



# British Heart Foundation

2015 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 730 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.

In 2015 we expanded the BHF Stock Generation team and created a 360 degree campaign launched under the Campaign demise of 'Pack for Good'. The Regional Stock Generators are continuing to work very closely with each University partner to develop an on-going and mutually beneficial partnership.

## PAST CAMPAIGN ACTIVITY

Cambridge City Council and The University of Cambridge joined the BHF campaign in 2013 working together on our 'Moving on Campaign' The first year was a great success and the campaign saw 1998 bags donated which was a fantastic achievement. The success of the partnership continued into 2014 with 18 of the Cambridge colleges on-board with multiple donation points across their campuses bringing in a whopping 3043 bags a significant increase on 2013.

Working together the City Council and University have so far collected 5,041 bags which is equivalent to 40.3Tonnes

## 2015 CAMPAIGN ACTIVITY

Cambridge Consortium Tracker		May			June								July								August						Sept				Total			
Site Name	Tracker	1	2	3	4	5	6	7	8	9	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#		#	#	#
Jesus College	Bank	29	0	0	30	18	0	0	16	0	22	0	29	0	0	0	32	0	0	0	0	22	0	40	0	0	0	34	60	0	38	370		
Murray Edwards College	Bank	32	0	0	35	0	0	0	28	0	25	0	0	0	0	0	0	0	0	0	47	0	0	0	0	0	53	0	0	25	245			
Wolfston College	Bank	38	25	0	0	38	0	0	0	0	42	0	39	0	0	0	0	43	0	31	0	30	0	29	24	40	24	67	32	44	88	634		
Robinson College	Bank	52	34	0	0	24	0	0	28	0	33	0	0	0	36	0	0	0	0	0	0	26	37	60	0	0	75	0	53	0	458			
Emmanuel College	Bank	0	0	0	32	0	0	0	15	0	0	0	26	40	24	0	0	21	0	0	0	0	0	23	0	0	24	0	0	0	205			
George Nuttall Close	Wheelie Bins	39	0	0	17	0	0	0	0	0	0	0	0	0	0	20	6	0	0	0	0	0	0	46	0	32	20	0	0	36	216			
Trinity Burrells Field	Bank	27	0	0	0	0	0	0	0	0	18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	54		
Lays School	Wheelie Bins	0	27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	27		
Purbeck House	Wheelie Bins	0	0	0	0	0	0	0	0	0	0	0	33	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33		
Causeway side flats	Wheelie Bins	0	0	0	0	0	0	0	0	0	0	0	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	40		
All Banks in April	Clothing Bank	255	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	255		
Darwin Site	Donation Boxes	0	15	0	0	0	0	0	18	0	19	0	0	0	0	0	0	0	0	0	0	31	0	0	27	0	0	22	22	0	154			
	2 Wheelie Bins	0	0	0	0	0	0	0	0	0	0	0	0	0	0	28	0	48	0	0	0	22	0	0	0	26	0	0	0	0	124			
Girton College	Clothing Bank	28	21	0	0	0	0	0	0	28	0	0	0	0	0	41	0	0	0	0	33	21	27	0	0	0	19	0	23	0	241			
	Clothing Bank	22	0	22	0	0	0	0	30	0	0	0	0	0	0	28	0	0	0	0	0	0	0	0	27	30	0	30	0	0	189			
Trinity College	Clothing Bank	0	0	0	0	0	0	0	0	80	0	0	0	20	0	0	0	27	0	0	0	23	0	0	0	0	0	0	0	0	150			
	Donation Boxes	0	0	0	0	0	0	0	33	0	0	0	29	0	0	0	0	0	0	0	0	0	0	0	0	0	22	0	0	0	84			
West Court	Wheelie Bins	16	20	25	0	0	0	0	0	6	0	0	0	0	0	0	17	0	0	0	25	0	0	0	16	30	15	0	0	0	170			
	Wheelie Bins	24	20	25	0	0	0	0	0	32	0	0	0	0	0	0	0	0	0	0	0	50	0	38	0	18	0	0	0	207				
Charles Babbaage	Clothing Bank	0	0	0	23	0	0	0	0	46	0	32	0	0	0	0	0	0	0	0	30	40	0	26	0	20	43	52	0	312				
	Clothing Bank	0	0	30	14	0	0	0	0	31	0	19	0	0	0	0	0	0	0	0	34	0	0	29	0	43	39	27	0	266				
Clare Hall	Clothing Bank	23	0	47	100	0	0	0	84	0	7	0	18	0	0	0	0	0	0	0	0	0	0	38	0	40	47	31	0	435				
	Donation Box	0	3	0	0	0	0	0	6	0	11	0	0	0	0	0	0	0	0	7	0	0	0	0	0	6	12	6	0	0	51			
Downing College	Donation Box	0	4	0	0	0	0	0	5	0	0	0	0	18	0	0	0	0	0	7	0	0	0	0	0	0	0	0	0	0	34			
	Wheelie Bin	0	0	0	0	0	0	0	0	0	0	0	0	9	0	12	0	0	0	0	0	0	0	0	0	0	0	7	0	0	28			
Hughes Hall College	2 Wheelie Bins	0	0	0	0	0	0	0	0	14	7	0	8	15	28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	72			
Queens College	2 Wheelie Bins	0	0	0	0	0	0	0	0	18	0	0	0	0	0	0	0	0	0	42	15	0	13	19	0	13	17	0	0	137				
Sidney Sussex	2 Wheelie Bins	0	0	0	0	0	0	0	0	32	0	43	0	10	0	14	0	17	8	0	15	14	8	17	36	0	37	24	11	0	286			
	Donation Box	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
St Johns College	Donation Box	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
	Wheelie Bin	0	0	0	0	0	0	0	0	0	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	23			
Fitzwilliam College	Donation Boxes	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	49	0	0	0	0	0	0	0	0	0	49			
	Clothing Bank	18	0	18	0	0	0	0	19	0	189	45	0	0	0	34	0	0	0	0	0	0	0	0	0	0	25	0	34	0	382			
Cats College	6 Wheelie Bins	0	0	0	0	0	0	0	0	45	66	61	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	172			
Cats College	X2 Wheelie Bins	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	0	0	29	0	0	0	0	0	0	0	41			
	Collection Point	0	0	0	0	0	0	0	14	0	19	0	0	0	42	0	0	0	0	0	20	0	0	0	0	26	19	0	25	0	165			
Cats College	Collection Point	0	0	0	0	0	0	0	0	0	0	0	116	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	116			
	Collection Point	629	191	203	251	80	0	0	334	59	749	129	416	55	187	0	236	70	109	39	68	182	230	318	189	261	199	601	325	322	212	6644		

## CAMPAIGN STATS 2015

## Bags Donated

Overall Data 2015	Bags	Tonnage	Value to BHF	Co2 Emmissions
Interim Data - 1st October - 31st March 2015	1,787	14.3	£25,018	14,553
Campaign Data 1st April - 31st September 2015	6,644	53.1	£93,016	54,040
<b>Total</b>	<b>8,431</b>	<b>67.4</b>	<b>£118,034</b>	<b>68,593</b>

## Tonnage Diverted

Equivalent of 67.4 Tonnes of items diverted from the waste stream

Greenhouse Gas Calculator v2

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	6740	68,593
<b>TOTAL</b>	<b>6,740</b>	<b>68,593</b>
<i>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</i>		

Furniture and Electrical items donated value **£2,380**

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

**£120,414**

## City Wide Figures

In 2015 Anglia Ruskin joined the BHF Campaign in Cambridge which has added to the overall success of the 2015 Campaign.

1<sup>st</sup> April -30<sup>th</sup> September 2015 Campaign Cambridge City collected a fantastic 7,490 bags which could have rose up to £104,806 for the BHF and diverted 59.8 tonnes of waste from the waste stream in Cambridge.

As a city since 1<sup>st</sup> October 2014 – 31<sup>st</sup> September 2015 this amounts to a total of 74.1 tonnes of waste diverted and a has a potential value of up to £129,824 for the BHF.

The campaign has been hugely successful growing by 232% since its set up in 2013. The City council support in 2015 with regards placement of a shipping container at the Mill Road Depot has been invaluable, without this support the campaign would have been extremely challenging to all involved.

Combined Data	Bags	Tonnage	Value to BHF	Co2 Emmissions
Overall Data 2015				
Interim Data - 1st October - 31st March 2015	1,787	14.3	£25,018	14,553
Campaign Data 1st April - 31st September 2015	7,490	59.8	£104,806	60,859

## 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

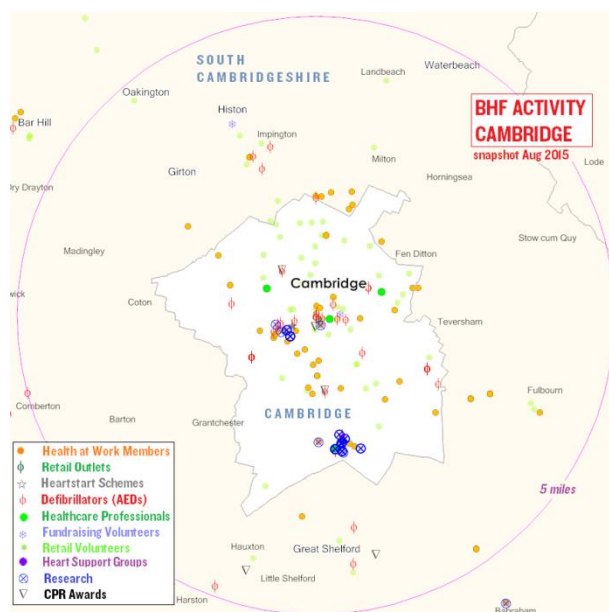
We estimate that a bag of donations from a Student could be worth as much as £14.

- 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.

- ♥ 2 Heart Start Schemes
- ♥ 95 Defibrillators Awarded
- ♥ 17,991 Free Heart Health Resources
- ♥ 5 Local Establishments CPR trained
- ♥ 2 BHF Retail shops
- ♥ Research Grants in excess of £42,913,953



**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.