



**British Heart
Foundation**

University of Worcester

Pack for Good Report

2021 Campaign

**60
years
young**

Celebrating 60 years
of pioneering research



Celebrating 60 years of pioneering research

Thanks to your support, we're celebrating 60 years of life saving research. Read about how much we've achieved together, and how we'll make the next 60 count.



[Please watch here:](https://www.youtube.com/watch?time_continue=1&v=fcA5otGcRwE&feature=emb_logo)

https://www.youtube.com/watch?time_continue=1&v=fcA5otGcRwE&feature=emb_logo



Introduction

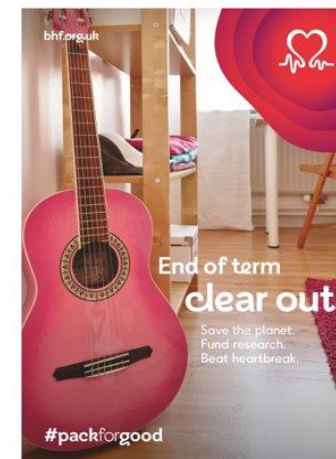
The Pack for Good campaign launched in 2012, since then we have grown to service over 100 universities, 15 councils, over 300 local private student accommodation providers and have successfully rolled out six national partnerships across the UK.

The campaign aims to reduce complexity whilst actively contributing to waste diversion, carbon reduction targets and CSR targets including charitable giving within your communities.

Your donations provide much needed items for our network of over 600 shop and home stores and without your support the campaign would not be the success it is today!



Please watch here:
<https://www.bhf.org.uk/shop/donating-goods/pack-for-good>





2021 Pack for Good Campaign

Pack for Good & Covid-19

This last two years have been challenging for the pack for good campaign with coronavirus, Covid-19 resulting in a national lockdown ahead of the launch of the 2020 campaign and second/third lockdowns continuing into the 2021 academic year.

In the face of the complexities around Covid-19 all our amazing partners (you) have continued to collect and store donations from students throughout this time supporting our ongoing partnerships.

In April 2021 the university team returned to work to support our partners in successfully launching the 2021 campaign.

Despite the unknown student numbers and changes to campaigns across the country I am delighted to report that the 2021 campaign has raised a staggering £1.7m this year.

We would like to take this opportunity to acknowledge and thank you all for your support during these challenging two campaign years.

We look forward to continuing our work together with an ambitious target of raising £4.7m in 2022, to get back to our much needed levels of donations for our shops and stores.



We estimate that a bag of donations from a student could be worth as much as £14.

10 bags could nurse a broken heart by funding a full day's BHF Heart Nursing care. In this time a Heart Nurse could care for up to six patients to help them manage their condition and prevent further hospital re-admissions.

100 bags could help find a cure by funding one of our young scientists for seven days. We currently provide the salaries for around 500 post-doctoral scientists who work in research team's right across the UK on projects to better understand how to diagnose, prevent, treat and cure heart disease.

1000 bags could help 40 young heart patients to gain independence, new skills and confidence whilst meeting other young heart patients.



2021 Campaign



Interim Data – 1st October 2020 – 31st March 2021

Campaign Data = 1st April 2021 – 30th September 2021



Every University that partners with us on our 'Pack for Good' campaign enables our shops to receive a regular supply of donations during the summer period, a time typically, when donations can be lower than in other seasons.

Where we have built strong, long term relationships with our partners leading to events and furniture donations, we are able to extend the donations coming into our shops and in turn the funds raised go towards our life-saving work.

Our promise is to protect the people we love. Our children. Our parents. Our brothers. Our sisters. Our grandparents. Our closest friends.

You and the British Heart Foundation.

Together, we will beat heartbreak forever.

2021													
NAME OF CITY													
Scheme	Site	Donation Point	Assest	T Code	Interim	2021 P1	2021 P2	2021 P3	2021 P4	2021 P5	2021 P6	2021 P7	Total
University of Worcester	Henwick Halls	St John's Campus	CL1986	W76	0	20	4	37	45	0	0	0	106
University of Worcester	Students Union		CL2739	W76	0	0	0	4	0	0	0	0	4
University of Worcester	City Campus	Castle Street	CL2458	W76	0	17	6	12	0	0	0	0	35

Your 2021 breakdown



£2,030 total raised from your fantastic donations



1.1 tonnes diverted from landfill – that's the equivalent of 11,805 kg CO2 emissions



£ total raised from your fantastic donations



0 tonnes diverted from landfill – that's the equivalent of 0 kg CO2 emissions



Transforming survival rates

In the 1960s, more than 7 out of 10 heart attacks in the UK were fatal. Now, 7 out of 10 people survive and get to see their families again.



Rising pressure

Despite progress, many people are still diagnosed with heart and circulatory diseases. And these diseases cause a quarter of all UK deaths.



Meeting the challenge

But our challenges are only matched by our ambition. With you by our side we can still beat heartbreak forever.

2021 Result Worcester



£2,030 total
raised from
your fantastic
donations



Success story



1.1 tonnes diverted
from landfill – that's
the equivalent of
11,805 kg CO2
emissions



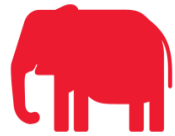
Your donations
have saved the
equivalent weight
of 0.9 elephant in
waste being
disposed

Total revenue raised to date



Worcester Students have donated up to....

£49,460*



Your donations have saved the equivalent weight of 4 African male elephants in waste being disposed sent to landfill*



£100

To support:
one of our PhD students for just one day (London based) 60 days will be around £6,000



£6,000

Could fund:
a heart attack research project for one month, including research staff and funds for laboratory materials needed for the project.



£60,000

Could fund:
all the lab consumables needed for a two year Project grant.



£600,000

Could fund:
new developments and emerging scientists in a heart failure research lab and buy major items of equipment to support their research.



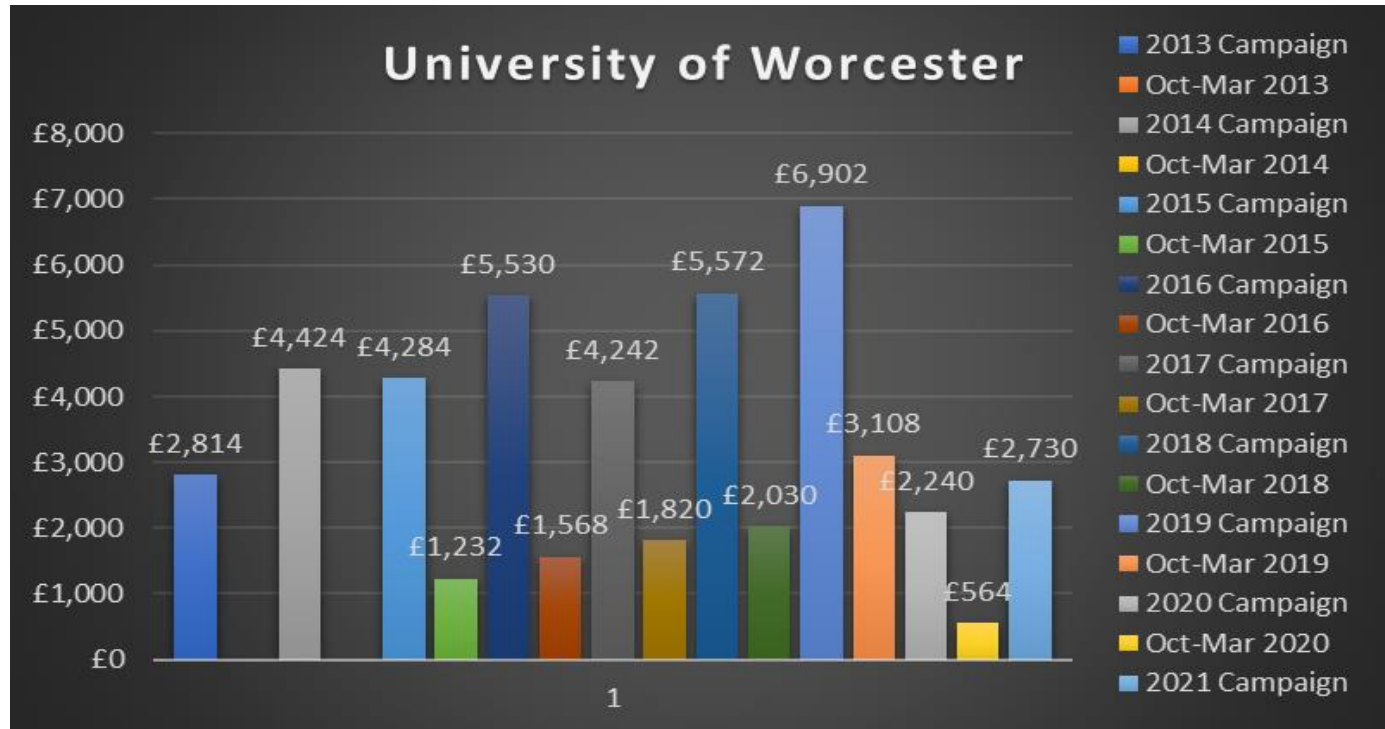
28 tonnes has been diverted from landfill – that's the equivalent of 287,643 kg CO2 emissions*

*Since 2013

Worcester through the years



Below is a visual representation of the Pack for Good campaign since we launched your campaign. We are looking forward to working with this chart in our 2022 planning meetings to support the development of an all year round campaign.



Heart transplants. Clot busting drugs. Pacemakers. Breakthroughs born from visionary medical research.
Research you fund with your donations.

Heart and circulatory diseases kill 1 in 4 people in the UK. They cause heartbreak on every street. But if research can invent machines to restart hearts, fix arteries in new-born babies, build tiny devices to correct heartbeats, and give someone a heart they weren't born with - imagine what's next.

We fund research into all heart and circulatory diseases and their risk factors. Heart attacks, heart failure, stroke, vascular dementia, diabetes and many more. All connected, all under our microscope. Our research is the promise of future prevention, cures and treatments.

Making a Difference



University Funding



From Edinburgh to Cardiff, Belfast to London, we are supporting research projects but also strategic investments including the Centres of Research Excellence, Centres of Regenerative Medicine, the BHF Data Science Centre and Accelerator Awards.

All heart and circulatory diseases and their risk factors, we currently support over £440m of life saving research across 49 institutions in the UK to better understand, prevent, and treat heart and circulatory diseases.

Use the link below to explore our interactive visualisations of where we fund research projects, centres and staff in the UK

<https://www.bhf.org.uk/what-we-do/our-research/funding-across-the-uk-visual/funding-across-the-uk>



We want better ways to identify people at risk and help people avoid disease

7,600,000

Around 7.6 million people are living with heart and circulatory diseases in the UK today – that's double the number of people living with cancer and Alzheimer's disease combined



Dom's Story

Dom Davies was born with a complex, life-threatening heart condition and underwent his first heart surgery when he was just four days old.

"I was always aware that I was different but this became more evident to me when I would see other kids at playgroup. All the other kids were running around being kids and I couldn't join in or keep up because I was breathless all the time and much slower."

But in 2015, at the age of 17, his heart condition started to deteriorate rapidly and it became difficult to even catch a breath. This was when Dom was told he needed a new heart.

Thankfully Dom was given the good news that he was on the transplant waiting list for a new heart in late 2017 and received his life saving transplant in early months of 2019. A gift that has given him a completely new lease of life.





Sustainability

Partnering with us in our **Pack for Good** campaign enables our shops to receive a regular supply of donations during the summer period, a time typically, when donations can be lower than in other seasons.

By joining our **Pack for Good campaign** you're helping to save items from disposal, preventing unnecessary waste and carbon emissions being released into the atmosphere whilst also helping to fund research in heart disease, stroke, vascular dementia and diabetes.



British Heart Foundation announced greenest charity retailer at Charity Retail Awards

The British Heart Foundation (BHF) was the proud winner of the Charity Retail Association's award for Greenest Charity Retailer of the Year in 2019.

<https://www.bhf.org.uk/what-we-do/news-from-the-bhf/news-archive/2019/june/bhf-announced-greenest-charity-retailer-at-charity-retail-awards>

Creating Healthier Environments

We work with parliamentarians and members of the Government to shape and influence policy that relates to heart and circulatory diseases and research.

You can read more about how the BHF are creating healthier environments below;

<https://www.bhf.org.uk/what-we-do/policy-and-public-affairs/creating-healthier-environments>

Did you know...



Opportunities



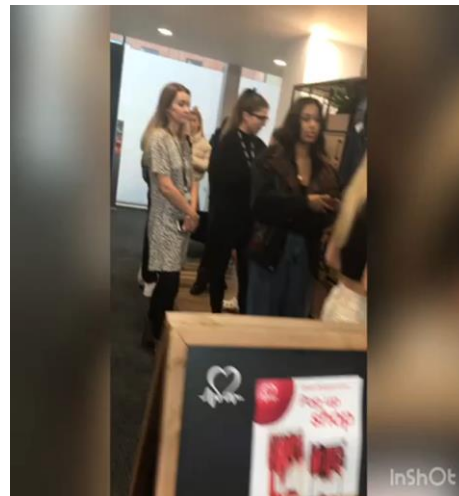
Host an Event, Volunteer, Fundraise

BHF Pop up Shop on campus

Hosting a pop up shop on campus is a great way to enhance the **Pack for Good Campaign** whilst encouraging students to be more frugal and sustainable.

We also have additional opportunities for faculties to take part in a competitive Pop up Shop activity to support as part of academic courses.

The video below was created by students at Manchester Metropolitan University during their first Pop up Shop event post covid-19 to support with social and digital advertising on the day.



Volunteer with us

Our volunteers help us to save and improve the lives of families and loved ones. Whether you can spare a few hours or a couple of days a week, all our roles keep you safe as you volunteer so you can help to help us continue to fund lifesaving research.

From large scale fundraising events, retail support or online listing there are so many opportunities for both staff and students to get involved with the BHF

<https://www.bhf.org.uk/how-you-can-help/volunteer>

Fundraising

We are all touched by the heartbreak of heart and circulatory diseases.

Since the '60s research funded by the public has helped transform heart attack survival rates. Imagine what's possible for vascular dementia, stroke and other heart conditions in your lifetime if you help us keep going?

By raising money for us, you're funding research that gets us closer to cures and treatments. From climbing a mountain to baking biscuits, there are lots of ways you can help end heartbreak.

<https://www.bhf.org.uk/how-you-can-help/fundraise>



For more information on hosting an event, volunteering or fundraising either contact your University Account Executive or email packforgood@bhf.org.uk



Heart Statistics

Our heart statistics hub hosts all of our BHF statistical reports, visualisations and publications, collecting the most comprehensive statistics on the effects, prevention, treatment, and costs of heart and circulatory diseases in the UK, and also their risk factors.

Please browse our resources to learn more about of local and national statistics .

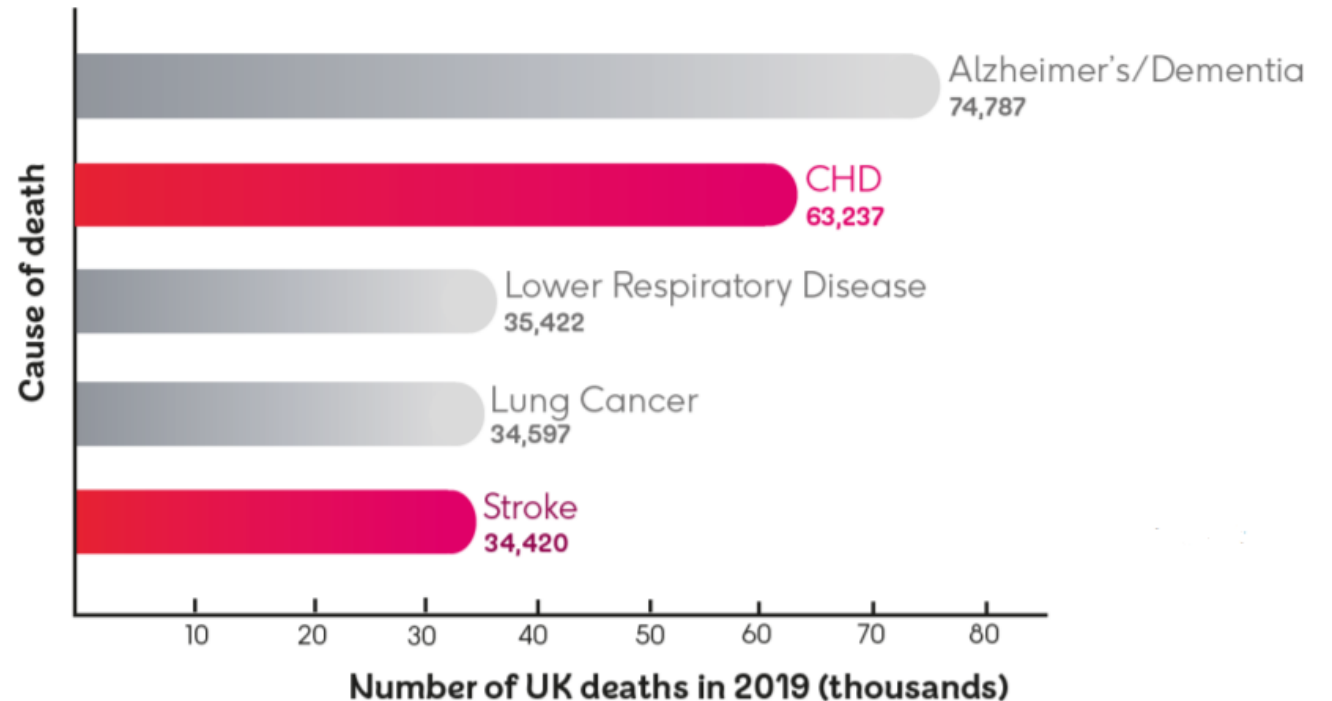
<https://www.bhf.org.uk/statistics>

Today in the UK

Coronavirus is having a devastating impact, and more research is required to understand it, including how heart and circulatory diseases and their risk factors affect COVID-19 risk and outcomes. BHF-funded researchers are contributing to these efforts. For info/support visit [bhf.org.uk/coronavirus](https://www.bhf.org.uk/coronavirus)

We are continuing our work to help and support the 7.6 million people living with heart and circulatory diseases in the UK.

Top 5 UK causes of death (2019)



Thank you for supporting the Pack for Good Campaign
and donating to the British Heart Foundation in turn
saving lives and the planet!



For further questions or support with your campaign please contact:
Tim Reeves reevest@bhf.org.uk