

# **Healthy Heart Grants**

## Impact Report

At Heart Research UK we are dedicated to making a real difference, both now and in the future.

Our mission is to reduce the number of people developing and dying from heart disease, while improving and extending the lives of those affected. In many communities there is a lack of accessible health initiatives to support communities to adopt healthier lifestyles. One of the ways we take on heart disease is by funding and working with not-for-profit community groups who can provide targeted support, directly to the people around them.

## Our work within communities

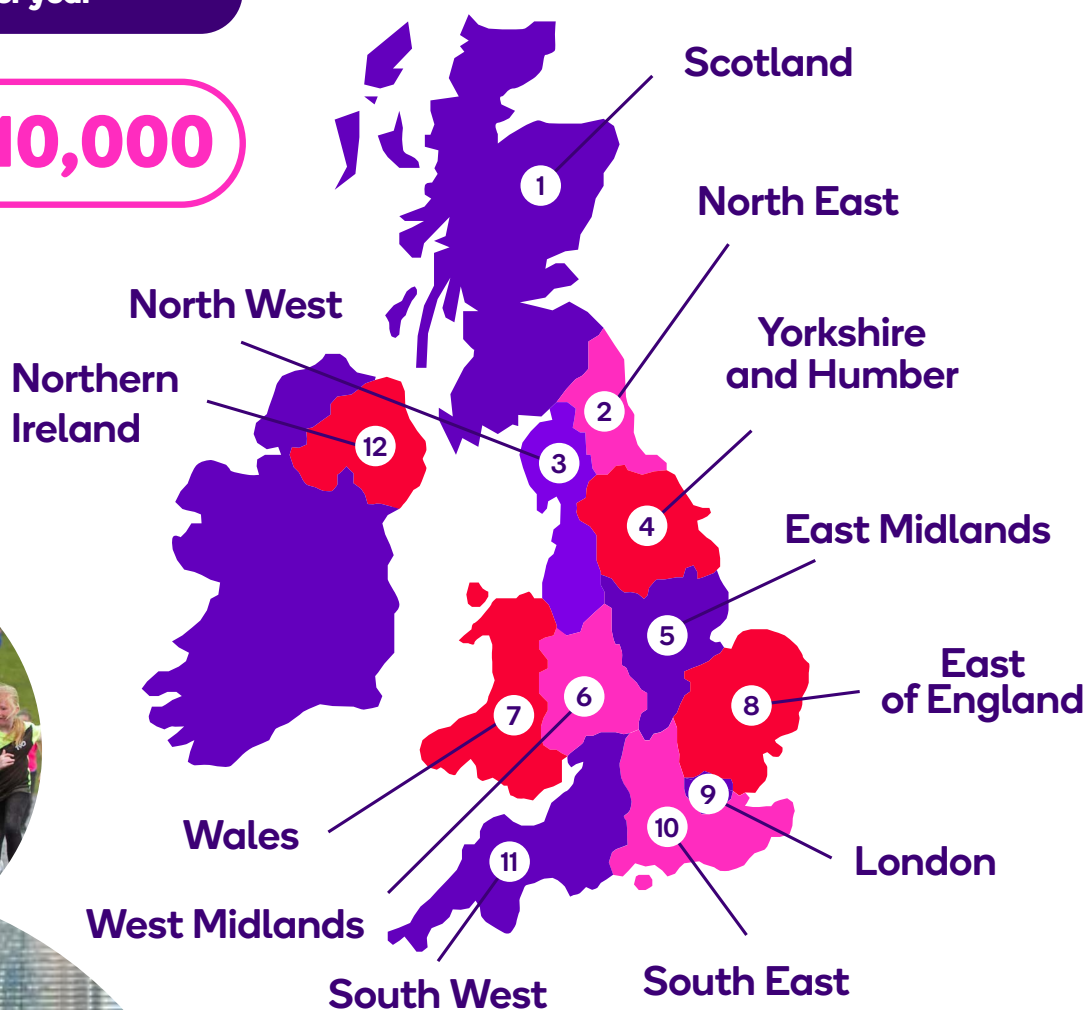
Grants are awarded to not-for-profit community groups that run projects that promote good heart health. The projects often focus on those who may struggle to access support and activities for developing and maintaining a healthy lifestyle, and also those who are at particular risk of developing heart disease.

12

Grants per year

Worth up to

£10,000



# Who we support

We believe that people understand what's needed in their communities better than anyone. Our grants programme allows us to reach beneficiaries that may not have access to health initiatives, to improve their heart health in a way that suits them and their community.

These include people most at risk of developing and dying from heart disease, where economic, environmental, disability or cultural factors may act as barriers.

**60%** of projects funded worked specifically with vulnerable people

**64%** of projects funded were in deprived\* areas

**48%**

of projects involved young people

**64%**

of projects involved adults

**60%**

of projects covered more than one of these three age groups.

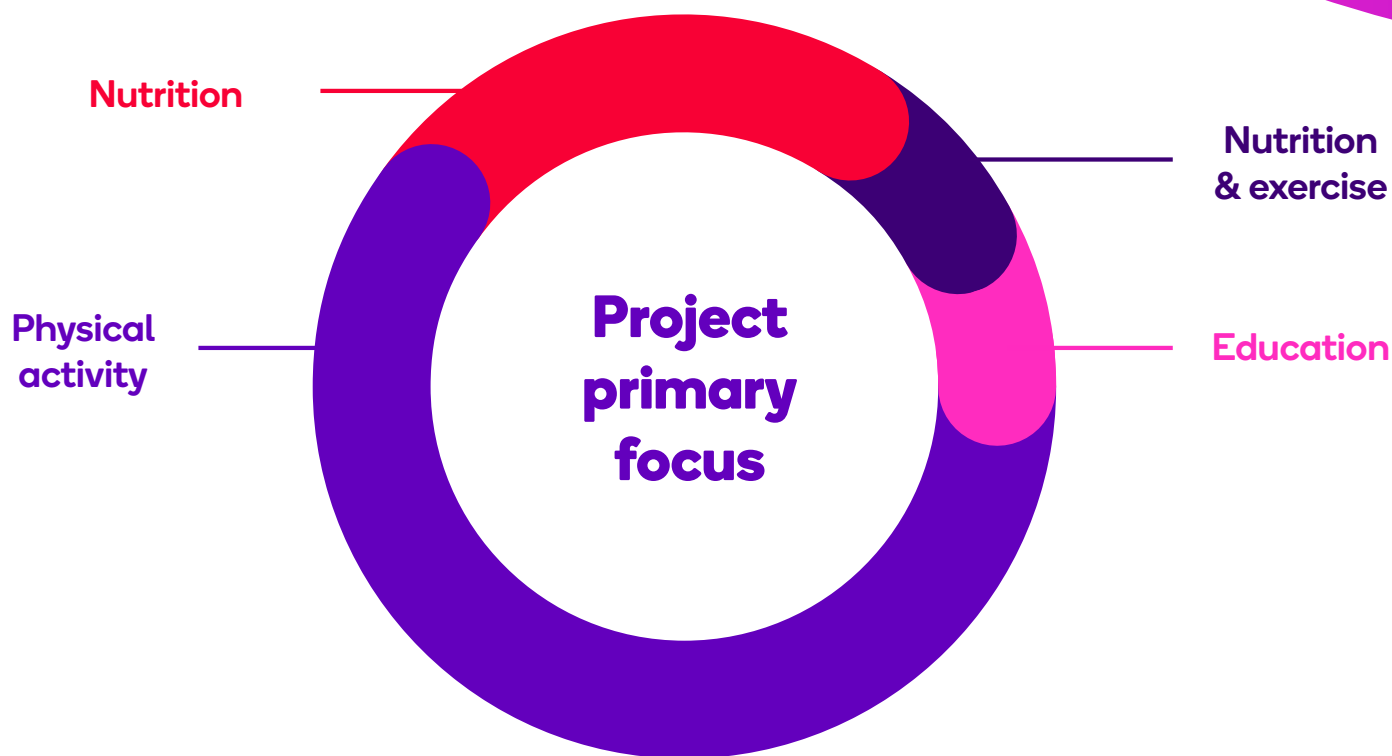
**4%**

specifically focused on older individuals

\* People at an increased risk of developing heart disease either now or in the future

“All of the projects we fund focus on inspiring and equipping people who are lacking the confidence, resources or experience to make positive lifestyle changes.”

Dr Helen Flaherty PhD RNutr, Head of Health Promotion and Education, Heart Research UK



Projects also covered these topics

weight  
management  
lifestyle advice • mental health  
exercise stress mindfulness  
nutrition



# The impact on community groups and their beneficiaries

The projects we support promote healthier lifestyles as well as help people connect to others and spread a vital message around the prevention of heart disease. Improved community health brings the chance to thrive and flourish.

We gathered data on projects that have been previously awarded a grant or were ongoing during 2021.

In total this includes

**25**  
projects

with an estimated reach of

**4,764**  
people



# Here's what group members had to say



"The project has had an amazing impact within Scotland, getting people fit and active before, during and after the pandemic."

**Dwarf Sports Association, Scotland**

"Participants have the knowledge, cooking skills, recipes and coaching techniques to continue their health journey,...a better understanding of how their body works and the impact of food on their health,...a sense of motivation.... one participant wants to attend the local gym another wants to find out about having an allotment so he can grow his own rainbow of veg!"

**National Centre of Integrative Medicine**



"The impact we had on the groups was very positive and participants had become healthier and at less risk of health complications. We have also seen participants lose weight, become more active, build confidence and make new friends."

**Rotherham Community Sports Trust, Yorkshire**

"118 young people directly benefitted. 96 said they had made a swap for good. 102 said they had learnt something new about healthy diets and foods. 73 said they were trying to be more active. 56 said they had tried a new fruit or veg."

**Y Services for Young People, Hampshire**



# The effect of COVID-19

The groups we have funded reported on how they adapted during the pandemic.

The vast majority of the projects saw significant disruption, yet it's vital to remember that their service users may be some of the most at risk groups.

"A huge percentage of our participants have made adjustments to their lives, whether it be small or large. We are really proud of this, particularly at a time when people may have found it even harder to be healthy due to lockdown."

**Ignite You, Cornwall**

"We were unable to deliver our big events due to covid and instead delivered small covid compliant group work and intensive work with extremely vulnerable young people not in school, in the care system, as well as online zoom groups."

**Youth Services for Young People, Hampshire**

"We created a Bike Bingo challenge for the city that promoted cycling as a way to get active during lockdown. By using a challenge, we were able to remain socially distanced"

**Eco Birmingham**



## CASE STUDY

# Francesca's Story

**“These changes have had a huge positive effect on Francesca”**

We awarded £10,000 to Ignite You, a community group in Cornwall that focuses on nutrition, movement, sleep and stress management. Teenager Francesca was one of the 150 participants who benefitted from the Keys4Health project.

Before taking part in the project, food was not something Francesca really knew much about, and she had no idea about the importance of getting a good night's sleep.

Francesca was always taking her phone to bed and staying up late, speaking remotely to friends, and scrolling on social media. This was having a huge effect on how tired she was during the day.

During the easy to understand and accessible workshops, Francesca had some real 'aha' moments which made her think about her current lifestyle choices.

Francesca has now made two healthy heart lifestyle changes:

- eating a much more varied diet which includes more vegetables and less sugar.
- no longer taking her phone to bed with her.

These changes have had a huge effect on Francesca and mean she feels much better, with much more energy.

Francesca's Mum said, "Francesca has learnt a lot from this project, especially why she should turn off her electronic devices at night. Her college were impressed with her knowledge of the different food groups, and as parents we can now discuss with her why she should make healthy food choices".





# What our grant holders say

“Heart Research UK have been very supportive and flexible during the pandemic and helped us to find some way to deliver against the grant.”

Eco Birmingham

“Working with them has been great. They have been very supportive from start to finish and have always asked us if we needed anything. Everything was brilliant. Thank you so much”

Fitzzone Foundation, Northern Ireland

“It was a wonderful experience working alongside Heart Research UK. They were very supportive during the Covid interruptions and gave up the time and support to continue the project”

National Centre of Integrative Medicine, Bristol

**We know our Healthy Heart Grants have real impact at a community level and, with the support of key partners, we can ensure the success and growth of this vital project - which is dedicated to preventing heart disease - for years to come.**

**Coronary heart disease has been one of the UK's single biggest killers for over 50 years, together we can change this.**

