

Yes! I want to Sponsor Hope and give hope to millions.

STEP 1. Your details:

Title First Name Surname

Address

Postcode:

Email* Telephone

*If you are happy for the BHF to contact you by email, please enter your preferred email address in the box provided above. You can unsubscribe at any time.

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STEP 2. Your gift:

I would like to Sponsor Hope with a gift of £4 a month Other £

I wish my donation to be made on the 1st or 15th day of the month

STEP 3. Bank instructions:

Instruction to your bank or building society to pay by direct debit

Please return your completed form to FREEPOST SN1457, British Heart Foundation, Mending Broken Hearts Appeal, Melksham, SN12 7BR.

Name and full postal address of your Bank or Building society

To: The Manager
Bank/Building Society Address

Name(s) of Account Holder(s)

Branch Sort Code

Bank/Building Society account number

Service User Number

4 1 2 5 2 1

Reference – for office use only

Signature(s)

Date



Instructions to your Bank or Building Society

Please pay the British Heart Foundation Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with the British Heart Foundation and, if so details will be passed electronically to my Bank/Building Society.

STEP 4. Gift Aid:

giftaid it

If you are a UK taxpayer please **tick the first box** so we can receive up to **28p** for every **£1** you give **at no extra cost to you.**

GA1 **Yes**, I am a UK taxpayer and would like the BHF to reclaim tax on any of the donations I have made in the last four years and any future donations I may make.*

Date / /

GA2 **No**, I am a non-taxpayer.

* To qualify for Gift Aid you must pay an amount of UK Income Tax and/or Capital Gains Tax at least equal to the tax that the BHF will reclaim on your donations in the appropriate tax year (6 April one year to 5 April the next). Your donation must be your own money and can not be the proceeds of a collection.

To make an instant donation please go to – **bhf.org.uk/sponsorhope** or call **0300 330 3322** quoting ref: MBH (Monday to Friday 9am – 5pm). Whatever you can give will make a big difference. Thank you.

Please return your completed form to: FREEPOST SN1457, British Heart Foundation, Mending Broken Hearts Appeal, Melksham, SN12 7BR.

DO NOT RETURN THIS FORM TO THE BANK.

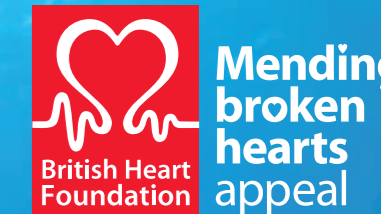
The BHF would like to keep you up to date with our work and what you're helping us to achieve.

If you do NOT wish to be contacted by post, please tick this box. (MP0074)

If you do NOT wish to hear from us by phone, please tick this box. (MP0075)

From time to time we allow other similar organisations to contact our supporters. If you do NOT wish to be contacted by them, please tick this box. (MP0060)

	British Heart Foundation Greater London House 180 Hampstead Road London NW1 7AW Phone: 020 7554 0000 Fax: 020 7554 0100 Website: bhf.org.uk	G552/A
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i am hope

because one day I could help mend broken hearts



i am hope

**Because my heart can repair itself, but yours can't ... yet.
Because researchers are finding out how to make your heart do what mine can.
Because today, heart disease is the UK's single biggest killer.
But I could change that. One day I could save your life.**

The zebrafish can heal its heart if it gets damaged. With your help, we hope our hearts can do the same

Heart disease is the UK's single biggest killer and at present, there is no cure for a damaged heart.

In real terms, every day in the UK 340 people have their lives shattered by a heart attack. For many, this can lead to severe heart failure, a condition that cuts short thousands of lives every year.

But now scientists have the first real hope that these lives could be saved.

When a zebrafish's heart is damaged, something truly amazing takes place. Its heart cells start to regenerate, creating functioning heart tissue once again. By learning the zebrafish's secrets we could trigger this same process in our own damaged hearts.

The *Mending Broken Hearts* research programme is one of the biggest programmes ever undertaken by the British Heart Foundation (BHF). The inspiration for the

programme starts with the tiny zebrafish which has an amazing ability to heal its own heart if it gets damaged – something the human heart can't do, yet. We believe that in as little as 15–20 years' time we can develop a treatment to repair damaged heart muscle, giving us real hope for the future.

The early stages of our programme are crucial in taking us towards early clinical trials.

We believe passionately that we can do this, and have committed to spending £50 million over the next five years to make this happen. But we can't do it without your help.

*Every day in the UK
340 people have
their lives shattered
by a heart attack*

YOU CAN GIVE HOPE TO MILLIONS
Find out how at the back of this booklet

From zebrafish to early clinical trials in just five years

With our 50 year history of paving the way for the biggest breakthroughs in heart treatments, the BHF are able to attract the best scientific minds for the *Mending Broken Hearts* research programme. We believe that our research programme can succeed, and the world's leading heart scientists agree with us.

Over the next five years, top scientists will help us develop up to two Research Centres, where most of the research will take place. As you can imagine, funding the most talented scientists in the world and providing state of the art equipment is a huge undertaking. In order for our research programme to reach early clinical trials in the next five years we need to stay on track, and we need your help.



Artist impression of the Scottish Centre for Regenerative Medicine, Edinburgh

How your support can help us bring hope to millions

We've estimated that in order to reach early clinical trials in the next five years we will need £50 million;

£10 million
for early clinical trials

£20 million
for running costs of the science

£20 million
for laboratory upgrades, equipment and scientists at all levels

At the BHF, we're committed to caring for everyone who is affected by heart disease. That's why we believe the *Mending Broken Hearts* research programme is absolutely vital.

50 years of BHF-funded successes

The BHF is the nation's heart charity and 2011 is our 50th anniversary. We were established in 1961 with a single donation of £50 and ever since that day we've been right at the heart of many of the medical advances that are saving lives today:

1960s BHF helps pave the way for today's reliable pacemakers, now keeping millions of hearts beating, worldwide.

1970s We helped to develop a technique to widen diseased arteries called balloon angioplasty.

1980s BHF help scientists discover that aspirin could help cut the death rate from heart attacks by nearly 50%.

1990s BHF researchers played a vital role in discovering genetic alterations that cause an inherited disease of the heart muscle.


2000s Research demonstrated the effectiveness of statins which are now estimated to save more than 10,000 lives a year in the UK alone.

Without the BHF many of these breakthroughs wouldn't have reached heart patients as they have. But despite all this, heart disease remains the UK's single biggest killer and there is still so much for us to do.

The current pressures on the health budget make it all the more important that the BHF funds pioneering programmes like *Mending Broken Hearts*.

The BHF really do rely on the generosity of people like you to continue this vital work

YOU CAN GIVE HOPE TO MILLIONS
Find out how at the back of this booklet



**What hope means
to families like
Joanne Ward's.**

**(ALLUM AND TYLER WARD,
AGED 14 & 6**

"When Mum had her heart attack it changed everything. But even though she's ill, mum's always there for us. She's our biggest supporter at every football match or in the front row at the school plays - and she still cooks the best roast potatoes in the world! But you can't help worrying about the future, knowing that her heart is so weak. I try not to think about it. But, if they could mend her heart it would be a miracle. For me, and for Tyler. Because she's just the best mum ever."



JOANNE WARD, AGED 36

"After a heart attack, you live life on a knife edge. My heart is irreversibly, severely damaged, so simple things like climbing stairs and even playing with my children leave me breathless. Now that I know the zebrafish can heal its own heart, I know there's hope for hearts like mine too. One day, people like me could have a simple treatment that could give them their lives back. That's something worth hoping for."



"For 50 years the British Heart Foundation has been investing in cardiac research with results that have been truly lifesaving, yet heart disease is still the UK's single biggest killer. The Mending Broken Hearts Appeal is an opportunity to invest in the future of cardiac research so that one day it really will be possible to mend broken hearts. Please join me in lending your support to the BHF to help them save the lives of those you love."

Dame Helen Mirren DBE

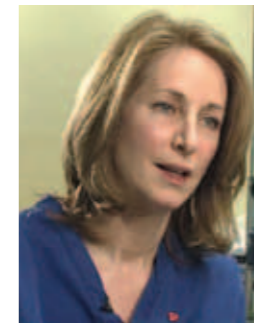
Photography by Giles Keyte

Join us in the BHF's biggest ever appeal and help make medical history

The Mending Broken Hearts research programme is one of our biggest programmes ever, and could make medical history. You could be part of this amazing journey, and be there every step of the way as we get closer to our goal. Unfortunately, without continued support, the programme will not be able to stay on track. Your help makes it possible for us to continue.

Why your support is vital to the Mending Broken Hearts research programme;

- ♥ Heart failure affects ¾ of a million people in the UK alone – and the problem is growing.
- ♥ Many patients diagnosed with severe heart failure have only a 40-50% chance of living for another five years.
- ♥ The chances of survival for many heart failure patients are worse than most forms of cancer.
- ♥ Heart disease remains the UK's single biggest killer.
- ♥ The BHF is the only charity to focus on bringing regenerative medicine research for hearts together.



"Heart disease is a tragically misunderstood condition. There is no such thing as 'a complete recovery' after a major heart attack. Patients with severe heart failure have only a 40-50% chance of surviving the next five years. But the British Heart Foundation has a record of backing research that achieves

real results. That's why I believe the Mending Broken Hearts programme offers real hope to these patients of mine, and everyone living with heart failure after a heart attack."

Dr. Laura Corr – Consultant Cardiologist

YOU CAN GIVE HOPE TO MILLIONS

Find out how at the back of this booklet

Show your support your way

When you support our *Mending Broken Hearts research programme*, you'll be giving hope to millions that one day damaged hearts can repair themselves. There are many ways to support the programme – whether it's through a regular donation or by organising a fundraising event.

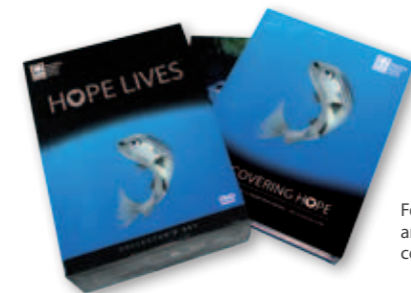
1. Sponsor hope, from just £4 a month

Join our BHF-funded scientists on an amazing journey towards early clinical trials. You'll be part of our team, every step of the way. As a sponsor, you'll receive a record of the part you're playing in medical history and in keeping hope alive for millions of heart patients:

- ♥ Your 'Hope Lives' collectable series of DVDs
- ♥ Regular video and audio podcasts from the research scientists
- ♥ Your official Mending Broken Hearts sponsorship certificate
- ♥ Exclusive Mending Broken Hearts pin badge designed by Sir Peter Blake

- ♥ Twice-yearly updates on how the science is progressing and where your money is being invested

When you Sponsor Hope, you are truly part of the team that could make medical history.



Follow the progress of this amazing research with your collectable series of DVDs

Receive your exclusive, money can't buy pin badge designed by Sir Peter Blake



2. Give whatever you can

There are several ways you can make a donation to help mend broken hearts. You can complete the attached donation form and return it along with your donation directly to us (address details on the form). Simply visit bhf.org.uk/sponsorhope or call us on 0300 330 3322. Whatever you can give will make a big difference. Thank you.

3. Buy hope

Limited edition silkscreen prints created by some of Britain's most famous artists are available to buy at bhf.org.uk/buyhope. We also have a range of gifts featuring the artwork. Created exclusively for the BHF, these lovely items can't be bought anywhere else, so why not treat a loved one or yourself to something special? Visit your nearest BHF shop, go online at giftshop.bhf.org.uk or call us on 0845 246 4050



4. Give Hope in your town

Do you want to be part of the Mending Broken Hearts Appeal in your local area? We often need volunteers – why not join our team and help us fundraise? Not only will you be helping us to raise vital funds but volunteering in your local area is a great opportunity to have fun and make friends! Find out more at bhf.org.uk/hearttowns or call us on 0844 847 2787

5. Organise a fundraising event

A fun way to raise funds for Mending Broken Hearts is by organising your own activity, whether it's a sponsored walk, a cake sale or whatever you can think of. For ideas and more information visit bhf.org.uk/fundhope



6. Cycle for Hope

Join the Mending Broken Hearts cycling revolution at one of our new rides taking place in September 2011 – the Manchester to Blackpool Night Ride, Bath to Bournemouth Bike Ride, London to Southampton Bike Ride and our epic 18-day London to Gibraltar challenge, Clock2Rock. Each ride escapes the city and heads for the sea whilst giving hope to millions. Entries are limited, so make sure you confirm your place soon! Please visit bhf.org.uk/eventsmbh or call us on 0300 456 8355 for more details.



Whatever way you choose to show your support for the *Mending Broken Hearts research programme*, you'll be helping us to bring hope to millions of people affected by heart disease in the UK. **Thank you!**

Yes! I want to mend broken hearts and Give Hope to millions.

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Title First Name Surname

Address Postcode:

Email* Telephone

*If you are happy for the BHF to contact you by email, please enter your preferred email address in the box provided above. You can unsubscribe at any time.

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STEP 2. Your gift:

Please accept my gift of: £10 £15 £20 My choice £

STEP 3. Payment Method:

There are lots of ways for you to give your gift;

Send it by post: I enclose a cheque/PO/CAF voucher made payable to the British Heart Foundation

I would like to pay by (tick as appropriate): CAF Card MasterCard Visa/Delta Maestro AMEX

Card No.

Start Date / / Expiry Date / / Issue No.

Signature Date / /

STEP 4. Gift Aid:

giftaid it If you are a UK taxpayer please tick the first box so we can receive up to 28p for every £1 you give at no extra cost to you.

GA1 **Yes**, I am a UK taxpayer and would like the BHF to reclaim tax on any of the donations I have made in the last four years and any future donations I may make.*

Date / /

GA2 **No**, I am a non-taxpayer.

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The BHF would like to keep you up to date with our work and what you're helping us to achieve.

If you do NOT wish to be contacted by post, please tick this box. (MP0074)

If you do NOT wish to hear from us by phone, please tick this box. (MP0075)

From time to time we allow other similar organisations to contact our supporters. If you do NOT wish to be contacted by them, please tick this box. (MP0060)