



Hand on Heart Highlights of 2014.

Happy 3rd Birthday to Hand on Heart Charity. As we move into our 3rd year, Gina, Lesley, Dee and the trustees are looking forward to some very exciting times ahead. We hope that 2015 will be more successful than last year and our aim as always is to place as many defibrillators and training packages into schools as we can. We hope you enjoy our first newsletter of 2015 and look forward to sharing more exciting news in the coming months.



Goodbye 2014 - We can't believe that we're already working towards to middle of February and before the year moves any further, we want to take some time to reflect on some of the highlights and major achievements that we've seen from 2014.



- **Salford schools 100% Heart Safe** - We are extremely proud of our biggest achievement during 2014 and that was making Salford our first Heart Safe city. We gained significant funding support throughout the year enabling us to provide 88% of the secondary and primary schools with either a fully or partially funded defibrillator and training package. Now all 97 schools in Salford are Heart Safe courtesy of Hand on Heart.
- **Hand on Heart's** team increased from 2 to 3 when Dee joined the fundraising office earlier in the year, and has made huge changes on the administration and training side of things.
- **Big Lottery funding** - last year started on a high when we learnt that we were successful in gaining support from the National Lottery, this funding helped create schools in Coniston and the surrounding areas become Heart Safe.
- **Thank You** - We must say a huge thanks to Physio Control and in particular to Paul Bean and Sam Amena for all the support we have received during 2014. With their backing we have been able to support more schools and have a very successful UK Heart Safe Awards event.
- **Wellington School** - Students at the school raised an amazing amount of over £30,000 following many fundraising activities, after one of their sixth form students suffered and recovered from having a Sudden Cardiac Arrest. This funding has made a huge difference to many schools across the UK receive their defibrillator and training packages.
- **A voice for radio** - we have to say congratulations to our very own Gina for appearing on Radio Manchester a number of time during the year. She helped promote Hand on Heart to a wider audience during various campaigns. Although she was particularly nervous she did a great job on the morning breakfast shows!
- **Ambassadors** - Hand on Heart are grateful to have celebrity support so our sincere thanks go to Gary Keedy, Chris Riley and Paddy McGuinness for their commitment to us in helping gain high profile coverage with some of the events we did during the year.



Picture left with Dee, Paddy, Lesley and Gina (ladies in Pink!)

- **Corporate support** - once again we are extremely happy to have gained support from a number of Sainsbury's stores, the Ramsey Group Hospitals in Euxton and Fulwood and for EPC who have continually supported us throughout the year. Their support has already encouraged other companies to support us this year.

Picture right of golf team during EPC Charity Golf Day



- **Trafford Mayoral Campaign** - Councillor Dylan Butt of Trafford Council during his year in office as Mayor wanted to place defibrillators into the wider community through funds raised from his Mayoral Campaign in 2014. His success resulted in over 28 defibrillators being sent from Hand on Heart to Trafford Council for them to distribute within the Trafford community. To show our support to his campaign we also supplied and fully funded over 8 packages to the remaining secondary schools within the Trafford area.



- **Trafford Campaign** - following on from the Trafford Mayoral campaign we established our Trafford campaign to help and support the remaining schools with the area receive a defib and training package. We successfully gain some funding support and today have already created 50% of the schools Heart Safe.

- **Kendal** - this campaign came from an associate and supporter to us. Annette Ritson from 'We are net' approached her local business networking group "Kendal Women in Business", having seen the impact of having life-saving equipment made accessible in schools across the UK. The result was our Kendal Campaign. To date we have made significant results in the Kendal and surrounding areas with 16 schools becoming Heart Safe.

- **Smile, camera and action** - during the summer of 2014 we saw ourselves and a number of local school children in front of the camera as we did our very own DVD. Check it out on our website.



- **Shortlisted** in the Salford Business Awards - Its always exciting to know that you have been shortlisted for the work you have undertaken and for us this came when we were notified that through the online nomination form we were shortlisted in the Community Award.

- **UK Heart Safe Awards** - our 2014 event was a huge success and had over 100 entries with 16 worthy winners attending a sell out evening. The evening celebrated those who have gone the extra mile by creating Heart Safe environments and applauded those who have also help save a sudden cardiac arrest victim.

- **Heart of Salford Award** - We were delighted in December to be the winner of the Charity Award in the CVS Heart of Salford's Awards for all the hard work and commitment we have shown towards making Salford our first Heart Safe city. This was a delightful way to end 2014.



We hope that you have enjoyed reading about our 2014 achievements we've made. Everyone within Hand on Heart from the Trustees, Ambassadors to staff are already looking forward to see what awaits us during 2015.

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