

The image shows the exterior of a British Heart Foundation charity shop. The storefront features a prominent red sign with the organization's name in white. The shop windows are filled with various items for sale, including clothing, shoes, and books. A central glass door has a sign that reads 'Unwanted items? Too much to carry? We'll collect 0207 732 0329'. To the left of the door, a window display is decorated with red heart-shaped signs, one of which says 'It starts with your heart Beat heartbreak from heart diseases'. To the right of the door, another window display features a sign that says 'Great finds, great prices'. A tree is visible on the left side of the image, and a fire exit sign is visible on the right side of the storefront.



 British Heart  
Foundation

# #PackForGood Impact Report 2025





## Thank you, University of St Andrews

For the past 12 years, University of St Andrews and British Heart Foundation (BHF) has joined forces to fund lifesaving research to unlock treatments that could give someone a longer, healthier life.

As the UK's biggest charity retailer, we heavily rely on the continued support and generosity of all our retail stock partners.

Your partnership has enabled us to continue to fund lifesaving research through supporting our retail estate with regular stock donations from you and your students.

Over the past year, we have worked together to continue to turn preloved items into lifesaving funds. Together, we have helped to divert 55.6 tonnes from the waste stream and raised £104,310 in stock donations.

We couldn't be more grateful for this support and look forward to continuing to work towards our vision of a world where everyone has a healthier heart for longer. Where fewer hearts stop without warning and more of us can live well with the people we love.



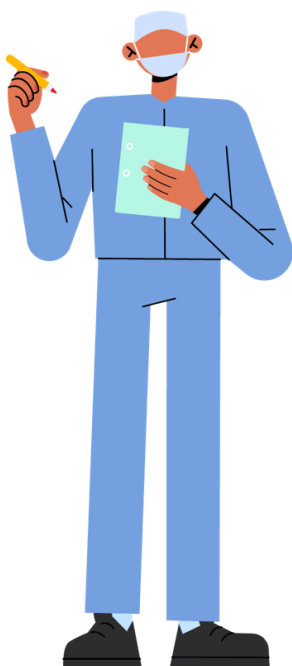
# Your Extraordinary Impact

## How your partnership has made a difference at BHF this year

Every 3 minutes someone loses their life to cardiovascular disease in the UK.

As the UK's largest independent funder of cardiovascular disease research, we can find better ways to prevent, treat, and even cure conditions that rob so many of us of our loved ones. But we can't do it alone. Your support is vital.

Your support has enabled BHF to deliver incredible impact, including:

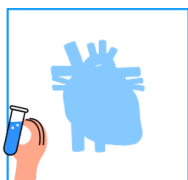


**703**

research projects  
currently being funded

**£119.3 million**

awarded in new research grants  
last year



**298 PhD students**

Supported last year at a critical  
time in their careers

**Over 240,000  
people**

Trained in the lifesaving skill  
of CPR, as of December 2024

# Our new strategy to 2030

## A world where everyone has a healthier heart for longer

BHF has been at the forefront of saving lives for over 60 years. But the world has changed and so must we.

Our new strategy will help us prevent, treat, and even cure heart diseases in ways we never thought possible.

### Our Goals

#### Stop

Stop heart disease before it starts



##### UK ambition

Prevent 125,000 heart attacks and strokes by 2035.

##### Our role

We will invest in cutting-edge research to help revolutionise how we prevent cardiovascular conditions like heart attack and stroke. And we will influence governments and public health systems to do more to tackle the factors that can cause them.

#### Save

Save more lives from heart disease



##### UK ambition

Cut premature deaths from cardiovascular disease by 25% by 2035.

##### Our role

We will grow UK investment in groundbreaking research, leading to further advances in how we diagnose, treat and cure cardiovascular diseases. And we will continue to inspire the nation to learn CPR, to give more people the best chance of survival if they have a cardiac arrest.

#### Support

Support everyone with heart disease to live a longer, healthier life



##### UK ambition

Reduce the number of healthy life years people lose to cardiovascular disease by 25% by 2035.\*

##### Our role

We will invest in cutting-edge research to develop transformational treatments for long-term cardiovascular diseases such as heart failure, pilot new innovations to improve care, and expand the reach of our health information and support to help more people in need.

### Our Priorities

#### Inspire

Inspire more support and income to power lifesaving research



#### Advance

Advance the scale, breadth and impact of cardiovascular research



#### Transform

Transform the information, care and support available to all people affected by heart conditions



#### Accelerate

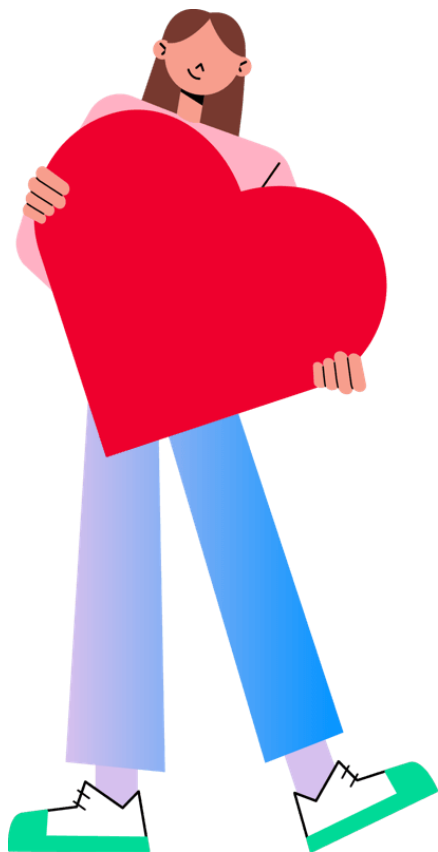
Accelerate impact by unlocking the potential of our people, technology and culture



# 2024/2025 Academic Year

## How your partnership has made a difference at BHF this year

Every 3 minutes someone loses their life to cardiovascular disease in the UK. Thank you, University of St Andrews, for supporting #PackForGood. Your donated items have become vital funds for lifesaving research.



You have donated an estimated  
**£105,110**  
in stock donations to  
BHF

You raised  
**£800**  
Hosting Pop-Up Shops on campus

**55.6**

Tonnes diverted from the waste stream

Which is equivalent  
weight to  
**9**  
African male grey  
Elephants



BHF is the biggest independent funder of research into cardiovascular disease in the UK. We want to power the next breakthroughs in diagnosing, treating, and preventing the world's biggest killer.

Our vision is a world where everyone has a healthier heart for longer. We'll get there by funding research to help save and improve lives.



# The difference you make

How your donations help fund for lifesaving research:



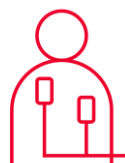
**£10,000**

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



**£100,000**

could fund a state-of-the-art microscope, allowing researchers to see inside heart and blood vessel cells.



**£250,000**

could fund a heart attack research project for two years, including research staff and funds for the equipment and laboratory materials needed for the project.



**£500,000**

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

At BHF, we're proud to be part of a movement that's not only transforming how people shop, but also how we think about sustainability, community and impact.

Our approach is simple: if it has value, we'll try and find a way to give it a second life.

With stores in many cities and towns across the country supporting the local economy, we are also incredibly grateful to be powered by over 18,000 volunteers who build and share skills whilst giving back to their respective communities.



# The difference you make

How your donations help fund for lifesaving research:



**£20**

5 men's tops sold at £4 each could support one of our early career scientists to conduct one hour of research.



**£100**

10 women's coats sold at £10 each can help to buy a pack of 250 test tubes that researchers we fund use to aid their research into heart attack/heart failure/inherited heart conditions/high blood pressure/diabetes.



**£1000**

125 dresses sold at £8 each could buy a piece of equipment that allows biologists to separate tiny proteins from the complex mixtures found in blood, saliva or inside cells – this can help them identify molecules linked to coronary heart disease.



# Sustainability at BHF

In the UK over 711,000 tonnes of clothing is disposed of annually.

BHF has a reuse and recycling rate of 97% for textiles

BHF have reduced energy and transport related CO<sub>2</sub> by 40%.

## Our progress so far

Our retail operation contributes significantly to the UK's circular economy and our communities. We aim to reduce the number of items that enter the waste stream by offering our partners multiple stock avenue solutions.

Our retail stock partnerships aim to make the proposition of donating preloved items as easy and convenient as possible.

We have programmes underway to reduce our environmental impact in many areas including our transport to supply chains.

We've reduced our energy and transport-related greenhouse gas emissions by 40% since 2019/20. We're proud of our progress but we're not stopping there. We want and need to do more.

## What we're doing



We're working to phase out plastic carrier bags, trial our first electric vans and create 'zero waste stores'.



We're finding ways to measure the environmental impact of research with partners. We're also promoting diversity and inclusion in research.



We're improving how we partner with companies. We'll invest in those that share our net-zero goals and actively work to become carbon neutral.



# Our new 'Store of the Future'

## Consciously designed superstore has opened in Edinburgh

We are committed to driving sustainability and have recently taken the next step in that journey.

Our brand new 'Store of the Future' recently opened and features a cash desk made using waste textiles, clothing hangers produced using ocean plastics, flooring produced from 94% recycled materials and lighting produced via a 3D printing process utilising recycled plastics.



“

As the UK's largest charity retailer, we remain committed to reducing, re-using and recycling our resources so that there is no avoidable waste.

We are testing new ways in which we can be better for our customers, donors and the environment, all while continuing to raise vital funds for our lifesaving research.”

**Allison Swaine-Hughes**  
BHF Retail Director



# Saving Lives Together

Cardiovascular  
disease kills

**1 in 4**

people in the UK

**113,526**

people trained in  
lifesaving CPR in 2024

**21,539**

Defibs registered on The  
Circuit in 2024

## CPR Training – RevivR

Many of us will witness a cardiac arrest in our lifetime, but not all of us will know the lifesaving CPR needed.

Each year in the UK, over 40,000 people have an out-of-hospital cardiac arrest and less than 1 in 10 survive.

Early CPR and defibrillation can more than double someone's chances of survival. Having the knowledge and confidence to use these skills can be the difference between life and death.

RevivR is BHF's free digital tool which is revolutionising access to training in CPR and defibrillation.

Contact us to find out more about how you can become a lifesaving organisation.



## The Circuit

Currently less than 10% of out-of-hospital cardiac arrests receive bystander defibrillation.

Tens of thousands of defibs never get used because emergency services don't know where they are and how to access them – this can cost lives.

The Circuit is BHF's national defibrator network, giving NHS ambulance services vital information. In the crucial moments after a cardiac arrest The Circuit enables defibs to be found quickly to save lives.

Do you have defibs that aren't registered? Get in touch with us to find out more.





Neena had a heart attack out of the blue.

How our partnership makes a difference

# Neena's story

**"After a heart attack at 27, I needed to reclaim who I was"**

After a heart attack out of the blue, Neena, from Birmingham, experienced PTSD and her self-esteem plummeted.

Failing to recognise herself in holiday snaps after a trip with friends was the jolt she needed to take back control of her life.

She embarked on journey to peak physical fitness to improve her mental health and inspire others. Now she has an Instagram account @neenielifestyle which has more than 10,000 followers and she featured in our Xmas campaign in 2023.

Neena says: "In the six months after my heart attack I went through phases of sitting in my room in the dark.... I just felt that my life was over in my twenties... I needed to reclaim the Neena I was before my heart attack because I had no idea where she'd gone."



**Professor Divaka Perera** is supervising research to help doctors decide which blood vessel to stent to stop the next heart attack.

FS/CRTF/22/24342 runs from April 2023 to March 2026.



# Give a little, help a lot

## Retail volunteering

Volunteering in our charity shops is a great way to get stuck in and support our groundbreaking research.

Step away from your laptop screens and bring staff together for a team building day in one of our charity stores.

“

I would definitely recommend volunteering at the BHF as it has opened new opportunities and allowed me to get involved in things I never thought I'd have the confidence to do.”

*Kira - Public Health graduate, London*

12,000

Retail volunteers dedicate their time to support our BHF shops every week



3 hours

Spent volunteering could fund 1 hour of vital support from a Cardiac Nurse on our Heart Helpline



## Events volunteering

Every year, thousands of people run, walk, swim, trek, and so much more for our lifesaving research. But without our champion volunteers, these events wouldn't be half as special.

We're always on the hunt for passionate volunteers to join our events and help create memories our participants.

Reach out to your Account Manager for details on events near you!

# Thank you

**bhf.org.uk**

British Heart Foundation is a registered charity in England and Wales (225971),  
Scotland (SC039426) and the Isle of Man (1295).