

# EVERYDAY EXTRAORDINARY



**FIGHT  
FOR EVERY  
HEARTBEAT**  
[bhf.org.uk](http://bhf.org.uk)

# A MESSAGE FROM SIMON GILLESPIE

Director and Chief Executive BHF

## **'An extraordinary year, made possible by extraordinary people.'**

With the launch of our strategy 'We Fight for Every Heartbeat', 2014-15 has been a crucial year for the British Heart Foundation. Our strategy is the blueprint to achieve our vision of a world where people do not die prematurely or suffer from heart disease.

We have made huge strides towards realising that vision in the past year and have laid the foundations for further progress to 2020. Our strategy itself was recognised with a Strategic Transformation Award at the Innovation Enterprise's Innovation and Strategy Awards. More importantly it has been well received by the extraordinary people who support and work at the BHF, including the community of staff, researchers, fundraisers, volunteers, healthcare professionals and patients who are helping us achieve our ambitions.

We have continued to build on our position as a research-driven charity and to consolidate our position as the UK's leading independent funder of cardiovascular research. Just one of the remarkable examples of the difference that BHF-funded researchers have made this year is a discovery that will impact the way women are diagnosed with a heart attack. The researchers showed that current methods of diagnosing, involving a blood test for the protein troponin which appears after a heart attack, wasn't sensitive enough to capture up to half of women affected. By making the test more sensitive, thousands more women will get the reassurance of a proper diagnosis and earlier access to treatment.

In October 2014 we launched Nation of Lifesavers, a UK-wide campaign to give people



the skills they need to carry out CPR when they witness a cardiac arrest. At the moment, less than one in ten people survive a cardiac arrest out of hospital in the UK, and shocking statistics revealed that there are more than 30,000 opportunities per year to save lives following cardiac arrests. On the first day alone of the campaign more than 12,000 students in Yorkshire went from bystander to lifesaver. Since then, more than 1,300 schools have received our kits across the UK.

Of course we couldn't achieve landmark moments like these without our fundraisers. This has been a record-breaking year for legacies which have passed £60 million for the first time ever. We are grateful to everyone who chose to remember the BHF in their will this year, as legacies continue to be our largest single source of income.

Every day, extraordinary people have gone to extraordinary lengths to help us improve the lives of those affected by heart disease. Every pound that is raised for us deserves to

# HOW WE HAVE USED YOUR MONEY

Life saving medical research that will improve how we prevent, diagnose and treat heart and circulatory disease	£81,800,000
Vital work to support and care for the seven million people living with heart and circulatory disease around the UK as part of our Prevention, Survival and Support work which includes highlights such as	
Our survival programme, creating a Nation of Lifesavers through CPR training and defibrillator awareness	£4,500,000
Resources for heart patients and others through heart information booklets, videos and online tools and workplace health projects	£4,000,000
Giving support and heart health information through the Heart Helpline and Heart Matters magazine	£3,600,000
Working to innovate and improve healthcare services for heart patients and supporting healthcare practitioners through our membership network the BHF Alliance	£2,500,000
Communicating with and campaigning for heart patients, including the contribution from our campaigns Fight for Every Heartbeat, Bag It. Beat It. and Wear It. Beat It.	£6,300,000
Total spent on our charitable objectives	£113,700,000

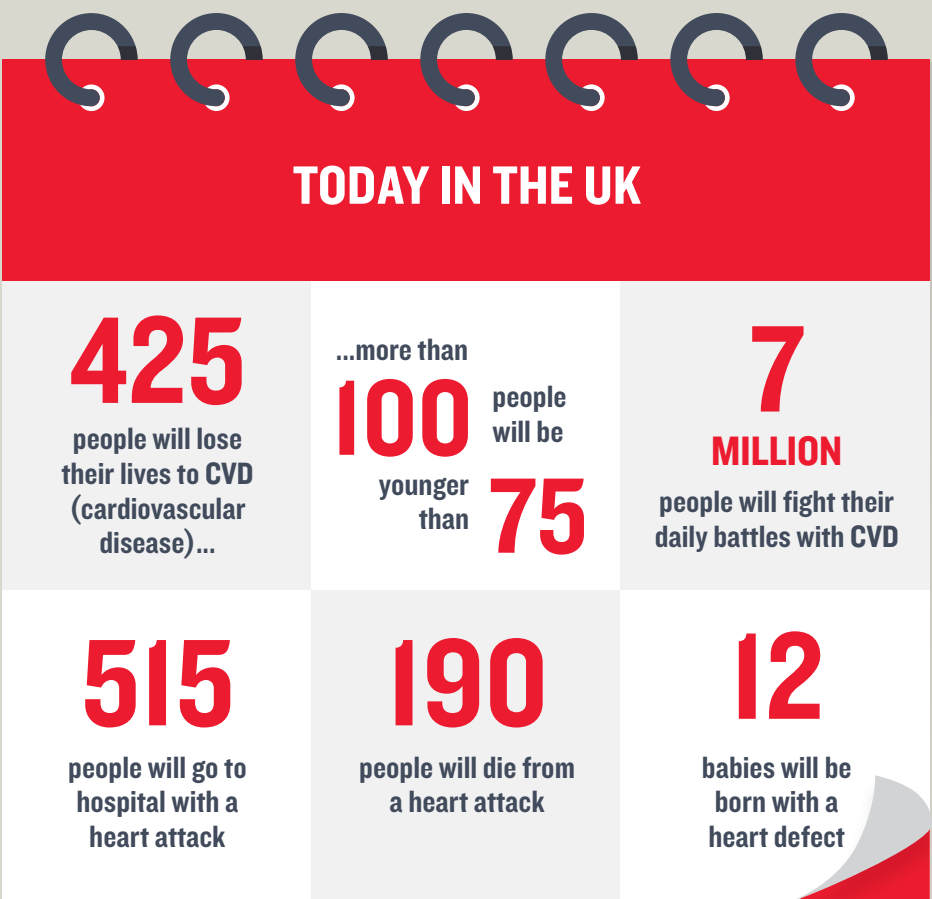
be put to the best possible use and we take that responsibility very seriously. That's why, as we strive to be a world-class organisation, we are assessing not just the activities we undertake, but how they are carried out. For example, we are creating a culture of zero waste in our shops, so while we continue to make a powerful contribution to the community, we can be confident we're having a positive impact on our environment as well.

It's a pleasure to present to you some of the stories and highlights from the past year for the British Heart Foundation, but inevitably

there will be extraordinary contributions we can't include. All our supporters make contributions that go beyond monetary value – they give us the inspiration to ensure our fight for every heartbeat goes from strength to strength.

Thank you for your support.

**Simon Gillespie, Chief Executive**  
@simonmgillespie



## RECENT BREAKTHROUGHS

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**Since 1961 the British Heart Foundation (BHF) has been dedicated to improving the heart health of the nation. This summary tells just a few of the extraordinary stories of our achievements over the past year and some of the extraordinary people who are helping us fight for every heartbeat.**

### RESEARCH

**We will build on our position as a research-driven charity, the UK's leading independent funder of cardiovascular research.**



BHF-funded researchers this year made a remarkable discovery that's set to help many more women get urgent treatment that could save their lives. When people go to hospital with chest pain, doctors carry out tests to check if it's caused by a heart attack. Blood levels of a protein called troponin are an indicator of heart attack, because troponin leaks into the bloodstream when heart cells are damaged. It seems that less troponin is released in women than men, and researchers in Edinburgh found that the conventional blood test fails to detect these low levels. Using a more sensitive troponin test, the team diagnosed heart attacks in twice as many of their female patients.

We're now funding a bigger study to determine if acting on the results of the new test translates into better health for patients. If it does, the test is likely to be adopted by emergency departments across the globe, and more women will receive the urgent treatment they need.

### PREVENTION

**We will promote cardiovascular health and prevention of cardiovascular disease.**



In March we celebrated a landmark victory for heart health, when parliament voted to ban branded packaging of tobacco products. The historic decision came after years of tireless campaigning by us, our supporters, and other health bodies. Smoking causes around 100,000 premature deaths each year in the UK, and tighter tobacco control measures are desperately needed. Results from Australia, where standardised packs have been mandatory since 2012, prove that it's an effective step. From May 2016 the new rules will better protect young people from taking up a habit that kills, and encourage more smokers to protect their hearts by giving up.

### SURVIVAL

**We will lead the fight to ensure more people survive a heart attack or cardiac arrest.**



In October 2014 we launched Nation of Lifesavers, a UK-wide campaign to give people the skills they need to become a lifesaver if they witness a cardiac arrest. Less than one in ten people survive a cardiac arrest out of hospital in Northern Ireland. This is partly because bystanders don't have the skills or confidence to perform CPR.

Our new quick-and-simple CPR training programme – using our Call Push Rescue programme – enables schools, workplaces and community groups to teach the life saving skills needed in the ultimate medical emergency.

To inspire secondary schools to register for their free training kits, we worked with Yorkshire Ambulance Service to train nearly 12,000 children on launch day. Since then, over 1,300 schools as well as over 1,000 community groups have received free Call Push Rescue kits.

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## SUPPORT



**We will make sure patients and their families receive the best possible support, information and care.**

We've supported the NHS to raise standards of care for thousands of heart patients across the UK. In recent years we've invested in the redesign of outdated cardiac services, and we're seeing the incredible difference they've made to people with CVD. Patients have been overwhelmingly positive about our pilot programme to provide intravenous diuretic (IVD) treatment at home. IVD alleviates debilitating fluid build-up in advanced heart failure, but has traditionally required a hospital stay.

Across ten test sites, home treatment has proved to be safe, effective and preferred by all recipients. The scheme saved the NHS over £3,000 per treatment and patients avoided a total of more than 1,000 days in hospital. All of the pilot sites have continued to run the service beyond our funding, and we're urging more areas to adopt it.

## GROW INCOME



**We will deliver an ambitious programme of activity to raise more money to power our life saving work.**

More people than ever left a vital legacy to help us win the fight against heart disease. This year gifts in wills to the BHF exceeded £60 million, our largest ever annual income from legacies and 41% of total income this year.

When you leave a gift in your will to the BHF, you leave a legacy that will help to protect the hearts of your children and grandchildren.

Legacy donations play a major role in helping us to sustain our world-leading research programme, and drive progress in areas that need it most – like finding a cure for heart failure and helping to prevent heart defects in babies.

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## LISTEN, ENGAGE, INFLUENCE



**Everything we do will be informed by the needs and views of patients and key stakeholders.**

Thousands more signed up to volunteer their time and skills for the BHF this year and we want to provide the best possible experience for all of them.

Our volunteer survey reported that more than 90% of respondents are proud to volunteer for the BHF and feel they're making a valuable contribution.

While 92% said they knew about our work, too many were unaware of BHF services that could benefit them. So we responded by promoting Heart Matters and the Heart Helpline to the team.

Next year we'll be holding focus groups to give volunteers the chance to tell us about their BHF experience in more depth.

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## WORLD-CLASS ORGANISATION




**We will ensure that every part of the Charity is well-led effective, and promotes the spirit and values of Fight for Every Heartbeat.**

The launch of our new strategy in August 2014 was a proud moment for the BHF, and heralded a major evolution in the way we work. By simplifying and clarifying our charitable objectives our staff and supporters can more easily understand the scope of our work, with research at its heart, and the roadmap towards our vision.

Behind the scenes, we've put systems and skills in place to regularly collect and report on a set of 18 measures that we'll use as markers of our progress, from the amount we've invested in research, to the number of people who've recommended our resources to friends.

We're due to begin annual reporting on the tangible impacts of every area of our work, to show more clearly and more often the difference that your donations have made in the fight against heart disease.



A full-page photograph of Leonía Modeste, a heart failure nurse, standing on a rooftop. She is wearing a dark blue zip-up jacket over a red top and a dark skirt. She is looking off to the side with a slight smile. The background shows a city skyline under a blue sky with scattered clouds. The rooftop has metal railings and pipes.

Leonía Modeste  
Heart Failure Nurse  
London

# I'VE SEEN WHAT 'COURAGE' REALLY MEANS

**Leonía Modeste is a heart failure nurse and a member of the BHF Alliance, our community for healthcare practitioners. She says the training she's received helps her give her patients who are suffering the breathlessness and exhaustion of heart failure the best possible care and support.**

I've seen what 'courage' really means. I've seen people living with heart failure struggle to do everyday things, struggle to breathe, even. I want to do the best for my patients, and the BHF Alliance has helped me make sure my skills and knowledge are up-to-date. I've done an advanced communication course. There's

an art to communicating with your patients, and the course helps develop these skills. I've also done the BHF heart failure course. It gave me new insight, and really supported my practice. We're trying to prevent hospital admissions so it's about teaching people to recognise and manage their symptoms so they stay as well as possible, and out of hospital. It's also teaching their families and carers about the condition so they can understand what's happening. The Alliance has given me a supported and planned approach to my professional development, and that's better for my patients.

# FIGHTING FOR EVERY HEARTBEAT IN YOUR AREA...

Our map shows just some of the activity that's been going across the UK over the past year.



**RESEARCH**  
Research funding



**PREVENTION**  
Funded projects



**SUPPORT**  
BHF Alliance



**SURVIVAL**  
CPR trained schools and communities



**LISTEN, ENGAGE  
& INFLUENCE**  
Research funding



**GROW INCOME**  
Fundraising and retail

## Research funding

We fund over 200 new projects each year investigating all aspects of heart and circulatory disease.

## Funded projects

We're working in partnership with local authorities, the NHS and non-profit organisations to improve the health of people at greatest risk of heart disease. We have funded 38 initiatives into reducing health inequalities and improving care programmes across the UK.

## BHF Alliance

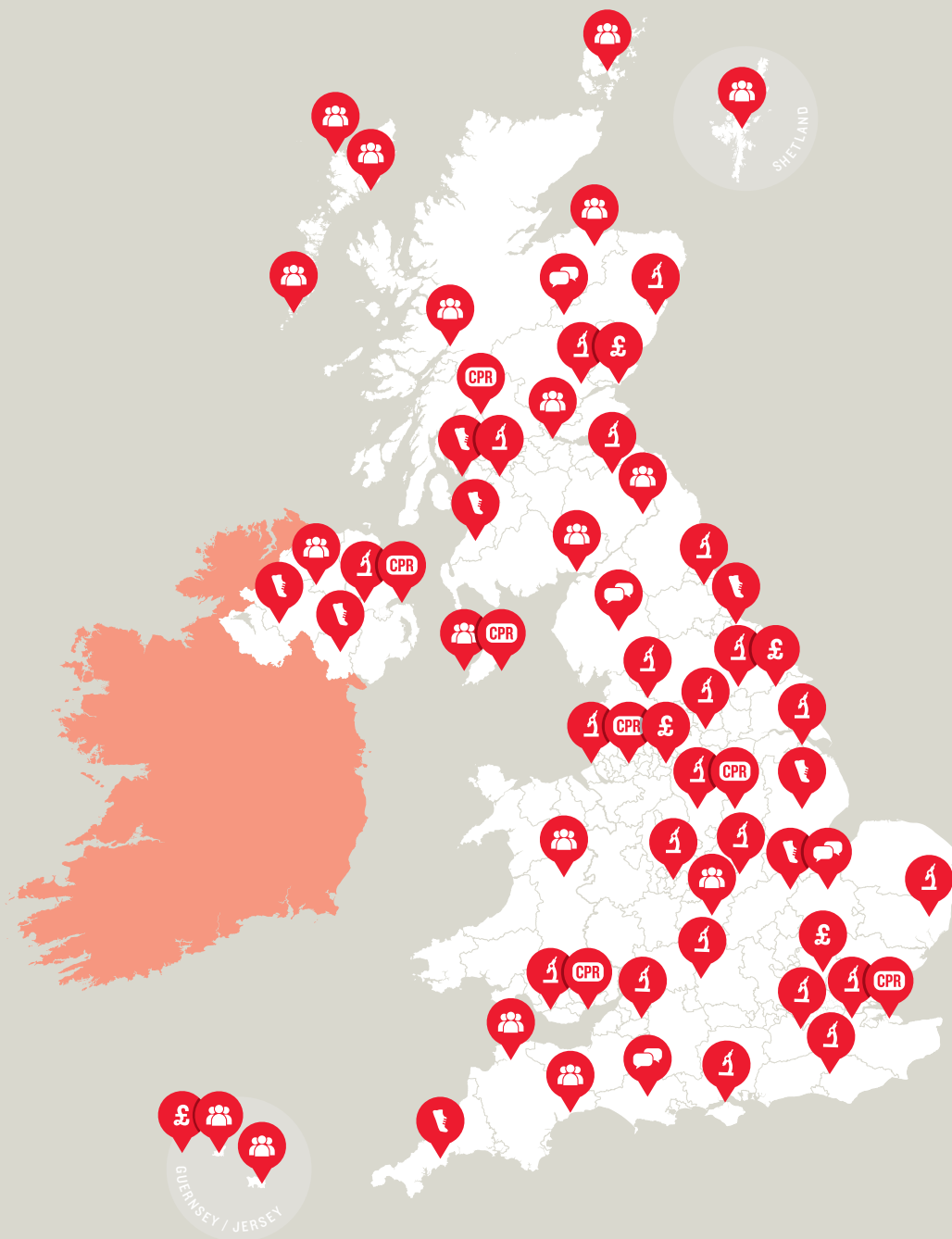
We support more than 1,600 healthcare practitioners through our free membership programme the BHF Alliance, offering professional development and support for those who work with people affected by, or at the risk of developing, heart and circulatory disease.

## CPR trained schools and communities

Over 1,300 schools across the UK have so far given pupils the opportunity to learn what to do should someone suffer an out of hospital cardiac arrest by learning CPR with our new Call Push Rescue training kits.

## Fundraising and retail

We have over 730 BHF retail outlets across the UK, over 560 standard shops and over 170 Furniture and Electrical Stores helping to fund life saving research.



# WE FIGHT FOR EVERY HEARTBEAT



## OUR AMBITION

Our mission is to win the fight against cardiovascular disease. Our vision is a world in which people do not die prematurely or suffer from cardiovascular disease.

## OUR VALUES

We will be brave, compassionate, driven and informed in our fight for every heartbeat.





**British Heart  
Foundation**

For over 50 years we've pioneered research that's transformed the lives of millions of people living with heart and circulatory disease. Our work has been central to the discoveries of vital treatments that are changing the fight against heart disease.

But heart and circulatory disease still kills around one in four people in the UK, stealing them away from their families and loved ones.

From babies born with life-threatening heart problems, to the many mums, dads and grandparents who survive a heart attack and endure the daily battles of heart failure.

Join our fight for every heartbeat in the UK. Every pound raised, minute of your time and donation to our shops will help make a difference to people's lives.

For more information, visit **bhf.org.uk/extraordinary**

Make a £3 donation now, text 'FIGHT' to '70123'

This is a charity donation service for the BHF. Texts cost £3 plus one message at your standard network rate. The BHF will receive 100% to fund our life saving research. To opt out of calls text NOCALLBHF, or opt out of SMS text NOSMSBHF to 70060 or call 02032827863.

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