



British Heart Foundation

2016 University Campaign

Evaluation & Impact report



INTRODUCTION

The BHF University campaign has grown significantly since its launch in 2011 with just one University on board at the start, to over 75 in 2015.

The campaign continues to be a great success in terms of providing much needed stock for our network of over 740 shops, as well as providing a free collection service to Universities, Local Authorities and Landlords.

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

At the end of 2015 we engaged 25 of our University partners in a comprehensive away day to look at ideas for the future growth of the campaign and to enable networking among our academia audience. In 2016 we rolled out a new microsite for our partners to have faster access to a range of digital tools and assets for their on campus promotion as well as a comprehensive toolkit to run a successful campaign year on year.

PAST CAMPAIGN ACTIVITY

The BHF has supported the Bristol Big Give campaign since 2012. Each year the activity grows and is a well run city wide campaign across the University, the City Council and some of the private halls of residence.

The University also run activity on campus which they share out to multiple charities including the BHF. In **2015 7714 bags** were collected by BHF from on and off campus activity.

2016 CAMPAIGN ACTIVITY

In early 2016 the project team met to plan the 2016 activity. Ahead of this meeting BHF had reviewed the data from the 2015 banks to identify those which should definitely be sited again and those which perhaps did not perform as well and could perhaps be re-sited or dropped in 2016.

BBG have their own campaign branding and identity and include BHF as a partner within their materials.

BHF had wanted to support the team on the ground this year with their promotional events, however miscommunication and short timings meant that we could not do this, but it is something to be picked up early for 2017 to review and put plans in place early enough to enable some support.

The BHF field teams recruited an external team of drivers again in 2016 to carry out the collections and take this away from the day to day pressure of the shop teams. All stock was processed via the Area Manager and shared out to many of the shops in and around the Bristol area.

A total of 22 temporary street banks were also delivered in partnership with the City Council this year and all were stickered with temp signage to help reduce complaints from non student residents. We did however still receive a number of complaints as did the Council – the signage needs to be reviewed for 2017 to make this much clearer (perhaps larger) for residents.

Volunteers, Social Media and Press

Social media is well used by the team to generate awareness and support of the campaign over the move out period and generated some great tweets and imagery from students donating which is fantastic.

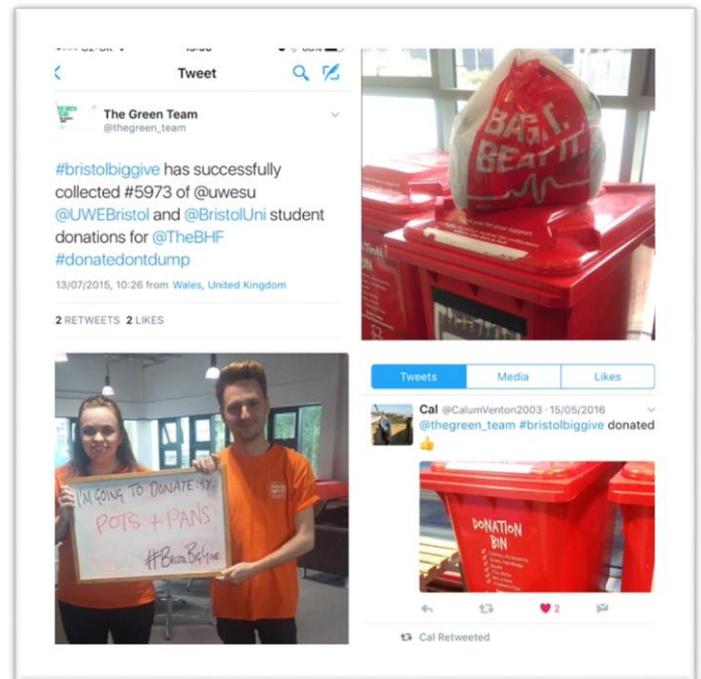
CAMPAIGN STATS 2016

Bags Donated

7299 Bags donated Between 1st April and 31st September 2016

66 Bags donated outside of Campaign window through permanent banks and ongoing University support during the year.

Total Bags donated : 7365



Tonnage Diverted

Equivalent of **58.9 Tonnes** of items diverted from the waste stream

Avoided Greenhouse Gas emissions from donating to the British Heart Foundation		
Type of item	Weight (kg)	Net benefit (kg CO2 equivalent) compared to landfill
Mixed Standard Donations	58920	599,629
TOTAL	58,920	599,629
Sources: Sustainable Clothing Action Plan Footprint Calculator 2013; Benefits of Reuse Case Study: Electrical Items (WRAP) 2011; 2012 Guidelines to Defra's/DECC's GHG conversion factors for Company Reporting; BHF data		

Based on estimated **£14 bag value** the total raised in monetary terms for the British Heart Foundation

£103,110

About the British Heart Foundation

Coronary heart disease is the UK's single biggest killer. For over 50 years the British Heart Foundation (BHF) has pioneered research that's transformed the lives of people living with heart and circulatory conditions.

The BHF's work has been central to the discoveries of vital treatments that are changing the fight against heart disease. But so many people still need help. 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 the fight for every heartbeat in the UK. Every pound raised, minute of your time and donation to BHF shops will help make a difference to people's lives.

Our network of BHF shops sell 90,000 items every day in order to raise the much needed funds required in the fight for every heartbeat.

Every University that partners 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. Also, where we have built strong, long term relationships with our University partners leading to events, furniture donations, Fresher's week or Green week events, we are able to extend the donations coming into our shops and in turn the funds raised towards our life-saving work.

How you are making a difference

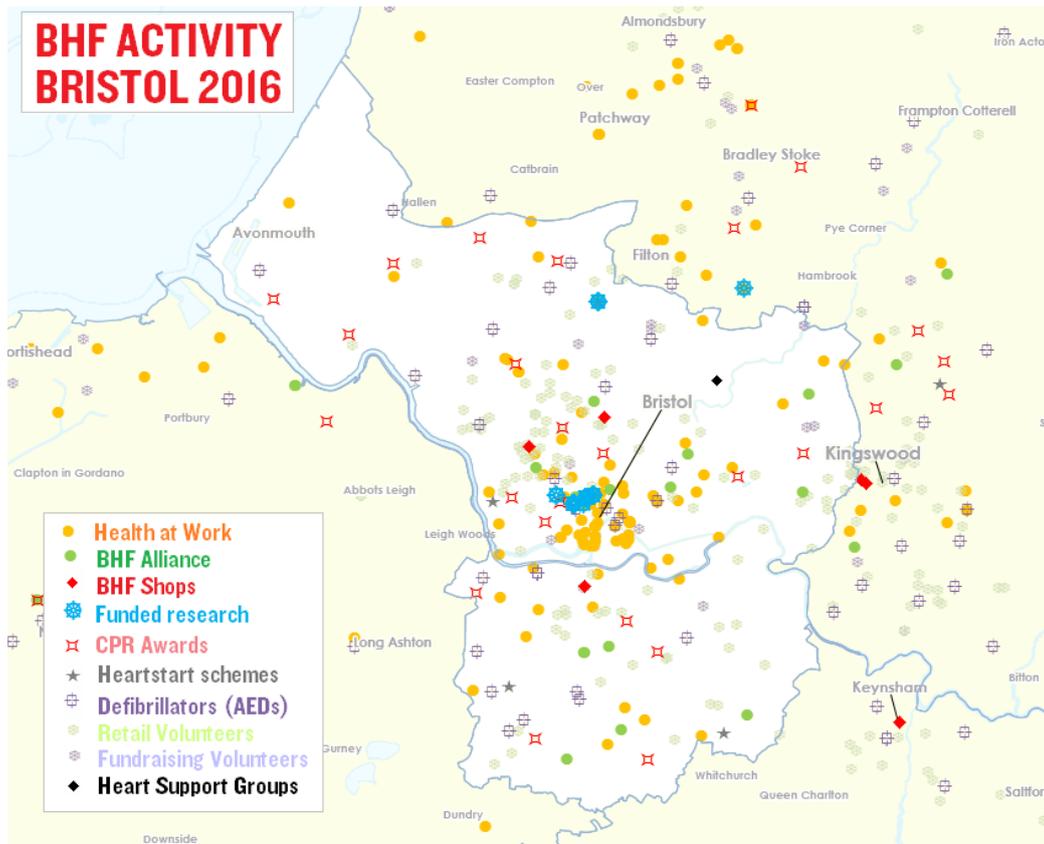
We estimate that a bag of donations from a Student could be worth as much as £14.

- 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 teams 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.

Your Local Community

We understand the importance of local communities and want to share with you some of the fantastic things the British Heart Foundation have funded within your Universities local area in the last 12 months.

- ♥ 32 Defibrillators Awarded
- ♥ 18 CPR kits awarded to schools
- ♥ 1 Heart Support Group
- ♥ 91 companies with Health at work
- ♥ 3 BHF Retail shops
- ♥ 2 Cardiac Rehab (NACR) schemes funded by BHF
- ♥ 81 Research Grants (£21million)



Thank You!

On behalf of everyone at the BHF we would like to thank you for your support. Your ongoing support and end of year campaign along with all the Universities across the UK, is making a real difference in the fight against heart disease.