



Over the past year, we've been leading the fight against cardiovascular disease (CVD) with our ground-breaking programme of research.

We want to tell you, our valued supporters, the incredible story of the past year and celebrate those extraordinary people who have made a huge difference to the progress of our work.



We pioneered research into the causes of heart disease and improved methods of prevention, diagnosis and treatment

Our year started with a national campaign that set out to highlight that heart disease affects the young and the old alike, and that it destroys lives, not only of those whom directly suffer from it but of their loved ones too.

Our Fight for Every Heartbeat adverts featured the work of one of our researchers, Mark Kearney, BHF Professor at the University of Leeds. He is working to turn discoveries in the lab into medical breakthroughs that change lives and keep families and friends together for longer.

Thanks to your donations, we spent £115 million last year on supporting the best heart scientists, high quality projects, cutting-edge clinical trials and world-leading research centres.



Mark Kearney
BHF Professor

'My work focuses particularly on the impact of CVD on people with type 2 diabetes. I wouldn't want to do any other job. All I want is for the people I treat to have an equal chance of life. So I'll keep on working until they do.'

We provided vital information to help people reduce their own heart health risk

Around 850,000 smokers in the UK answered our rally call 'V for Victory' and made a quit attempt on No Smoking Day 2014.

Michael Barnett, 32, from Doncaster, smoked 30 cigarettes a day for 15 years. Since quitting smoking he has completed 13 triathlons and one aquathlon. As part of No Smoking Day 2014, Michael told his story to inspire smokers in their own bid to quit.

In the past year we've sent out over five million heart health resources. Hundreds of thousands of you have kept connected to us by accessing our information online.



Michael Barnett
Fighter

'The changes I've made have been phenomenal. When I was a smoker I could barely run more than 100 metres without being out of breath. I can now ride over a hundred miles. It really is worth stopping.'

We pressed for government policies that minimise the risk of cardiovascular disease

Every day in the UK, 12 babies like Zoe are born with a heart defect. This year we campaigned for better support in schools for children affected by a heart condition. And our Heart Helpline, booklets and website helped more families understand their babies' diagnoses and cope through frightening times.

'We'd been worried because at five weeks Zoe wasn't putting on weight. They found holes in her heart and we didn't leave hospital for ten days. A very big personality has emerged since her operation. The name Zoe means 'life', she couldn't be better named.'



Zoe Cook
Survivor



Andrew Duncan
Survivor

Andrew, from Co. Londonderry is waiting for a new heart. He knows all too well that the current transplant system is inadequate, and he's been helping BHF Northern Ireland to push the Government for a change to the law.

We'd like everyone to be on the organ donor register unless they actively choose not to be included or unless their family objects after their death. It's an issue we're campaigning on across the UK, and it's a battle we won this year in Wales.

During a time of NHS upheaval and economic austerity we have harnessed your campaigning efforts to keep up pressure on policy makers not to lose focus on cardiovascular disease.

'My heart condition – dilated cardiomyopathy – runs in our family. I'm a very determined person. I will get the transplant. I don't let anything beat me. You just keep on fighting.'

We helped attain the highest possible standards of care and support for heart patients

Rob Gingell is working with patients in Wales to expose a 'silent' inherited condition called familial hypercholesterolaemia (FH).

It was a BHF-funded researcher who 30 years ago showed that a DNA test could identify people with the condition. It can cause high levels of harmful cholesterol from a young age, and if undetected the first sign that anything is wrong may be a heart attack.

Rob is just one of the ways we fund care and provide support that saves lives and helps people with cardiovascular disease to live well for longer.

Last year, you might have seen our logo on the defibrillator at your local train station, on the shirt of your friendly

Rob Gingell
BHF Nurse



'The connection to the Charity has been invaluable. I think patients readily identify with and trust the BHF.'

community nurse, on the trainer who taught you CPR, or on our vibrant magazine, Heart Matters, dropping through your letterbox. We're fighting for every heartbeat on the frontline and behind the scenes across the UK.

To reduce the inequalities in levels of heart disease across the UK

Joanna Anderson, a mother of two from Dundee, shows how our Hearty Lives funding is helping families turn their lifestyles around.

Our Hearty Lives programme continued to invest in establishing healthy habits in the most deprived communities in the UK. Over 159,000 people have taken part in our Hearty Lives projects.

We know that unhealthy habits increase the risk of coronary heart disease, so we're working with children and families – encouraging people to eat well, be more active and keep their weight down.

Anderson family
Supporters



'To see the kids coming on and growing in confidence is great. The programme really motivates you and we're definitely having more fun as a family.'

We raised vital funds

In February you helped us Ramp up the Red. Young heart patient Gretel Lambert and her dad Mark appeared in our national advertising campaign dressed as big red dragons. All those who carried out Ramp up the Red activities during the year, helped us raise over £1 million more for research to help progress our fight against heart disease.



‘Gretel was born with three congenital heart problems, including a hole in her heart. It’s been traumatic, but when you look back on the last four years it’s been a unique and amazing experience. We got involved with Ramp up the Red to turn a very bad experience into a really good one.’

Mark Lambert, Gretel’s dad



‘My heart condition robbed me of my freedom and I’ve missed crucial events in my three children’s lives. But the BHF helped me to understand and come to terms with my diagnosis, and that’s why I volunteer for them and donate when I can. For Bag-athon I gathered more than 50 bags to donate!’

The BHF’s network of over 730 shops this year raised £30 million for our vital work, helped by the 1.1 million bags of stock donated during The Great British Bag-athon in September.

Thanks to you, we raised an astounding £136 million this year to fight heart disease. Whether you dropped loose change in a collecting tin, walked yourself fitter on a sponsored hike, de-cluttered and donated to our shops or set up a monthly direct debit, you made a huge difference to us being that bit closer to beating cardiovascular disease.

Looking to the future

We've made amazing progress over the past 12 months, but cardiovascular disease still causes over 160,000 deaths in the UK each year. Now it's time to go further, and faster.

We fight for every heartbeat: our strategy to 2020 describes how we will fight CVD through increasing investment in

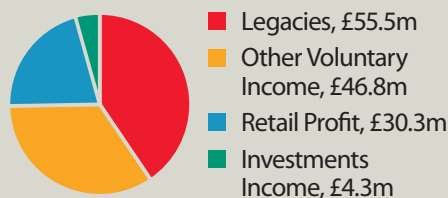
world-class research, and programmes that help keep the nation's hearts healthy. It also outlines how we will help more people survive a heart attack or cardiac arrest, and ensure that patients and their families receive the best possible support, information and care.

Find out more at bhf.org.uk/strategy

WHERE THE MONEY COMES FROM

Our income 2013–14

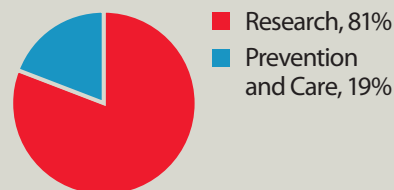
Total income £136.9 million¹



WHERE THE MONEY GOES

Our charitable expenditure 2013–14

Total expenditure £143.3 million²



£143.3m TOTAL SPENT ON OUR CHARITABLE OBJECTIVES

£112.8m	General medical research
£2.7m	Mending Broken Hearts Appeal
£2.0m	BHF Heart Nurses and other healthcare professionals
£0.7m	Emergency life-saving resuscitation programme including defibrillators and Heartstart training
£3.7m	Heart Helpline and Heart Matters programme

£2.0m Grants for other organisations for their work to help beat heart disease

£16.8m Support, information and campaigns for heart patients and general public

£1.7m Hearty Lives programme, reaching communities at most risk of heart disease

£0.9m Support, information and campaigns for children and young people

¹ For this analysis, total income £136.9 million (2013: £134.7 million) includes retail profit (excluding allocated support costs) of £30.3 million (2013: £32.4 million)

² Total Charitable expenditure £143.3 million (2013: £120.2 million) consists of Research expenditure of £115.5 million (2013: £90.7 million) and Prevention & Care expenditure of £27.8 million (2013: £29.5 million)

Expenditure was higher than income due to the use of the BHF reserves account. The Trustees review the BHF reserves policy annually.



**British Heart
Foundation**

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

But cardiovascular 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/bigchange**

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 lifesaving research. To opt out of calls text NOCALLBHF, or opt out of SMS text NOSMSBHF to 70060 or call 0203 282 7862.

**FIGHT
FOR EVERY
HEARTBEAT**

bhf.org.uk