contained no statement under sections 498(2)(a) and (b) or 498(3) of the Companies Act 2006.

The full Annual Report and financial statements are available free of charge from the Company Secretary, British Heart Foundation, Greater London House, 180 Hampstead Road, London NW1 7AW or by email from hopkins@bhf.org.uk
By order of the Board of Trustees



Secretary
22 July 2010

Independent auditors' statement to the members of the British Heart Foundation

We have examined the summarised financial statements which comprise the Summary Group Statement of Financial Activities, Summary Group Balance Sheet and Financial Review set out on pages 40-45.

Respective responsibilities of trustees and auditors

The trustees are responsible for preparing the Annual Review 2010 in accordance with applicable United Kingdom law and the Statement of Recommended Practice: Accounting and Reporting for Charities (revised 2005).

Our responsibility is to report to you our opinion on the consistency of the summarised financial statements within the Annual Review 2010 with the full annual financial statements and the Annual Report, and its compliance with the relevant requirements of section 427 of the Companies Act 2006 and the regulations made thereunder.

We also read the other information contained in the Annual Review 2010 and consider the implications for our statement if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements. The other information comprises only the other items listed on the contents page.

This statement, including the opinion, has been prepared for and only for the charitable company's members as a body in accordance with section 427 of the Companies Act 2006 and for no other purpose. We do not, in giving this opinion, accept or assume responsibility for any other purpose or to any other person to whom this statement is shown or into whose hands it

may come save where expressly agreed by our prior consent in writing.

We conducted our work in accordance with Bulletin 2008/3 issued by the Auditing Practices Board. Our report on the charitable company's full annual financial statements describes the basis of our audit opinion on those financial statements and the Annual Report.

Opinion

In our opinion the summarised financial statements are consistent with the full annual financial statements and the Annual Report of the British Heart Foundation for the year ended 31 March 2010 and comply with the applicable requirements of section 428 of the Companies Act 2006, and the regulations made thereunder.

We have not considered the effects of any events between the date on which we signed our report on the full annual financial statements 24th June 2010 and the date of this statement.



PricewaterhouseCoopers LLP
Chartered Accountants and
Statutory Auditors
London
22 July 2010

Notes:

The maintenance and integrity of the British Heart Foundation website is the responsibility of the trustees; the work carried out by the auditors does not involve consideration of these matters and, accordingly, the auditors accept no responsibility for any changes that may have occurred to the full annual financial statements or the summarised financial statements since they were initially presented on the website.

Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

How to contact us

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Phone: 0131 555 5891

BHF Retail Division Head Office

Crown House
Church Road
Claygate KT10 0BF
Phone: 01372 477 300

Other useful contacts

Heart HelpLine

Call 0300 330 3311 (a local rate number) for information and support on anything heart-related. Phone lines are open 9am to 5pm Monday to Friday.

BHF Resources

Call 0870 600 6566, email orderline@bhf.org.uk or visit bhf.org.uk/publications to order our resources or request our heart health catalogue.

**“How can
I make a
difference?”**



Please send this form to:

Freepost RRZJ-LCHX-EKCR

British Heart Foundation
Greater London House
180 Hampstead Road
London NW1 7AW

Thank you.



Your support will help us save lives

My gift of **£10** **£15** **£20** **Other £**

Please make your cheque / postal order/ CAF voucher payable to the British Heart Foundation.

Title (Mr/Mrs/Miss/Other) First name Surname

Address

Postcode

Email

We would like to keep in touch with you, to let you know your support has made a difference.
By supplying your email address you agree that the BHF may use this to contact you about our work.

OR please debit the above sum from my:

CAF Card MasterCard Visa / Delta Maestro

Card number (Maestro only)

Valid from / Expiry date / Issue no

(Maestro only)

Signature Date / /

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Make your gift worth almost a third more – at no extra cost to you!

Are you a UK taxpayer?

If you are a UK taxpayer please **tick the first box** so we can claim back up to **28p** for every **£1** you give **at no extra cost to you.**

GA1 **Yes, I am a UK taxpayer and would like the BHF to reclaim the tax on any of the donations I have made in the last four years and any future donations I may make.***

Date

GA2 **No, I am not a UK taxpayer.**

* To qualify for Gift Aid, you must pay an amount of UK Income Tax and/or Capital Gains Tax at least equal to the tax that the BHF will reclaim on your donations in the appropriate tax year. Your donation must be of your own money and cannot be a collection.

Please tick here if you do not wish the British Heart Foundation to contact you. (MP0059)

From time to time we allow other similar organisations to write to our supporters. If you do not wish to be contacted by them, please tick here. (MP0060)

The British Heart Foundation is the nation's heart charity, registered in England and Wales (225971) and in Scotland (SC039426).



British Heart Foundation

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Website: bhf.org.uk



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Registered office at Greater London House, 180 Hampstead Road, London NW1 7AW

