WE FIGHT FOR EVERY HEARTBEAT

Our Strategy to 2020

FIGHT FOR EVERY HEARTBEAT

bhf.org.uk
Our Story

Mark Lambert, with daughter Gretel
Survivor, Nottingham

My daughter Gretel stopped breathing when she was 21 days old.

Gretel had been born with several heart problems, including a large hole in her heart. It changed everything. We knew there was a problem from the routine 20-week scan, before she was born.

Thankfully Gretel was born safely, but she spent months in and out of hospital.

It was traumatic. But Gretel has gone on from there, and she recently passed the milestone of her first day at school.

Gretel and I have taken part in many fundraising and awareness-raising events to say thank you. Without the lifesaving research that BHF funds Gretel might not be with us today.

Dr Alex Lyon
Researcher, Imperial College London

Thanks to the BHF’s supporters, I have funding that allows me to spend some of my week looking after patients, and the rest in the lab.

The lab time is really important because it allows me to work on research projects that could eventually lead to treatments that improve my patients’ lives.

Power our fight and donate online bhf.org.uk/donate or 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 a minimum of £2.96 to fund our lifesaving research. To opt out of calls text NOCALLBHF, or opt out of SMS text NOSMSBHF to 70060 or call 0844 241 2263.
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.

Thanks to you, we’ve made great progress. With you, we’ll beat it.
CARDIOVASCULAR DISEASE (CVD), which includes all heart conditions and stroke, is a huge burden on people in the UK.

Each year around:

- 1 in 4 of us die from cardiovascular disease
- 175,000 are admitted to hospital with a heart attack
- 235,000 suffer a stroke
- 4,000 babies are born with a heart defect.

We’ll beat cardiovascular disease by funding groundbreaking research and we’ll continue to support and empower those living with it across the UK.
Our Strategy to 2020

So, by 2020:

≥ we’ll fund more vital research discoveries, and we’ll speed up turning them into lifesaving medical advances

≥ we’ll work to prevent more people developing cardiovascular disease, by empowering people to make healthy choices and promoting cardiovascular health

≥ more people will survive a heart attack or cardiac arrest as we turn the UK into a Nation of Lifesavers

≥ and we’ll make sure more people living with cardiovascular disease receive the best possible support, information and care.

With this strategy we set out our path to achieving our vision of a world in which people don’t suffer from or die prematurely from cardiovascular disease.

We’re fighting for every heartbeat. Thanks to you we have made great progress. With you we’ll beat it.

Simon Gillespie, BHF Chief Executive
@simonmgillespie

Fighting for our vision

Today in the UK, around 480 people will go to hospital with a heart attack. About seven in ten will survive to return home. In 1961, when the BHF began, that would have been unthinkable. In those days the odds of survival, let alone recovery, from a heart attack were poor. We led the fight to change that through pioneering research that paved the way for lifesaving treatments.

The bravery, drive and ambition of those early pioneers still shapes our work. In this strategy, you’ll see we are more determined than ever to overcome today’s challenges, and to work with patients and their families in leading the fight against cardiovascular disease.

The stories in this booklet embody the progress we’ve made through research and clinical innovation, and it’s all been made possible by the hard work and generosity of our volunteers and supporters.

But there’s still a long way to go. Cardiovascular disease (heart conditions and stroke) kills around one in four of us, and takes the lives of more than 100 people under 75 every day in the UK.

We believe research holds the answers to ending premature death and suffering from cardiovascular disease. We’re the leading independent funder of cardiovascular research in the UK, investing over £100 million each year. We need public donations and support to fund this vital research work. We’re not going to stand still and wait for progress to come. We’re going to drive the fight forward by expanding our research programme, accelerating discovery, and pushing for its translation into lifesaving benefits for all.

Alongside research, we’ll drive programmes of work to keep the nation’s hearts healthy, prevent tragic loss of life in young and old, and give cardiovascular patients the best care and support they can receive.

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Simon Gillespie, BHF Chief Executive
@simonmgillespie
OUR RESEARCH AMBITION

We’ve made amazing progress, but cardiovascular disease still causes more than 161,000 deaths in the UK each year. Now it’s time to go further, and faster.

Research is the most powerful weapon we’ve got. For over 50 years we’ve funded studies that have revolutionised the understanding and treatment of cardiovascular disease.

Now we will build on our position as the UK’s leading independent funder of cardiovascular research, with expansion of our research programme at the heart of our strategy.

We will fund more world-class science, making discoveries happen, and turning them into medical advances that transform and save lives.
“The UK’s cardiovascular research is world-leading, and powered by BHF-funded science, scientists and facilities.”

Chris Ruane, MP for Vale of Clwyd and Chair of the All-Party Parliamentary Group on Heart Disease
Our aims

- Increase our investment in world-class research to combat cardiovascular disease.
- Ensure that research funded by the BHF, and others, translates into better prevention, diagnosis and treatment outcomes.

The BHF has invested today’s equivalent of more than £1 billion in lifesaving research.

Scale of the problem

7 MILLION people are living with the burden of cardiovascular disease

Too many people die prematurely or suffer the burden of living with cardiovascular disease in the UK

each year around 42,000 die of CVD before they reach 75
Our priorities are:

- An in-depth review of our funding strategy will keep us focused to deliver world-class cardiovascular research.
- Measuring, reporting and demonstrating the impact of our lifesaving research across the UK.
- Ensuring patients benefit more quickly from research progress. We will accelerate the translation of discoveries made by our scientists into tests, treatments and care to benefit patients directly.

We have a world-class portfolio of over 1,000 research projects and programmes, bringing hope to millions of people across the world.

Dr Nicola Smart
BHF Ian Fleming Senior Research Fellow
University of Oxford

Achieving our ambition

- We will support our research ambition by investing in fundraising and developing new activities and events.
- We will challenge national or European legislation that slows down or threatens research progress.

Learn more about our research work
bhf.org.uk/research
Our Story

Steve Humphries
Donna Davies
Our visionary research programme supports scientists to make lifesaving advances. One such pioneer developed tests for a dangerous cardiovascular condition. Now, thousands of people have had a diagnosis that is saving lives.

Steve Humphries  
BHF Professor, University College London

I’ve been committed to improving treatments for Familial Hypercholesterolaemia (or ‘FH’) for most of my scientific career. It’s caused by mutations in genes leading to very high levels of blood cholesterol from an early age. This means it leads to a very high risk of coronary heart disease, and the tragedy is that most people who have it, don’t know. They can be seemingly healthy and then have a heart attack in their 30s or 40s.

Since the 1980s the BHF has funded my team to find the genetic faults underlying FH and develop accurate and affordable tests for them. We launched the first local diagnostic service in London in 1997, where doctors would send blood samples of suspected FH cases. It’s grown from there. The BHF part-funded the first nationwide service in Wales when it began in 2010. In 2014 over £1 million was invested in centres across England and Scotland.

Although FH runs in families, sometimes people are shocked if they test positive. One minute you think you’re fine, the next you’re told you’ve got a life-threatening condition – so the counselling and support offered before and after is as vital as the diagnosis. But the great thing is we can treat it. Cholesterol-lowering statins and lifestyle adjustments – particularly stopping smoking – can reduce the risk of coronary heart disease to normal levels, and the future for that person is much brighter.

It’s been my life’s work. I knew we could fight FH and save lives, and with support from the BHF we’re starting to realise the vision.

Donna Davies  
Survivor, Ceredigion

We lost so many in our family to heart attacks, and we never understood why. I lost uncles to it and my father had a heart attack at 46. It was then he got a diagnosis of FH. It’s a genetic condition so I was offered a test and found out I had it too.

I decided to have my two eldest sons tested. I really struggled with the decision but I think it’s better to know.

Rhys, who’s 11, tested positive. I had a lump in my throat when they told us. You can accept something like this for yourself, but when it’s your child it’s much harder. You think ‘it’s all my fault’, I think Dad felt a bit like that about me.

Since the diagnosis we’ve all made changes to our diet and our lifestyle. Rhys has adjusted to his condition quicker than me really. We’re both on statins to control our cholesterol. It’s tough, but I’m glad I took the opportunity to get the protection my family needs early on.

FH is an inherited heart condition that could affect 1 in 200 people in the UK.

For more information about this inherited heart condition bhf.org.uk/fh
OUR PREVENTION AMBITION

Around seven million people in the UK have undiagnosed high blood pressure. In the most deprived communities, more than a quarter of adults smoke.

For most people, coronary heart disease and stroke are avoidable. We are dedicated to promoting cardiovascular health and the prevention of cardiovascular disease.

Every year we provide a lifeline to help hundreds of thousands of people wanting to reduce their risk. By supporting individuals and lobbying for national interventions, we will lead the fight to keep the UK’s hearts healthy and prevent cardiovascular disease.

Our work will drive towards the challenge set by the World Health Organization; to reduce premature cardiovascular disease deaths by 25 per cent by 2025. If this is achieved in the UK we will save 10,500 more lives each year.
“The work of the BHF and its partners to address cardiovascular disease will be vital to the UK contributing to the global target of cutting premature deaths from noncommunicable diseases by 25 per cent by 2025.”

Dr Shanthi Mendis, Senior Adviser, World Health Organization
Our aims

- Empower people to make healthy choices related to physical inactivity, smoking, high blood pressure, elevated cholesterol and obesity that reduce their risk of cardiovascular disease.
- Reduce the number of people who smoke, or live with undiagnosed high blood pressure or elevated cholesterol.
- Focus work on people and communities at highest risk of cardiovascular disease.
- Support those tackling the wider environmental factors that affect cardiovascular health.

High blood pressure increases the risk of heart disease.

Scale of the problem

3/4 of cardiovascular disease is preventable
With the help of the BHF’s Health at Work scheme, we’ve created a supportive and productive atmosphere that’s empowered staff to make healthy changes, including quitting smoking. We’ve realised that helping our employees stay healthy is a vital ingredient in our success.”

Jim Lawton, Managing Director at HITEK Electronic Materials Ltd

Our priorities are:

▶ More people will choose not to smoke and get their blood pressure and cholesterol under control as we highlight these risk factors, and urge people to ‘know their numbers’.
▶ Working hours will become healthy hours for more of the UK workforce. We’ll recruit 8,000 more employers into our Health at Work scheme in the next three years.

Join our Heart Matters free membership service
bhf.org.uk/heartmatters
Call us on 0300 330 3300*

Join our Health at Work programme
bhf.org.uk/healthatwork

*(Similar cost to 01 or 02 numbers).
Lines are open 9am – 5pm Monday to Friday.

Achieving our ambition

▶ However and wherever you meet the BHF, you should have easy access to our heart health information. We’ll join up our communication channels to get vital messages to more people.
▶ We will campaign in England, Northern Ireland, Scotland and Wales for public policies that have a powerful, rapid and equitable impact on health improvement.
Our Story

Steve Tucker
Bettina Wallace
Steve Tucker
Life-changer, Lincolnshire

I decided to quit after 22 years as a smoker. At first I had terrible cravings. I was a bundle of fury, and very quickly irritated. The No Smoking Day online forum has been a massive help and support to me. I clung to it like a lifeboat in the early days. Day 30 was a breakthrough – no cravings. I haven’t looked back since.

After quitting I found I could enjoy running again, and this year I took part in the London Marathon. I announced it on the forum to inspire new quitters, and two of my friends from the forum even came to cheer me on.

Giving up smoking is, without doubt, the best thing I’ve ever done. For me, for my family, and for my heart.

For help quitting
bhf.org.uk/smoking

Bettina Wallace
Life-changer, Nottingham

When my GP told me I had high blood pressure I tried to ignore it. But then I thought about my mum – she had it too and developed heart disease, and the penny dropped.

I started volunteering with a BHF community project in the local area, learning and sharing tips for healthy lifestyle changes. Now, instead of cooking Jamaican rice and peas with coconut milk, I use natural yoghurt to make it low-fat. And instead of salt, I use herbs and spices as seasoning.

I have lowered my blood pressure with medication, losing weight and ditching the salt. Recently I had a test and it’s the lowest it has ever been since being diagnosed. I feel really positive about my future, and I’m enjoying my grandchildren – which is something my mum was never able to do.

For help to lose weight
bhf.org.uk/diet

One year after quitting smoking

the chance of having a heart attack is reduced by half
OUR SURVIVAL AMBITION

Today, if you suffer a cardiac arrest out of hospital in the UK, you’re unlikely to survive.

We’re lagging behind other nations – lifesaving training is patchy and our schools aren’t compelled to teach it.

We will create a Nation of Lifesavers; leading the fight to ensure more people survive a heart attack or cardiac arrest through a revolution in cardiopulmonary resuscitation (CPR) training and defibrillator awareness.

By 2020 we’re determined that more lives will be saved each year because bystanders are trained and ready to take action.
“Many more lives can be saved from out of hospital cardiac arrest in the UK. We must take action to achieve this. The Resuscitation Council (UK) is delighted to work in partnership with the BHF to build a Nation of Lifesavers.”

Dr David Pitcher, Chair of the Resuscitation Council (UK)
Our aims

- Make the UK a Nation of Lifesavers by giving people the skills and confidence to act when they witness a heart attack or cardiac arrest.
- Drive national initiatives calling for appropriate availability, visibility and use of all public access defibrillators.

30,000

Over 30,000 cardiac arrests occur out of hospital in the UK each year. That is 30,000 opportunities to help save a life. Less than one in ten survives. We can change this, by teaching people what to do in an emergency.

Scale of the problem

Less than 1 in 10 people survive an out of hospital cardiac arrest
Our priorities are:

- Spreading our lifesaving message by urging everyone to get trained and using national awareness campaigns.
- Start a nationwide surge of skills with a new, quick-and-simple way to learn CPR.
- Invest in a national database that will make defibrillators easier to find, wherever you are in the UK, and part-fund defibrillators to ensure more lives are saved in public places.

CPR training with a manikin

Be a Lifesaver
bhf.org.uk/survival

Achieving our ambition

- Innovative fundraising will help us fund lifesaving campaigns. We’ll seize the opportunities offered by digital technology to seek support from new audiences.
- We cannot do this alone. Working closely with our partners will be crucial to achieve our ambition to create a Nation of Lifesavers.
Our Story

Samantha Hobbs (centre) with mum Mandy and dad Nick
Samantha Hobbs
Lifesaver, Somerset

I was 14 when I helped save my mum’s life. It was a Monday morning and as I crossed the landing to the bathroom I heard my dad on the phone saying he thought my mum was dead. He’d called 999.

I’d learnt CPR at Yeovil Lifesaving Club, so when I couldn’t find her pulse I went into auto-pilot and started chest compressions. I told Dad what to do and we took turns until the paramedics arrived. They took over the CPR and used a defibrillator – just one shock brought her back. She spent the next six weeks in hospital, and had a defibrillator fitted, before coming home.

It’s horrible to think what could have happened if I’d not known CPR as it helped keep mum alive. If you have the chance to learn I urge you to take it. If that happened to someone you love, you’d want to know how to help.

Join Samantha and become a Lifesaver bhf.org.uk/survival
Too many people with cardiovascular disease go without good care and support at the right time.

Patients can be left stranded in the system, with worsening symptoms, increased anxiety and deteriorating health.

Across the UK we’ll continue to fund innovative new ways to organise cardiovascular care. Care that allows patients to keep well, at home, for longer. Care that gives patients confidence, and saves the NHS money.

We will make sure patients and their families receive the best possible support and information, and lead the fight to make high quality care a reality for patients in every postcode.
“The BHF has developed compelling evidence that taking cardiovascular care out of hospitals and into patients’ homes and communities is better all-round – improving both experience and outcomes for patients. Let’s see it adopted across the UK.”

Jenni Middleton, Editor Nursing Times
Our aims

- Ensure that people of all ages with cardiovascular disease, across the UK have access to high-quality, integrated health and social care services.
- Empower people living with cardiovascular disease to manage their condition through access to high-quality information, support and guidance.
- Stand up for the needs and rights of patients with cardiovascular disease and their families.

Scale of the problem

1/180 babies born with congenital heart disease

2.3 million people coronary heart disease

One million people atrial fibrillation

7 million people living with cardiovascular disease in the UK
Our priorities are:

- Improving patient services by developing and growing the BHF Alliance; our community that empowers and supports health and social care practitioners.
- High quality, integrated, cardiovascular care and support will be provided for more patients, more quickly, as we work with and influence local health services.

Healthcare practitioners can learn more about joining the BHF Alliance at bhf.org.uk/alliance

Get support and share your experience with our online community bhf.org.uk/community

Call our Heart Helpline for anything heart-related. We want to make sure that you have all the information, support and guidance you need.

Call us on 0300 330 3311

(Similar cost to 01 or 02 numbers).
Lines are open 9am – 5pm Monday to Friday.

Achieving our ambition

- We’ll seek input from patients to improve our heart information resources to help people to understand their condition.
- Where standards of treatment and care are falling short, we’ll support and empower patients and their families to demand better services.
Our Story

We’re driving innovation in care for people with cardiovascular disease. We fund patient-centred programmes that do things differently, and support many thousands of healthcare professionals to provide exceptional care. By leading the fight to see health services modernised across the UK, we will keep patients well, at home, for longer.
Iftekar Gogah
Community Heart Failure Nurse Specialist, London

The BHF helps me to be the best I can be, every day, and for every patient. It’s so important because heart failure can be debilitating and terrifying.

The BHF champions the role of specialist nurses like me, who provide care at home and in community clinics. My patients don’t have the stress and ordeal of attending hospital all the time, and I can take the time to discuss and understand their symptoms, medication and wellbeing.

I’m a member of the BHF Alliance, which helps me to keep up to date with research and best practice. When I became a heart failure specialist nurse the BHF funded my training so I could provide the best possible care, helping patients to have a good quality of life and stay out of hospital. Day-to-day, I can tap into the Alliance’s nationwide network of professionals. It’s a vital and inspirational source of experience, advice and support for my role.

Peter Jones
Son of heart failure patient Michael Jones, Cheshire

My father was diagnosed with heart failure in 2011. After a hospital stay in February 2013 we knew he was in his final months. Dad wanted to stay at home and thanks to a BHF funded scheme he could, with care managed by district and cardiac nurses.

His heart failure caused dreadful fluid build-up, which made him very short of breath. He was given diuretic treatment in his home to control it, and provided with oxygen 24/7.

I can’t praise the team and the BHF project enough. My father was able to spend his last few months at home with his wife. He could join in with two family birthday celebrations just a week before he died, and he was able to die at home, which is what he really wanted.

For more information and support
bhf.org.uk/heartfailure
Our lifesaving Research, Prevention, Survival and Support work depends entirely on the generosity of our supporters, and the heroic efforts of our volunteers and staff.

We believe research holds the key to a future in which no-one dies prematurely or suffers from cardiovascular disease. That’s why we need to raise more money and drive the expansion of our visionary research programme.

But now we need to do even more to win our fight against cardiovascular disease. It claims too many lives, and affects families all over the UK.

Please join our fight for every heartbeat, by making a donation, leaving a gift in your Will or shopping in one of our BHF Shops, Furniture and Electrical Stores or online. Why not take part in an event or get your company to support us? Everything you do will help us beat cardiovascular disease sooner.
“One of the last things my dad did was teach my five-year-old, Brooke, to ride her bike without stabilisers. That’s why she and her sister Charly chose to remember him with a sponsored five-mile cycle, raising £1,600 for the BHF.”

Brent Walker
Fundraising in memory of his dad Kevin, Dunfermline

Brooke and Charly on their sponsored cycle ride
We urgently need you to help us fight cardiovascular disease. Here’s how you can:

**Make a donation:**
- Set up a direct debit and donate a monthly amount of £5
- Give a donation through your monthly pay
- Take part in our lotteries and raffles [bhf.org.uk/donate](http://bhf.org.uk/donate)
- Make a donation in memory of a loved one through [lastinghope.bhf.org.uk](http://lastinghope.bhf.org.uk)
- Leave a gift in your Will or encourage family and friends to do so, leaving a lasting legacy [bhf.org.uk/think](http://bhf.org.uk/think)
- Ask for donations to the BHF instead of gifts at your next celebration. It’s the perfect alternative gift for any celebration - wedding, anniversary, retirement or birthday [bhf.org.uk/celebration](http://bhf.org.uk/celebration)
- Nominate the BHF to be a beneficiary of any corporate events in your workplace [bhf.org.uk/corporate](http://bhf.org.uk/corporate)
- Donate your unwanted items to your nearest BHF Shop or BHF Furniture and Electrical Store
- Take part in our annual stock donation campaign in September, team up with friends, families and colleagues to donate as many bags as you can
- Shop in store or online through our online shop or our eBay store [bhf.org.uk/ebay](http://bhf.org.uk/ebay)
- Have a donation point at your place of work to encourage your colleagues to drop off unwanted clothes and household items
- Find your nearest BHF Shop or Furniture and Electrical Store [bhf.org.uk/shop](http://bhf.org.uk/shop)

**Take part in events or activities:**
- Challenge yourself to take part in over 70 UK wide events. From bike rides to treks, skydiving to swimming, 10k runs or half marathons, there’s sure to be an event just right for you [bhf.org.uk/events](http://bhf.org.uk/events)
- Give heart disease the red card by getting your family, colleagues and friends involved in our BHF annual wear red event in February [bhf.org.uk/red](http://bhf.org.uk/red)
- Hold a fundraising event for staff or a wellbeing day supported by our Health at Work programme [bhf.org.uk/healthatwork](http://bhf.org.uk/healthatwork)
- Challenge your school to hold a Jump Rope or Dodgeball fundraising event [bhf.org.uk/jumprope](http://bhf.org.uk/jumprope)
- And don’t forget to always try and claim gift aid with any donation as it adds an extra 25p in every pound

**Volunteer:**
- Volunteer at your local shop - we have over 700 charity shops across the UK and rely on dedicated volunteers to help run them
- Volunteer in your local community – volunteer individually or join an existing group and raise money to fight heart disease in your local area
- Volunteer at events - whether you hand out medals, form a cheer squad, or just help with local promotion, you can help us help others in their fight for every heartbeat [bhf.org.uk/volunteer](http://bhf.org.uk/volunteer)
Holly Austen-Davies
ASDA Community Life Manager

So many of our customers and colleagues are affected by cardiovascular disease, so joining the BHF in the fight for every heartbeat is important to us.

Our partnership got off to a bang with a month of fundraising in February; we had in-store collections, dressed in red and got our managers to do a sponsored walking challenge. All our stores got involved and we raised more than £270,000 for BHF’s vital research.

We’re incredibly proud of the work we’re doing together to install defibrillators in every store, and train 12,000 Asda colleagues to become Lifesavers. Lives have already been saved by this initiative. If we can help to save a life in any of the hundreds of communities served by us, it will all be worthwhile.

£270,000
Raised for BHF’s vital research

Asda fundraisers in Kendal

Raising money to achieve our ambition

£10 – Help to grow cells
- £10 could buy 10 sterile disposable plastic flasks for growing cells to study heart conditions.

£25 – Help find a cure
- £25 could fund one of our young scientists for an hour. We currently fund around 500 post-doctoral scientists right across the UK.

£50 – Support a PhD student
- £50 could help to support our PhD students – BHF supports over 200 young scientists and clinicians across the UK in this way to start their career in cardiovascular research.
Our Story

Lisa Sloan (below)
Jessica Rudd (right)
Lisa Sloan
Fundraising Volunteer of the Year 2014, Newtownabbey

I chose to start fundraising for the BHF after my brother-in-law died suddenly of a heart condition. With my family I set up the Robert Sloan Memorial Fundraising Group and we’ve held several events in his memory, including a dance and auction for our BHF Northern Ireland wear red event last February.

It was great fun to do, and most importantly we raised £3,600 for the cause.

It’s inspiring to be a part of the fight against cardiovascular disease. Robert was a gentleman and it makes me happy to know he’d be so proud of us for what we’re achieving. He is with us supporting us every step of the way.

Join a local fundraising group today
bhf.org.uk/meet

Jessica Rudd
London to Brighton Rider, Surrey

My wonderful dad died suddenly from a heart attack. He was one of the fittest and healthiest people I knew. It wasn’t his time to go.

I took part in the BHF London to Brighton bike ride with seven of my friends in his memory.

The event was challenging but I knew I wanted to complete the ride for my dad.

We raised over £1,750 to fund lifesaving research. Research to help figure out why this happens and what can be done to prevent these stolen moments. By raising funds now, I hope to help prevent more deaths in the future.

Sign up for an event today
bhf.org.uk/events
We need to understand your experiences

LISTEN, ENGAGE, INFLUENCE

“I am a campaigner with the BHF. I’ve been able to get my voice heard by politicians and the health service on the issues that matter to me, and to thousands of others affected by cardiovascular disease.”

Trevor Fernandes, BHF Campaigner
Listen, engage and influence

- Our fight for every heartbeat is made even more powerful by working with and connecting our BHF communities.

- Everything we do will be informed by the needs and views of patients and key stakeholders, and we will use the strength of these insights to influence decision-makers.

- We will actively engage heart patients, supporters and volunteers, health and research professionals, staff and our partners, to inform and shape our work.

- Your voice and your experiences – amplified by our influence and expertise – can change lives. We’ll build on your insights to campaign for better services and public health policies in England, Northern Ireland, Scotland and Wales.
Want to get involved?
Sign up to be a BHF Campaigner online
bhf.org.uk/campaign

Use your experience of cardiovascular disease
to help change the future of heart health services
bhf.org.uk/heartvoices
heartvoices@bhf.org.uk

Do you have a Facebook or Twitter account?
facebook.com/bhf
@thebhf
We need to be at our best

WORLD-CLASS ORGANISATION

“Everybody working for us has the power to make a difference. That's what makes this organisation great.”

BHF staff member
One of our dedicated shop volunteers
Run a world-class organisation

- We will continue to run our operations and processes to be as effective and cost-efficient as possible. This will ensure maximum impact and value for our Research, Prevention, Survival, and Support work.

- We will attract and retain high quality staff and volunteers who share our values and believe passionately in our vision. We will provide them with the leadership and tools they need to reach their potential and win the fight.

Join our BHF team

Our volunteers and staff help our fight for every heartbeat and make a big difference in their local communities. There are lots of ways you can get involved, either on a regular or casual basis.

bhf.org.uk/jobs
bhf.org.uk/volunteer
Martine Harding (below), Angela and Charlie Green (right)

Our Story
Volunteers are the driving force of the BHF in communities, schools and high streets across the UK. We’re committed to inspiring more people to join our volunteer network, and developing their talent and leadership to drive excellence in everything we do.

**Martine Harding**
**Assistant Manager, BHF Furniture and Electrical Store, Wakefield**

I’d been out of work for five years and I was at rock bottom. After struggling with my mental health I found myself homeless and with no job.

I really needed someone to believe in me. The manager at my local BHF Shop gave me the chance I needed and I started volunteering there.

Slowly I grew in confidence and I took the opportunity to gain vocational qualifications in Customer Service and Retail.

After a year, a paid position of Assistant Manager came up at the BHF’s new Wakefield Furniture and Electrical Store. I applied and got it. I felt so proud of myself! Now I’m doing a management course. I’ve come so far, the BHF made it possible for me, and it feels great to be doing a job that makes such a difference.

**Angela and Charlie Green**
**Fundraisers, Kent**

Angela Green has been volunteering with the BHF for over three decades. She was inspired to get involved when her son James was born with a heart condition that resulted in him having lifesaving open-heart surgery at just five months old.

She has had many different roles, including working in a BHF Shop, community fundraising and she now works as a schools volunteer. Her husband Charlie also volunteers as an In Memory volunteer.

“If it hadn’t been for the work of the BHF we wouldn’t have seen our son grow up into the healthy man he is now. We are so grateful for that so we do all we can to give something back.”
BHF NEEDS YOU!

Join our fight for every heartbeat. Every pound raised, minute of your time or donation to our shops will help make a difference to people’s lives.

Make a donation now, text ‘FIGHT’ to ‘70123’
Take part in an event bhf.org.uk/events
Volunteer your time bhf.org.uk/volunteer

This is a charity donation service for the BHF. Texts cost £3 plus one message at your standard network rate. The BHF will receive a minimum of £2.96 to fund our lifesaving research. To opt out of calls text NOCALLBHF, or opt out of SMS text NOSMSBHF to 70060 or call 0844 241 2263.
Turning the tide against cardiovascular disease.
Swimmers at the BHF’s Pier to Pier swim in Bournemouth.
For over 50 years we’ve pioneered research that’s transformed the lives of tens 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.