



**British Heart
Foundation**

Birmingham

2023 Impact Report

#packforgood



Our partnership

How many hearts beat in your home, your workplace, your community?

Heart and circulatory diseases kill



1 in 4

people in the UK

As our #packforgood partner, you help us raise vital funds to support our lifesaving work.

This year alone you have helped us raise an incredible £4,075.019

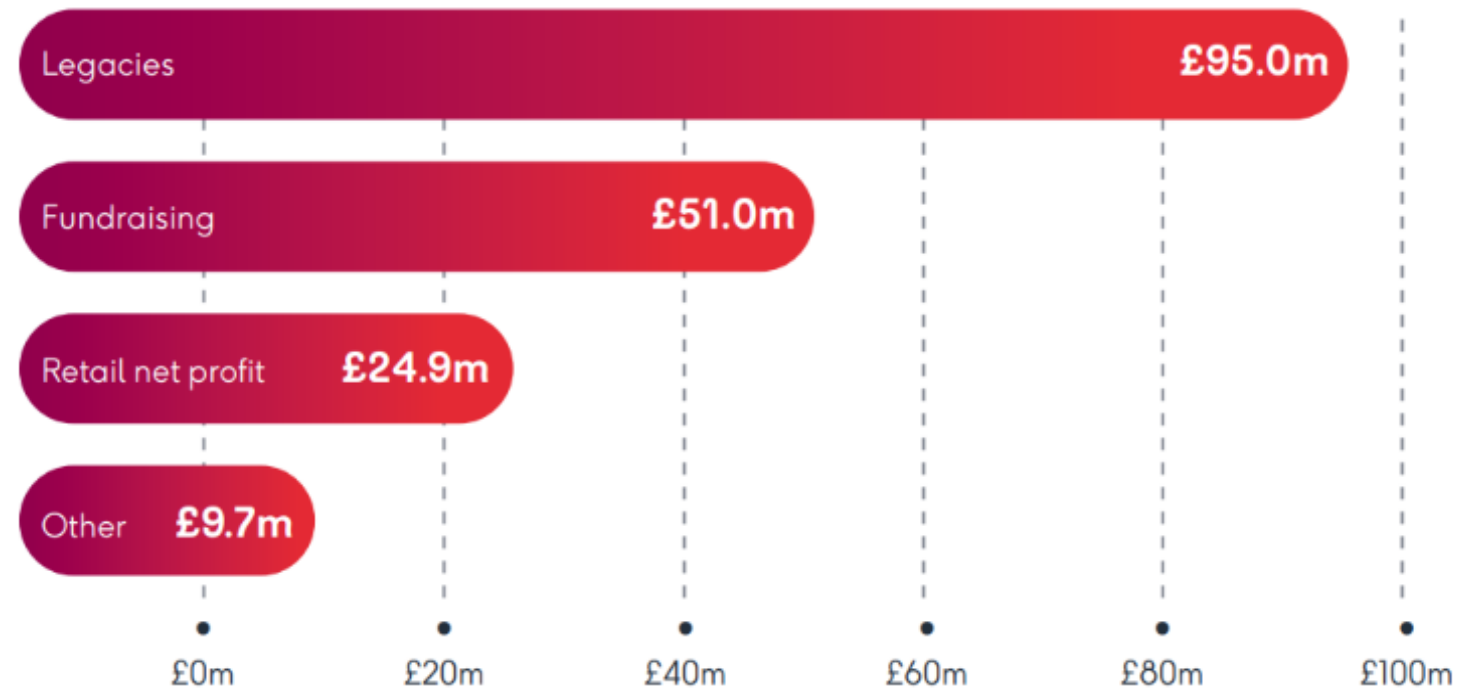
We want to thank you for partnering with the British Heart Foundation (BHF) through the #packforgood activity in 2023 and look forward to working on our goals together in the coming year.



Total Income 22-23 Financial Year = £180.6m



Where our money came from in 2022-23





Our goals working together

Becoming more sustainable

There could be an exciting opportunity to work together at a more strategic level, aligning your CSR and ESG strategy to the work we do together.

Improving health and wellbeing at work

We can help your team manage their health in 2024 by providing health checks.

Engaging with your staff and students

Boosting your teams' and students' physical and mental health whilst building team morale can be achieved through volunteering and fundraising activities.

Boosting your brand through sponsorship

We provide plenty of opportunities to boost your profile, including through sponsorship events like the London to Brighton bike ride and the Heart Hero Awards.

Train your team and students in CPR

Gain access to our free CPR training tool and train your staff and students to save a life by learning CPR and how to use a defibrillator.





Our partnership in numbers



This year you have donated a fantastic

3328 bags

to help fund lifesaving research



£46,592

Value of pre-loved items donated

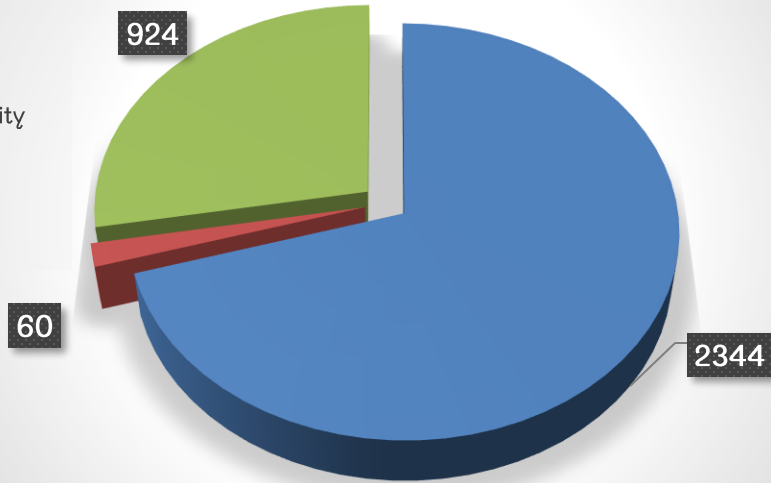


£52,343

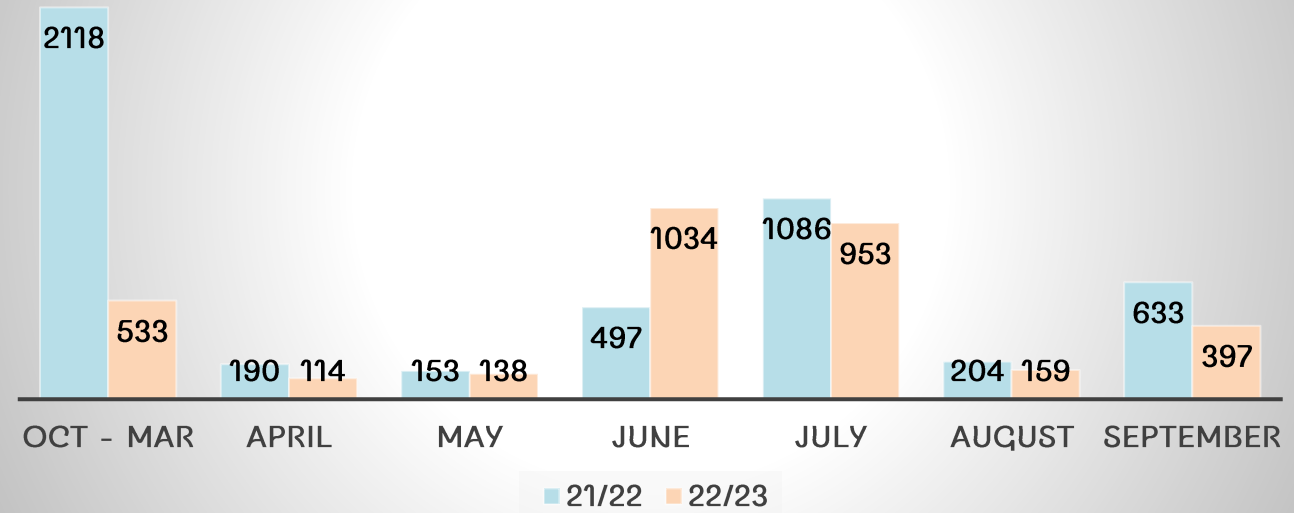
Furniture items
donated across the UK

Donation Volume & Source

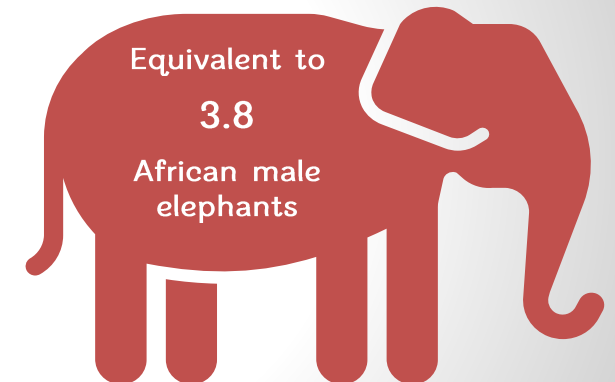
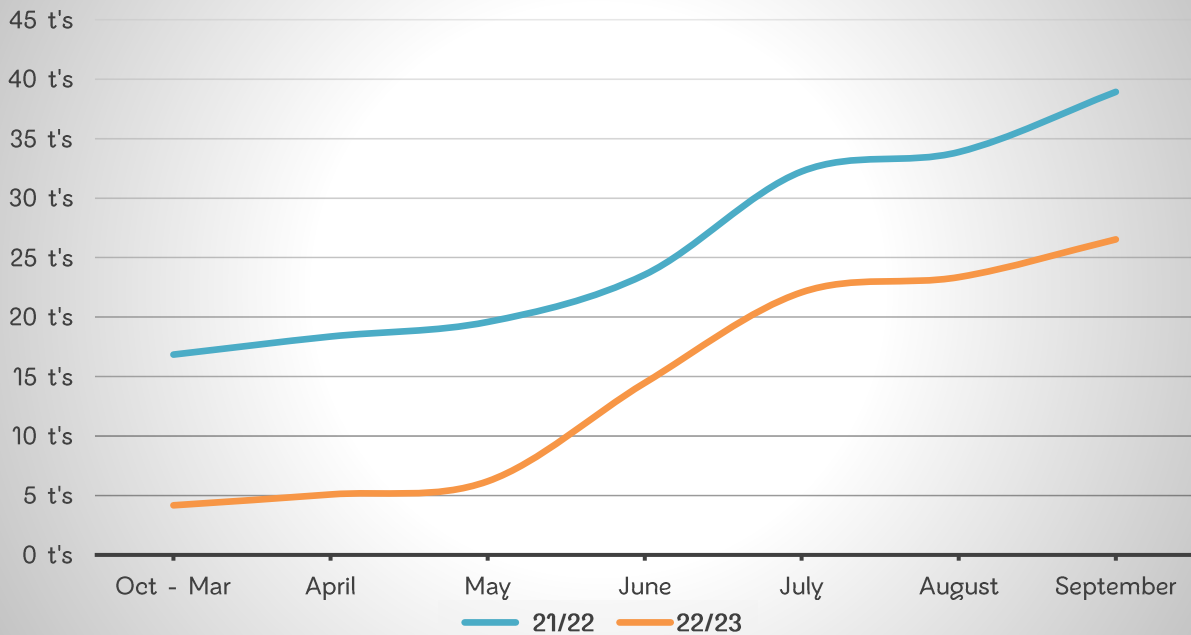
- University of Birmingham
- Birmingham City University
- PBSA



Donation Bags Collected - Month by Month



TONNAGE DIVERTED





The difference you make

The BHF is committed to funding research that will find the cures and treatments that will save and improve lives. Your donations help us to invest in groundbreaking research that will get us closer than ever to stopping heart attacks and strokes, ending sudden death and curing heart failure.

How your fundraising helps pay for lifesaving research:

£100

could help to buy a DNA extraction kit to identify genes involved in heart and circulatory conditions.

£500

could help fund a day of a research programme led by an up-and-coming scientist.

£10,000

could buy an incubator to keep cells in an environment similar to the human body, allowing researchers to grow cells and carry out experiments.

£50,000







will pay for equipment needed to grow blood vessel cells and see how they are exposed to forces applied by blood flow in our arteries or veins.



Funding world leading science

British Heart Foundation is the biggest funder of non-commercial research in heart and circulatory diseases carried out in the UK, with £437m of BHF-funded research underway

£437m

 £116m Grants awarded	 720 Active research grants
 464 Principal Investigators	 248 Students currently supported
 1,100 Research staff	 48 Research institutions across UK

HOW OUR PARTNERSHIP MAKES A DIFFERENCE

Anna's story

Anna was happily celebrating her son's first Christmas, surrounded by her family, when she suffered a stroke. She was just 24 and it came completely out of the blue. In an instant, the right side of her body stopped working, she lost part of her eyesight, and found it hard to get words out.

Anna spent five months recovering in the stroke unit at Harlow hospital, the youngest person they'd ever had on the ward. With daily speech therapy and physiotherapy, she recovered her speech and some movement in her right leg, but still has tunnel vision and a residual weakness on her right side.

There are more than 100,000 strokes in the UK each year. That's a stroke at least every five minutes.

Your support powers lifesaving research. The money you've raised could help us stop heart attacks and strokes, saving countless lives.



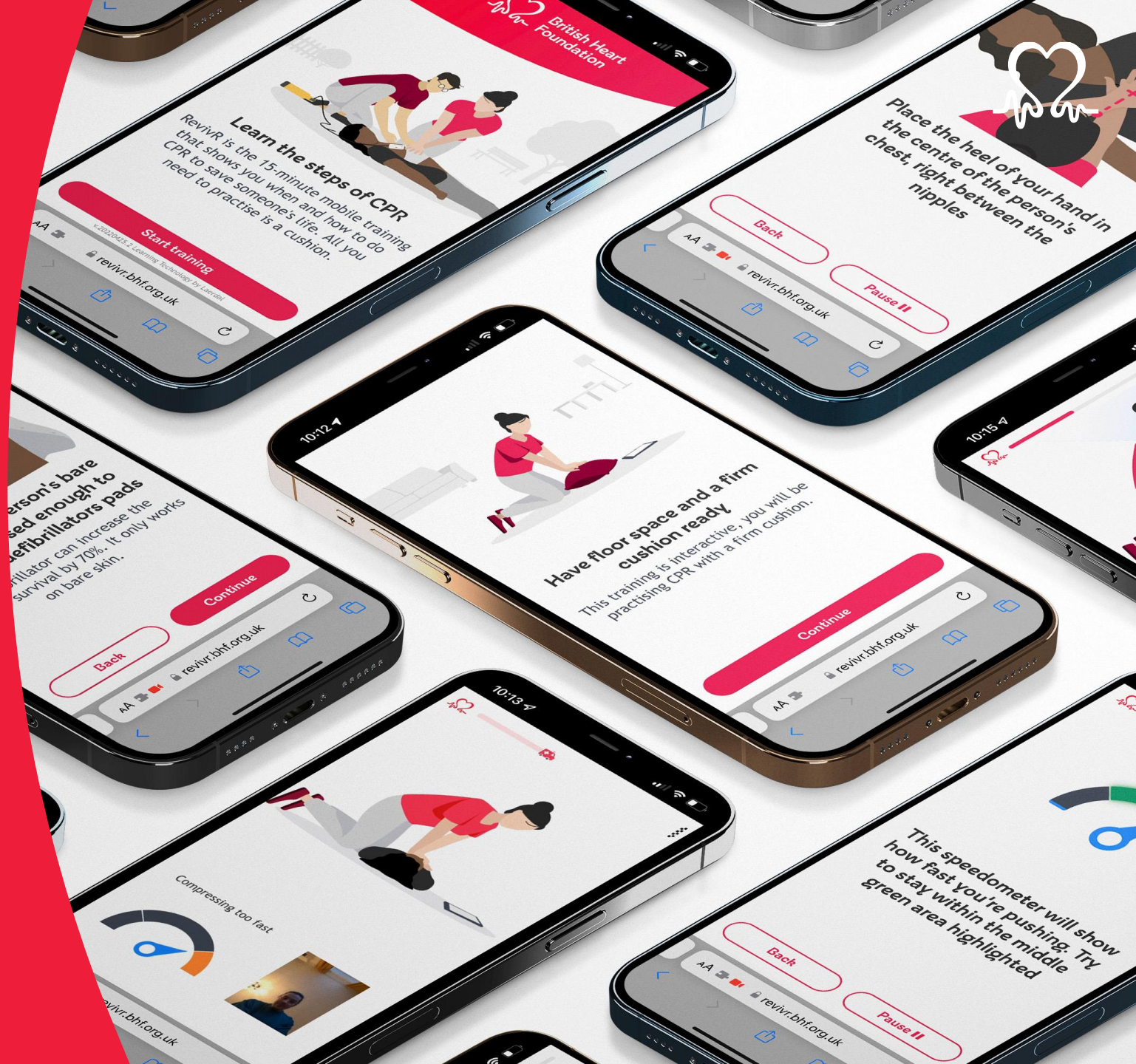
RevivR™

Learn CPR in 15 minutes

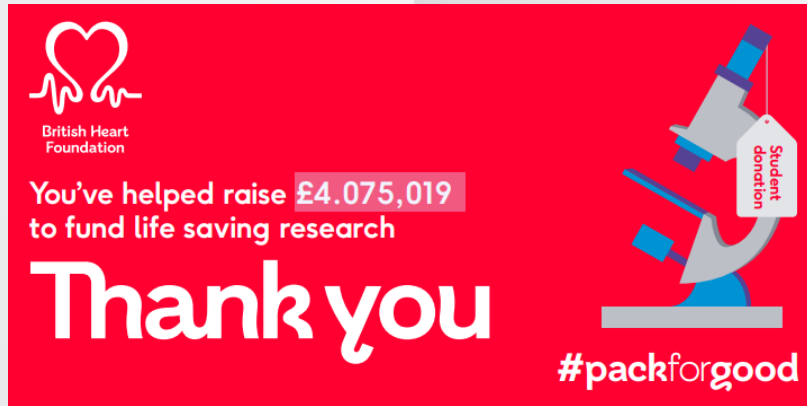
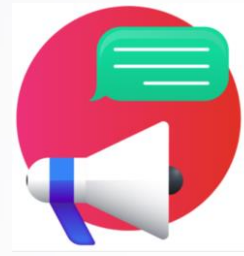
Many of us will witness a cardiac arrest in our lifetime. Improve the chances of survival in your workplace and community by making sure everyone knows lifesaving CPR.

Your team can learn CPR in 15 minutes for free with RevivR™.

They just scan your organisation's unique QR code (or click your unique link) on their phone or tablet and start the training. All they need is a cushion. They're then guided through the step-by-step process and get feedback through the camera on their device.



Let's share our success!



Without your donations of preloved items, we wouldn't have achieved an incredible £4m raised for British Heart Foundation this year. Thanks to all who have donated! #packforgood



Thank you so much for your incredible support, through your generosity and donation of preloved items, we've raised an incredible £46,592 which will help the @BHF fund lifesaving research! #packforgood



This year, we've diverted an amazing 26.6 tonnes of preloved items from going to waste through the BHF's #packforgood campaign. Please donate your preloved items and be a part of this incredible journey. #packforgood

New Branded Suite of Marketing



bhf.org.uk

Don't need it? Donate it.

Your unwanted stuff could power lifesaving research instead of cluttering up your cupboards. Here's what we can and can't accept at our drop-off points:

We can take ✓	We can't take ✗
Clothes	Duvets
Jackets	Pillows
Accessories	Broken or dirty items
Shoes	Food
Books	Knives
Small working electricals	

Just dig it out, bag it up and bring it down to one of our drop-off points.

#PackForGood British Heart Foundation

British Heart Foundation 2023. A registered charity in England and Wales (209171) and Scotland (SC29426).

bhf.org.uk

Don't wear it? Donate it.

That jacket might not be your colour anymore, but it could power lifesaving research for us. Dig it out and bring it down to one of our drop-off points.

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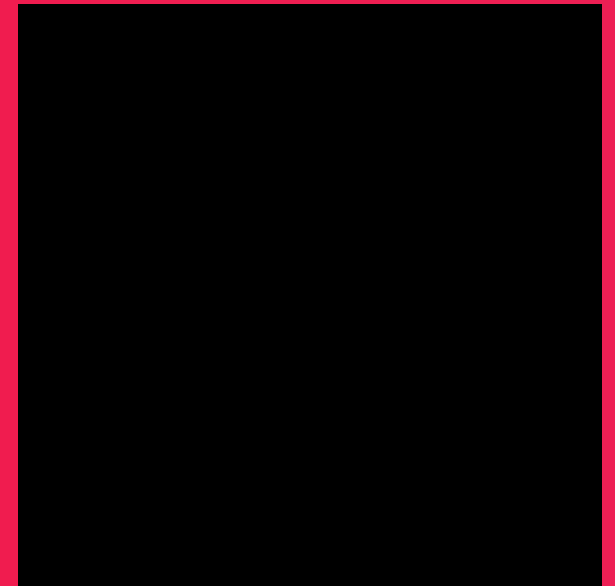
Gone off them? Donate them.

Those shoes might not do it for you, but they could power lifesaving research for us. Dig them out and bring them down to one of our drop-off points.

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Video



Thank You

