



Annual Report and Accounts 2004



Only one in nine children in Britain eats the recommended five portions of fruit and vegetables a day.

Our Big Heart book, Peel & Stick activity sheets and the new cbhf.net children's website all teach kids about eating and exercising for a healthy heart.

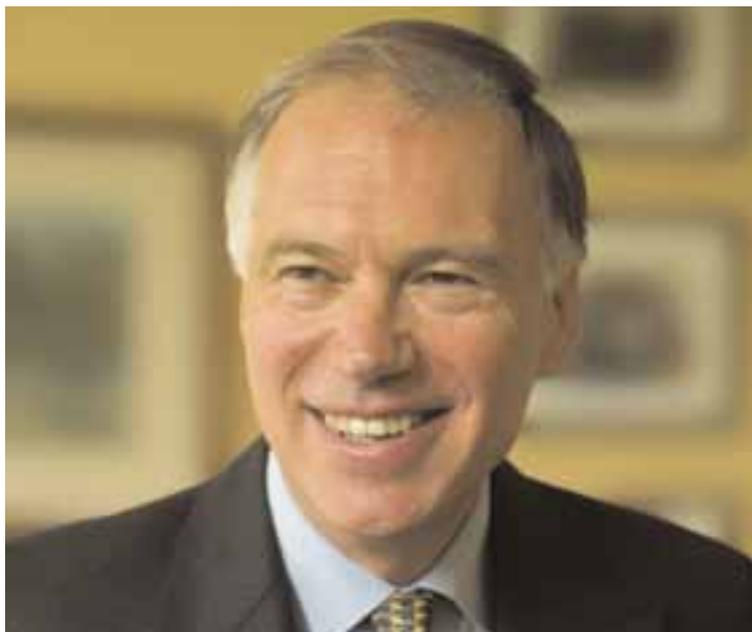
Annual Report and Accounts 2004



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The aim of the British Heart Foundation is to play a leading role in the fight against cardiovascular disease so that it is no longer a major cause of disability and premature death.

Director General Leslie Busk retired after 14 years at the helm of the British Heart Foundation (BHF) and handed over to Peter Hollins in November 2003.



Thanks to his commitment, qualities of leadership, energy and sense of humour, Leslie Busk has left the Foundation with an excellent working atmosphere and in good health, as the results for the year testify.

During Leslie Busk's years as Director General, the income of the Foundation trebled as did the spending on research, education and care.

I feel privileged to have the opportunity of building on his outstanding achievements. These pioneering research, education and patient care initiatives played a major part in reducing the toll of heart and circulatory disease in the UK.

This year our total income rose by 9% to exceed £90 million for the first time. It was an excellent year for Fundraising, thanks to an innovative new approach from the BHF team. Some 59,000 people joined our existing supporters, and 800 people have pledged to leave a legacy to the BHF.

Our heartfelt thanks go to the 3,500 volunteers working in fundraising events across the country. As a result

of their unstinting efforts, our events go from strength to strength. The 8,500 volunteers working in our shops make a vital contribution to the work of the Charity. The Shops' chain made excellent progress this year, with an increase in profit of over 15% and sales of more than £52 million.

The BHF has been awarded £19.8 million from the New Opportunities Fund* to provide an additional 75 heart failure nurses, 40 cardiac rehabilitation programmes and 2,300 defibrillators to help save and improve lives across England.

We raised £284,000 through the Charity's new-look bhf.org.uk website, which saw a large rise in traffic and online donations. People can now register for our fundraising events and create their own sponsorship pages. The All-Party Parliamentary Group on Heart Disease has 155

members in Westminster. Through meetings and newsletters we are educating this new forum of MPs and Peers.

Other successes this year have been even more highly visible – from the award-winning anti-smoking campaign to creative and innovative fundraising events such as Wear Red for Heart during Heart Week in June and the Real Valentine initiative in February. We have raised awareness of issues from cholesterol to congenital heart disease through media work and advertising.

However the most important activity for the Foundation is, and will remain, the funding of excellent research because we believe that this is the way to win the war against heart disease.

While I have no doubt that the war is being won, with the latest statistics showing a continuing fall in the rate of cardiovascular deaths amongst under 65-year-olds in the UK, there is still a long road ahead. Despite all our efforts heart disease kills one in five men and one in six British women giving us one of the worst records in Europe.

This Annual Report is partly a review of our progress in that war, describing the impact we have achieved and the next steps in the campaign. It is also, however, an account to our donors and supporters of how we have spent the money they raised on our behalf, often making a personal sacrifice. I believe passionately that we have a fundamental responsibility to spend every penny donated to us



Peter Hollins taking part in the BHF London to Brighton Bike Ride.

both effectively and efficiently, and to demonstrate that we have done so.

Our Medical Director, Professor Sir Charles George, has played a key role in ensuring that we are achieving value for money from research and made an outstanding contribution to the Foundation. Although Charles will be leaving us this winter having become President of the British Medical Association, I am delighted to be able to welcome as his successor Professor Peter Weissberg who is presently BHF Professor of Cardiovascular Medicine at the University of Cambridge, Head of the Division of Cardiovascular Medicine at Cambridge and Honorary Consultant Cardiologist at Addenbrooke's Hospital. He has a particular interest in vascular smooth cell biology.

He joins an excellent team with a tremendous record, proud of what they have achieved, and determined to deliver even more in future.

Peter Hollins

*Now called the Big Lottery Fund. These programmes will extend over the next three years. A small initial instalment has been received this year.

Medical Director In his last Annual Report, Sir Charles George reflects on how much has been achieved in research, treatment, education and patient care.



Now with lottery money we can provide more life-saving defibrillators, nurses to support people suffering from heart failure and extend our pioneering cardiac rehabilitation network.

I am delighted to see how far we have come over the four years since the National Service Framework was launched. Around half of the major fall in deaths from coronary heart disease (CHD) can be put down to improved treatment for heart patients. Waiting times for heart surgery have been significantly reduced, especially in England.

Four years ago, more than 1,000 people were waiting over 12 months for a heart operation. By December 2003 only a few hundred people waited more than six months and by 2005 none will have to wait more than three months.

This year we spent a record £53.3 million on our main objective, research; 7% more than last year. Another £22.1 million was spent on education and care projects; nearly 30% of our regular charitable expenditure and 46% more than in 2002/03.

Central to our research policy has been the creation of centres of excellence around one or more of the 30 BHF Professors we fund at 16 UK universities, two in Scotland and one in Wales. This year we welcomed Professors John Deanfield, Nilesh Samani and Bruce Rosengard, an academic surgeon from the USA who will further his expertise in cardiac transplantation and regenerative therapy in Cambridge.

Our BHF Professors are at the forefront of world-class heart research. Professor Philip Poole-Wilson led the huge COMET trial comparing two types of beta-blocking drugs. He worked with colleagues and patients in 15 European countries to show that one was significantly more effective than the other. The results will lead to better treatment for

people suffering from chronic heart failure. This debilitating condition occurs when the muscle of the heart is damaged and can no longer pump efficiently, and affects 880,000 people in the UK.

The contribution made by our Professors and their teams is assessed through regular visits by a panel of experts, who review their work and future research plans in detail.

I am impressed by the rising quantity and quality of their output. In 2003 two of *The Lancet's* top 20 published papers came from BHF Professors – Rory Collins and Philip Poole-Wilson.

As well as Chairs, we fund an ever-increasing number of Fellowships for researchers at different levels. We have recently responded to requests to introduce four-year PhD training programmes and overall Fellowship applications were up 37% on last year. We awarded 129 of these, and 161 project grants.

Building on the success of the first BHF Cardiovascular Initiative (CVI), the BHF Council last year approved funding for a second. The first £35 million research CVI in 1999 brought together leading scientists and paid for state-of-the-art laboratories and equipment, allowing cardiac specialists to develop their work. It attracted both overseas researchers into the UK and major funding from a number of other organisations. This second CVI will make available up to £20 million to fund cutting-edge scientific equipment in Edinburgh, Glasgow, Leeds, London, Oxford and Southampton.



We have agreed to fundraise with colleagues at the Institute of Child Health at Great Ormond Street. Together we will buy and install magnetic resonance imaging (MRI) equipment which will enable children to avoid invasive open-heart surgery. We have given £1.5 million towards a new centre for cardiovascular research at Leicester's Glenfield Hospital.

We worked in partnership with many organisations this year, discussing issues of mutual interest and moving towards a co-ordinated approach. The Director General and I represent the BHF on the Cardiovascular Research Funders Forum which also includes the Medical Research Council, Wellcome Trust, Diabetes UK, the Association of the British Pharmaceutical Industry and all four Departments of Health. As a result of this work, we co-funded ten heart failure projects totalling £1.8 million.

With other members of the prominent Association of Medical Research Charities we have discussed topics such as the use of animals in research and stem cell therapy. We are major funders of the National Heart Forum, Action on Smoking and Health and the European Heart Network.

Although fewer people are now dying from heart disease in the UK, we still have a long way to go before it is beaten. Our aim should be higher than simply keeping people alive. More people than ever are living with coronary heart disease: some 2.7 million people across the UK.

Most heart disease is avoidable if we take simple measures to improve our lifestyle. Many people in the UK are exercising too little, eating diets too high in fat, sugar and salt, and consequently, becoming overweight or obese or developing high blood pressure. This trend has serious implications for the future rates of CHD in the UK and for the freedom of future generations to live long and healthy lives.

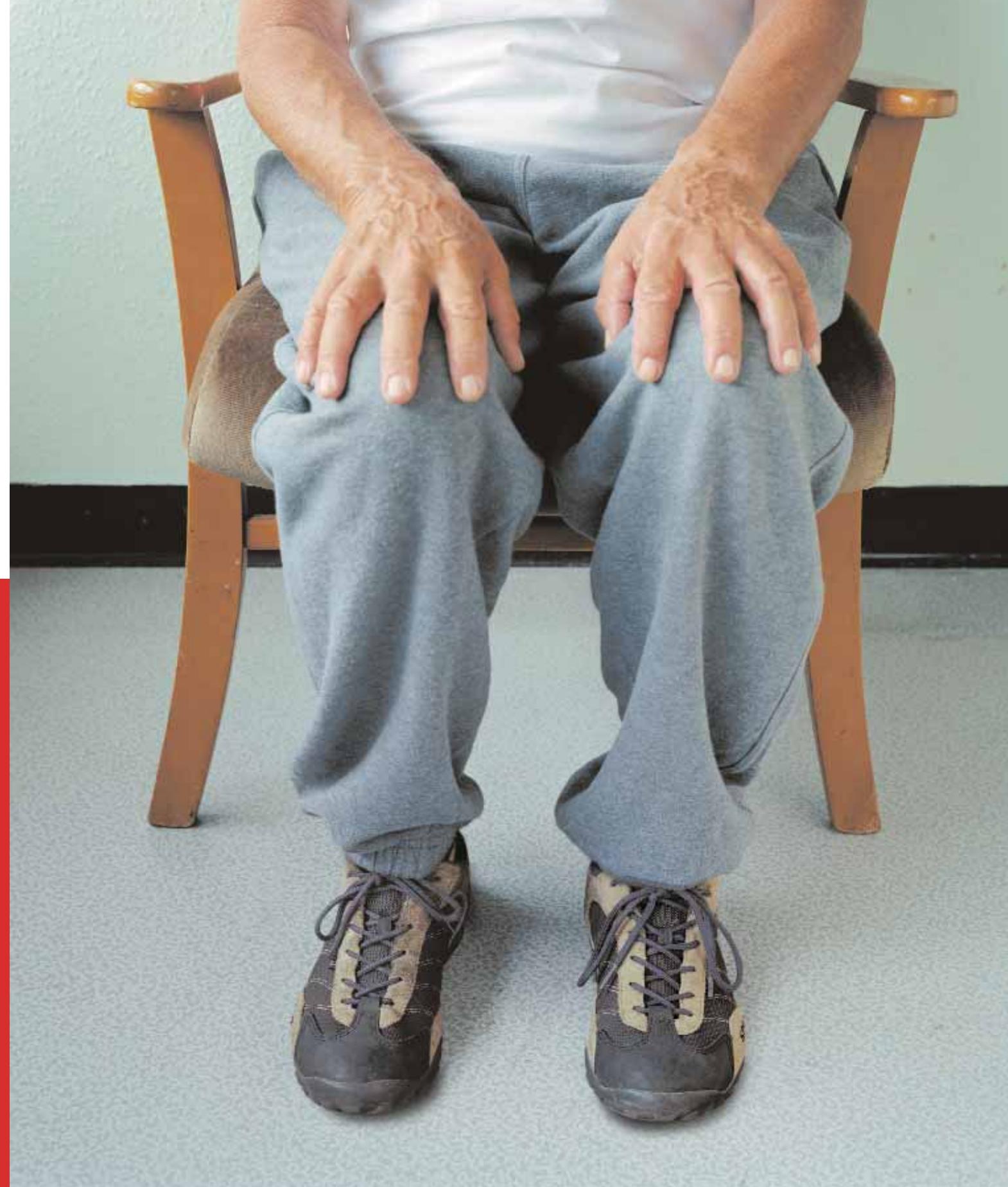
Professor Sir Charles George

Heart By investing millions in research, care and support, the BHF has helped countless heart patients on the road to recovery.



The UK's 2.7 million coronary heart disease survivors - people who have had a heart attack or angina - do not need to resign themselves to life in carpet slippers.

Cardiac rehabilitation helps people get back on their feet and take the first cautious steps towards an active life. Research shows that it can cut the risk of a further heart attack by a quarter.



Research is the key The BHF is committed to winning the war on heart disease by funding 30 professors and hundreds of scientists and doctors working in universities and hospitals across the UK.



Action

Professor Rory Collins and his team ran the ISIS-2 study which proved conclusively that thrombolytic (clotbusting) drugs and aspirin used together are more effective in treating heart attacks than either alone.

The BHF worked closely with the Government to shape National Service Framework targets for the NHS ensuring that patients are diagnosed and treated with the most effective drugs as quickly as possible.

Impact

Thrombolytic drugs and aspirin are now used routinely for heart attacks in this UK. These life-saving clotbusters are now delivered faster here than anywhere else in the world: 81% of heart attack patients get them within 30 minutes of arrival at hospital.

The four ISIS mega-trials, which studied survival in hundreds of thousands of patients, have substantially improved the emergency treatment of heart attacks.

Next steps

Angioplasty (a surgical technique which inflates a balloon to open up a blocked blood vessel) is the alternative treatment for a heart attack. Future studies will determine whether angioplasty, clotbusters, or a combination of the two provides the best outcome.

Wonder drugs This year there has been a steady increase in the use of aspirin, beta-blockers, ACE-inhibitors and statins. Government targets have already been exceeded.



Action

The BHF part-funded the five-year Heart Protection Study in Oxford. This trial showed that statins (the cholesterol-lowering wonder drugs) reduced the incidence of heart attack by 27% and of stroke by 25% in people who have had a previous heart attack or stroke.

Importantly, the trial also showed the same benefit in diabetic patients, the elderly and even people who do not have high blood cholesterol levels.

Impact

Over £13 million a week is now being spent by the NHS on cholesterol-lowering drugs (mainly statins) to reduce the risk of heart attacks.

Each month more than two million prescriptions for statins are being dispensed in England alone.

Next steps

An estimated three million people at high risk should be considered for statin treatment in the UK which could save around 15,000 lives every year. Simvastatin will soon be available without prescription, saving yet more lives.

We recently agreed to fund a research project which aims to provide the first reliable evidence of the value of aspirin and fish oils in preventing heart attack and stroke in people with diabetes.

Support and information

Our national Heart Information Line **08450 70 80 70** was set up in 2003 to provide impartial, accurate and confidential information to patients and carers, health professionals, the media and the general public on all heart-related issues. This year our team of cardiac nurses and heart information officers handled over 24,000 enquiries via calls, emails and letters.

The nurses are often quoted in the press and interviewed on TV and radio. They play a key role helping the media to communicate accurate heart health information.

“Talking to a member of your team, together with the information I received, has allayed the fears and concerns about the operation that I unfortunately have to face. I now have a much more positive attitude.”

Help when hearts go wrong No matter how well we look after our hearts, sometimes problems can occur. When they do, the BHF provides specialist nursing care and support.

Action

The BHF has been awarded £9.4 million from the New Opportunities Fund to extend its pioneering network of 16 heart failure nurses. The money will fund a further 76 nurses to care for people with this debilitating condition.

Impact

Specialist care from a heart failure nurse has been shown to reduce hospital admissions and the need for GP and clinic visits.

Next steps

The BHF will continue to identify and fill gaps in the cardiac nursing network and provide more funding and training to ensure that heart patients get the best possible ongoing care.



Action

We also fund 42 cardiac liaison nurses and six acute coronary syndrome and 14 paediatric cardiac liaison nurses who support adults and children across the UK.

Impact

BHF nurses make a real difference. They provide reassurance and continuity of care, usually by visiting people in their own homes.

Next steps

Our new paediatric nurses will support children born with heart problems and their families in their own homes.

"I'm so full of confidence with my BHF nurse. The attention I'm getting now is terrific. He's got time to talk to me. He's medicine himself."

The Road to Recovery Each year more than 160,000 people survive a heart attack and 24,500 have bypass surgery. Cardiac rehabilitation helps these patients to get back on their feet.



There are now 372 cardiac rehabilitation programmes on the national register.

Action

A £4.7 million injection of New Opportunities Fund money means the BHF can start up 40 more community-based cardiac rehabilitation programmes across England. These give people the confidence to make lifestyle changes and avoid further health problems.

Impact

Research shows that cardiac rehabilitation can cut the risk of a further heart attack by a quarter. Each course provides tailor-made support so that people can make the best recovery from heart attack and heart surgery. Activities include Tai Chi, cookery, aquaerobics and smoking cessation classes.

Next steps

The BHF is committed to extending cardiac rehabilitation to those most in need, including older people, ethnic minorities and people living in rural areas. This year we launched *Heart Health*, a free magazine which will be distributed to patients and carers.



Patient Power

The BHF has a network of over 300 heart support groups in England and Wales. We have established a UK register of heart patient representatives known as Hearty Voices. These patients and carers are trained and supported so they can have a real impact on the way cardiac services are designed and developed.

The Foundation helped guide the Patient Choice initiative which has driven down waiting times for heart operations. Patients can now opt to stay on their own hospital waiting list or be treated at another NHS or private hospital. An independent Patient Care Adviser helps talk them through their options. This popular scheme has now been extended to people waiting for other types of surgery and further progress will be made in 2005.

Health Coronary heart disease is the most common single cause of premature death in the UK. The BHF gives practical advice on how to lead a healthier lifestyle and runs campaigns to raise awareness of the risk factors.



The BHF's multi-award winning stop smoking campaign had everyone talking and was commended for "penetrating popular culture".

Our "effective, powerful and memorable" campaign aims to reach out to smokers who have tried and failed to quit and encourage them to give up for good, with our support.



Give up before you clog up

One in five people in the UK dies from smoking. Smoking causes more deaths from cardiovascular disease than from cancer worldwide.

Action

The BHF ran a hard-hitting campaign targeting smokers who had tried and failed to give up. The £4 million campaign funded by the Department of Health aimed to increase awareness of the link between heart disease and smoking. "Give up before you clog up" in January 2004 included a TV advertisement broadcast 450 times; 2,500 poster sites; press and online adverts; an anti-smoking website; and a special BHF telephone helpline.

Impact

94% of smokers recalled seeing the campaign and 12,000 phoned the helpline. The BHF contacted a sample number of these callers and 46% had stopped smoking. 74% of these were still not smoking seven weeks later. There were 82,313 visits to the anti-smoking website in the early weeks and the site is still running.

Next steps

Following its success, the Department of Health granted us additional money to re-run the poster campaign in May 2004, and further work on smoking is planned for the next two years.

We will continue to lobby government and work with action groups to fight smoking-related heart disease.

Stephen Plumb stopped smoking after his first heart attack: "I wish that I'd given up before the damage had been done."



Reduce the risk

Most heart disease is avoidable if we take simple measures to improve our lifestyle. A 50-year study part-funded by the BHF showed that on average smokers die ten years younger than non-smokers. It also revealed that stopping at age 50 halves the

risk of death, and stopping at age 30 avoids almost all the risk.

Over one third of deaths from coronary heart disease are due to lack of physical activity, with only 37% of men and 25% of women taking the recommended

30 minutes of moderate exercise at least five times a week. So our events and initiatives encourage all age groups to get active, from children skipping to Heart Runners completing marathons.



Step to it

Experts recommend a target of 10,000 steps a day. It's estimated that the average adult clocks up only about 3,000.

Action

The Walking the Way to Health Initiative (WHI) was launched in 2000 – a five-year partnership between the BHF and the Countryside Agency with support from the New Opportunities Fund. Its aim is to improve the health of disadvantaged and sedentary people in England by promoting regular brisk walking as a perfect way to improve fitness.

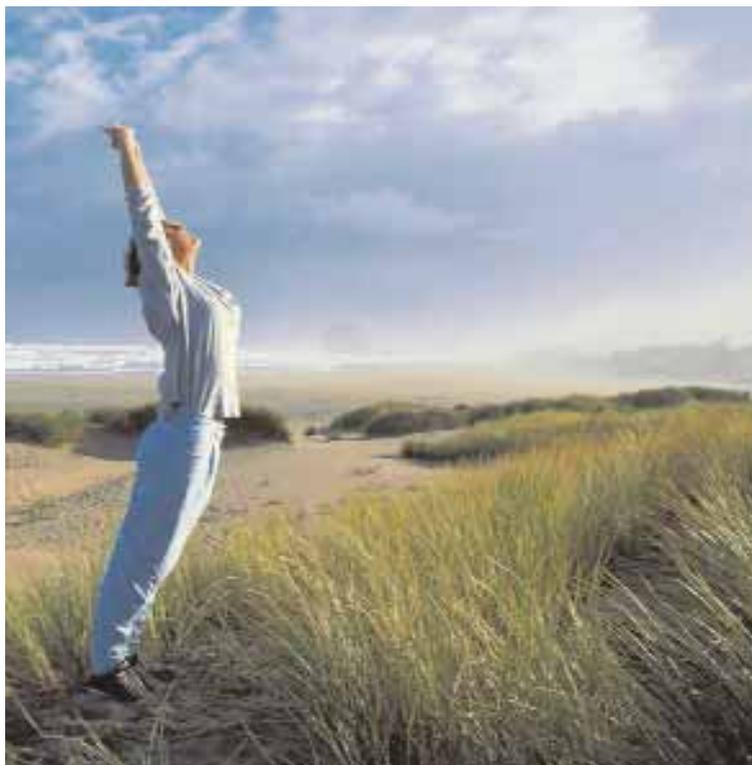
Impact

300 local walking schemes have been set up and 10,000 walk leaders have been trained. At the halfway point, WHI had helped more than 600,000 people walk more often, and is on track to meet the target of one million.

Next steps

We have worked with partners in Wales and Scotland to set up similar schemes. And WHI Step-O-Meters, which encourage people to walk more by tracking their progress, are being made available from GPs in areas with high rates of coronary heart disease. A joint BHF/Countryside Agency strategy will ensure that local schemes continue into the future.

Stressed out? High blood cholesterol, low levels of physical activity, smoking, high blood pressure, obesity, diabetes, or family history can lead to CHD. But what about stress?



Action

The link between stress and CHD is becoming clearer as more research is done. BHF Professor of Psychology Andrew Steptoe is investigating why, for some people, stress makes them particularly vulnerable to coronary heart disease.

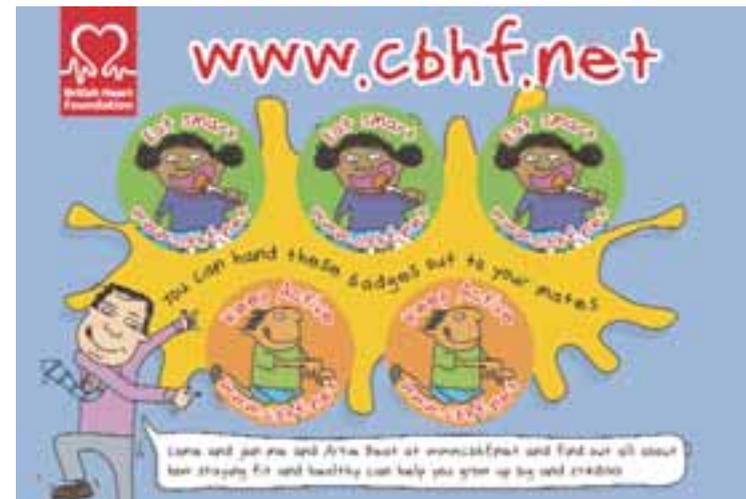
Impact

Half a million people in the UK believe work-related stress is making them ill. This year we published our Stress and Your Heart booklet giving tips on coping with stress. Here, people explain how they have used exercises or healthy eating plans to get back in control.



Next steps

The complex job of measuring the effect of stress on the heart will continue. Meanwhile BHF researchers in Wales are investigating how depression could damage our blood vessels, believing this may be linked to over-activity of the body's stress response.



Eat for life

The BHF website has become a significant feature of our work with young people. The interactive cbhf.net website pitches heart health hero Artie Beat against the Bad Snax brigade. Players zap unhealthy food before it lands on their plate. The site is loaded with information on eating and exercise... and after the user has been surfing for a while a pop-up message suggests they get up and get active!

Worryingly, over 80% of people eat too much saturated fat and most of us eat too much salt. Our booklets, *Food should be fun...and healthy*, *So you want to lose weight* and *Cut the fat* help people to make healthy choices.

Food for thought

In studies of the effects of early lifestyle on adult cardiovascular disease, Professor David Barker has shown that people who were born small but put on weight quickly in childhood are at increased risk of CHD and the associated disorders of hypertension, diabetes and stroke.

BHF-funded scientists have discovered that a mother's poor diet could dramatically reduce the lifespan of her child. Using mice, researchers found that offspring whose mothers were fed a low protein diet during pregnancy and then a normal diet postnatally, only lived for two thirds of their expected lifespan. The effect was even more pronounced if the mice offspring were fed a fattening "cafeteria" diet.



Help The country is full of people going the extra mile to play their part in the fight against heart disease, raising cash, having fun and reaping the health benefits at the same time.



This is John Wright, who collapsed with a heart attack in 1990, aged just 56. His heart had stopped and was shocked back to normal rhythm with a defibrillator, saving his life.

While he was convalescing, John pickled a few onions and gave them to family and friends. They went down so well that John decided to sell more and give the money to the BHF to fund a local defibrillator. Soon John's onions were travelling across the county to schools, companies and hospitals. Now 14 years later, John has raised over £13,000 for the BHF which has helped to buy defibrillators. One of these has just saved a local woman's life.



Time for action We continue to build our series of innovative fundraising events. Those taking part often become committed to our cause and go on to help us by volunteering their time.

Action

Thousands of Heart Runners ran for the BHF in events throughout the country. Over 400 runners supported us in the Flora London Marathon 2003.

Impact

Our Heart Runners raised well over £450,000 for us in 2003/04.

Next steps

We hope to raise £1.5 million from this year's Flora London Marathon 2004 which had 1,000 Heart Runners pounding the pavements in the rain.

As part of the BHF's fundraising partnership with Flora, Nell McAndrew led the BHF Heart Runners Team at the Flora Light Challenge for Women in September. Over 1,000 women helped push the final fundraising figure from the Flora partnership to £350,000 during the year.



Action

Bike rides and walks are organised across the country. 27,000 cyclists took part in the BHF's 54-mile London to Brighton Bike Ride.

Impact

The London to Brighton Bike Ride raised a record £2.5 million for the BHF.

Next steps

In 2004/05, cyclists and walkers joining one of our World Experiences will travel further afield, to Peru on the Inca Trail, and to South Africa and Everest.

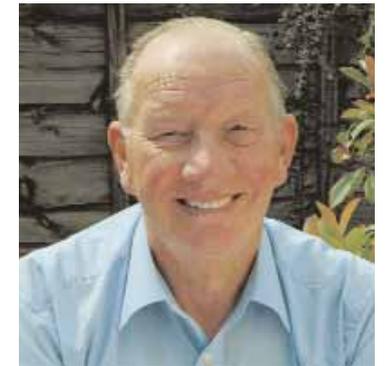
At the heart of Valentine's Day

Our new Real Valentine Campaign invited people to consider a more caring alternative to the commercial Valentine's route. We produced do-it-yourself card kits and visitors to our website paid a donation to compose a love poem and have it read aloud by a celebrity sound-alike. The result was £227,700 raised and almost 6,500 new supporters.

BHF shops staff and volunteers took Valentine's Day to heart by encouraging customers to donate £1 to post a Love Note in the shop window. Over six million households read about the love note campaign in their local paper. The result was an incredible £200,000 for the BHF and two marriage proposals! We are expanding our Love Notes message by taking this BHF appeal to shopping malls and supermarket foyers next year.



Volunteers run the BHF We could not continue to run our local events and charity shops without the help of dedicated volunteers who give up their time.



"I wanted to do something to thank the people who've helped me. I've managed to raise over £13,000 which has paid for local defibrillators to save more lives."

The shops story

Good cost control and steady progress on sales led to an excellent trading performance in Shops this year. Profits were up by 15.2% to £9.1 million. Twenty new high street shops were opened in 2003/04, bringing our national chain to 467 at 31 March.

Heart Week ribbons were introduced for the first time in 2003/04 and BHF shop volunteers took to the streets to help gather donations. Shops raised over £185,000 during the year from their efforts with the ribbons. We aim to increase Heart Week returns to over £200,000

by joining colleagues in Community Fundraising in many additional locations this year. Managers and volunteers in every BHF shop raffled a luxury Christmas hamper during December. They sold tickets with great enthusiasm and over £175,000 was raised.

The expansion of Shops will continue; we aim to find at least another 30 shops units this year. To help run them we need to recruit many more teams of volunteer helpers.

An army of local supporters

People raise vital funds for the BHF, while improving their heart health by joining the walks, runs and bike rides we organise across the UK. Income raised by our regional volunteers and staff totalled £10.6 million last year.

Raising money for the BHF can take many forms. Fourteen years ago, 71-year-old John Wright from Stroud in Gloucestershire had a heart attack in an ambulance on the way to hospital. His life was saved by a defibrillator and ever since he has been raising money by making and selling pickled onions.

Heart Week 2003 Just 40 years ago, only one in five children born with a heart defect survived – now that figure has risen to over four in five.

Action

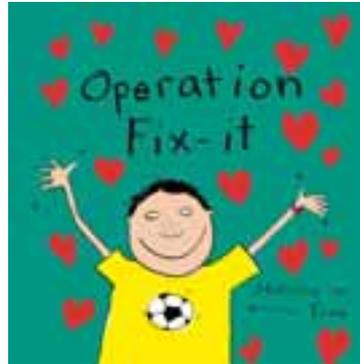
Companies and individuals were urged to Wear Red to show their support. People were asked to make a regular monthly donation and heart-shaped ribbon bows were offered for a suggested donation of £1.

Impact

Over £854,000 was raised through Heart Week and 46,000 new people signed up to support us, many committing to donate a regular monthly amount.

Next steps

The red theme continued for Heart Week 2004 with the Big Red Fightback encouraging people to shun lifts and escalators for the week and use the stairs instead.



The staff at eBay took Wear Red to heart. An online auction featured prizes donated by Ferrari, Flora, MBNA, Walt Disney, Kenwood and Virgin Atlantic.

Action

Finding out that your child has a heart defect can be devastating and the family needs information and support. We published Operation Fix-It, a colourful story book for children facing heart surgery.

Impact

Feedback showed that the book has helped parents and children deal with the emotional and practical issues of living with a heart condition.

Parents have been reassured by the medical information on the website and the chance to find out how others cope.

Next steps

Around 5,000 children are born with congenital heart disease each year in the UK. The number of adults living with congenital heart disease is set to rise by 50% over the next decade.

We are funding research to improve diagnosis and treatment of heart defects, information booklets and specialist nurses to support children as they grow into adulthood.

We helped to fund an online resource at www.dipex.org where parents can read other families' personal experiences of congenital heart disease. A new title in our award-winning Heart Information Series has been produced for carers.

Life or death With your help we can raise money to fund more life-saving defibrillators. The BHF has spent over £8 million on defibrillators since we began to fund them in the mid-1980s.

Life savers

In 30% of heart attacks the victim dies before reaching hospital. Emergency life support and a defibrillator to shock the heart back to a normal rhythm can make the difference between life and death. We have just awarded our 2,000th machine. We distribute them to trained staff in places such as leisure

centres and airports, ambulance services and GPs: wherever they are most likely to save lives. Now £5.7m from the New Opportunities Fund will pay for another 2,300 defibrillators in England and community defibrillation officers to recruit and train responders.



We now have 942 community Heartstart UK schemes including 464 in schools.

Action

Learning emergency life support skills on a Heartstart UK course is another way to help fight heart disease. It could help you make the difference between life and death and buys time until a defibrillator is made available.

Impact

If you have a cardiac arrest, receiving emergency life support while waiting for the defibrillator doubles your chance of surviving. This year 170,000 people have learned these skills through the Heartstart UK initiative.

Next steps

We aim to build on the success of Heartstart UK schools schemes in Scotland and Northern Ireland by expanding further into England and Wales. We also aim to provide more defibrillators in cardiac arrest hotspots.

How you can help You could make a one-off or regular donation, buy from our catalogues or online shop or even leave a gift in your will.

The BHF credit card

Having successfully launched the new BHF credit card in August 2003 we now have over 55,000 cardholders who are all helping to raise money for the BHF every time they spend on their card.

The BHF credit card is a simple and easy way for you to support the BHF without it costing you a penny extra. For every new account opened MBNA will make an initial contribution and 35p for every £100 you spend thereafter on card purchases. For more information call 0207 487 7191 or visit bhf.org.uk/card.

The British Heart Foundation Credit card is issued by MBNA Europe Bank Limited, Registered in England Number 2783251, Written quotations available on request. Credit is available, subject to status, only to UK residents aged 18 or over.

Regular giving

Many of our supporters find donating by direct debit the easiest way to support our vital work. Your donation is taken care of automatically through your bank, and you can choose to give a fixed amount regularly that fits in with your monthly budget. Regular gifts from our supporters provide a reliable source of income which means we can plan big projects that make a real and lasting difference to those whose lives have been touched by heart disease.

A gift in your will

Each year thousands of people decide to pledge a legacy to us in their will. A legacy is a precious gift and by choosing to support the BHF in this way you will be helping to ensure that we can continue our work for years to come.

Laser Exchange

Protect the environment and help the BHF by recycling your ink and laser print cartridges. LaserXchange will recycle every suitable cartridge sent in and donate £1 for each inkjet and £2.50 for each laser cartridge to the BHF. For more information call 01873 859901 or visit bhf.org.uk

Candis

Support the BHF by joining the 300,000 subscribers who read the family lifestyle magazine Candis. We receive 30% of all Candis Club donations and £237,000 was raised by the club in 2003 for the BHF.



“Physically, we are both completely wasted, but mentally overjoyed and happy to be home and alive.”

The ultimate challenge

Intrepid explorer Sir Ranulph Fiennes collapsed with a sudden heart attack on board an aircraft a few months before he was due to take part in the gruelling Landrover 7x7x7 Challenge. Luckily for him there was a defibrillator on board and someone

who knew how to use it. “I remember thinking ‘is that it? – am I going to spend the rest of my life in a wheelchair rather than running up mountain passes?’ A double heart bypass performed by BHF Professor Gianni Angelini

and the care of BHF nurses gave me back my life.” Sir Ranulph and his expedition partner went on to complete seven marathons in seven continents in seven days, raising thousands for the BHF.

Partnerships Our corporate partners work hard to meet challenging fundraising targets while helping us to communicate healthy lifestyle messages to their customers and staff.

Action

Shredded Wheat’s *Helping Hearts* fundraising campaign encouraged customers to send in £1 tokens which were donated to the BHF. A new salt awareness campaign on packs, leaflets and in the media explained the benefits of reducing salt in the diet.

Impact

With £260,000 raised this year, the partnership with Shredded Wheat has reached a total of £1million. Over 15 million packs carried the BHF’s heart health advice and important salt awareness messages.

Next steps

Shredded Wheat is the main sponsor of the BHF London to Brighton Bike Ride in 2004 and 2005 and their invaluable support will help us to raise even more money.



Action

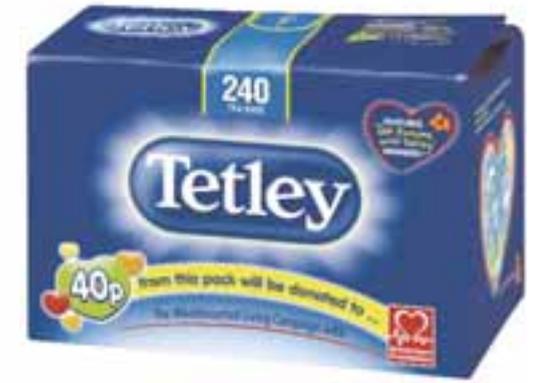
Tetley Tea’s *Wholehearted Living* fundraising campaign featured on 19 million packs of tea.

Impact

With Tetley, we placed our heart health messages on one in three breakfast tables. The campaign raised £200,000 taking the three-year partnership total over £600,000. Tetley became the number one tea brand in the marketplace in 2003; the first time for over a decade.

Next steps

Tetley and the BHF have agreed to extend the partnership for a further three years with a fundraising target of another £675,000.



Heart patient The stories told in this Report demonstrate that we are spending money wisely and that our work is making a real difference to people's lives.



Seven years ago Frankie Carlin from Cardiff had surgery to close two holes in her heart. She also has a leaky heart valve which she may need another operation to repair. Her four-year-old daughter Evie has inherited the same heart valve problem.

The experience made Frankie, now 33, want to help others and show that heart disease can affect young people too. She started off doing a BHF sponsored walk and then visited local schools to encourage them to take up our Jump Rope For Heart skipping scheme.



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Bankers

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National Westminster Bank PLC
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Investment Advisers

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Tel: 020 7935 0185
Fax: 020 7486 5820
bhf.org.uk

Company registration number 699547
Registered charity number 225971

Thank you

With grateful thanks to everyone who has supported us this year.

Companies and organisations

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Zurich Financial Services (UKISA) Community Trust Ltd

Celebrity support

Thank you to all the celebrities who have supported our work, and special thanks to the following for helping us this year:
Ainsley Harriott
Alan Curbishley
Alan Rickman
Ant and Dec
Barry Cryer OBE
Carol Smillie
Catalina Guirado
Cathy Shipton
Charlie Dimmock
Chris Crookall
Chris De Burgh
Chris Tarrant OBE
Christine Hamilton
Christopher Timothy
Claire Rayner OBE
Clare Balding
Colin Montgomerie MBE
Dane Bowers
Dario Gradi MBE
Dave Prowse MBE
Dawna Walters
Dr Chris Steele
Dr Mark Porter
Dr Mike Stroud OBE
Fern Britton
Fiona Phillips
Gabby Logan
Gabrielle Richens
Gloria Hunniford
Graham Norton
Helen Noble
Jamie Baulch
Jane Rossington
Jilly Cooper OBE
Jodie Marsh
Joe Swash
John Travolta
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Jono Coleman
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Richard Coyle

Roger Black MBE
Samantha Giles
Samia Ghadie
Sarah Cawood
Sir Ranulph Fiennes Bt OBE
Sir Trevor Brooking MBE
Sir Trevor McDonald OBE
Tiger Woods

Charitable Trusts

We are very grateful for the support of a large number of Trusts and Foundations. By sharing plans and working together we ensure that the charitable objectives of both the Trust and the BHF are achieved. We are currently seeking two to three year partnerships to fund specific aspects of our work. Special thanks to:
The Adint Charitable Trust
AG Speake Discretionary Settlement
The Brodie Charitable Trust
Copley May Foundation
Mrs Edith M McMillan's Trust
The Ernest Kleinwort Charitable Trust
Friends Provident Charitable Foundation
The Harry Bacon Foundation
The Peacock Trust
UIP Charitable Trust

Individuals

Thank you to all the Members of Parliament, Members of the Scottish Parliament, Members of the Welsh Assembly and Lords who have supported the British Heart Foundation over the last year. In particular we would like to thank Chris Ruane MP, Chairman of the All-Party Parliamentary Group on Heart Disease and the Officers and Members of the Group.

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Regional Offices

The British Heart Foundation has seven regional offices plus BHF Wales and BHF Scotland. Contact your local office if you would like to find out about events being planned, or volunteer to help the BHF in your area.

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BHF Shops

The BHF has a national chain of charity shops always in need of volunteer helpers and donated stock. Or simply pop in to pick up a bargain.

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