



**Mending
broken
hearts
appeal**

Heart Towns

Torbay Heart Town

As part of the Mending Broken Hearts appeal and our 50th birthday we are launching a brand new awareness and fundraising initiative – **Heart Towns**. We are looking to launch 50 towns in 2011 and more than 300 towns by 2015!

Torbay and the BHF

Heart and circulatory disease is the UK's biggest killer. Our mission over the next 5 years is to spend £50million to fund our regenerative medicine researchers to enable a damaged heart to literally mend itself! It will be a quantum leap in terms of how we treat some heart patients and we believe it is achievable.



Torbay already has a strong BHF presence with a fantastic volunteer fundraising committee (raising between £25,000 -£30,000 p.a), 2 BHF shops, 3 clothes banks, 8 smoking cessation clinics, 8 diabetic clinics, 6 Heart Support Groups, 4 defibrillators and 1 echocardiograph scanner, a number of BHF Heart Nurses and we have worked successfully with many groups and third parties including Torbay Hospital (an appeal to raise £60,000 for a state of the art portable ultrasound machine), Torquay United (Colin Lee was patron for the appeal), Churston Golf Club (for the last 10 years), Torquay and Paignton Heartbeaters, supermarkets, banks, local business and many schools that have completed sponsored healthy activities like Jump Rope For Heart or Dodgeball.

What are we offering?

We want to establish a partnership between the BHF, the Town Council, Community Groups and Commercial Partners to harness the commitment and voluntary actions that already exist creating a nationwide network (forum) of BHF Heart Towns.

We want to make sure that our wellbeing and prevention work is being proactively promoted in Torbay. Local communities will have access to and know about our programmes including; our **Heart Helpline**, local **Heartstart** courses, BHF funded **cardiac nurses**, our many publications on **healthy living & well being**, **schools & education** programmes, free **Heart Matters** membership, **Health at Work** programmes and our local **support** groups.

What do we want you to do?

Adopt Heart Town branding

Support your Heart Town with BHF fundraising & volunteer initiatives including:-

'ONE DAY' – Unite Torbay for one day to fundraise for the Mending Broken Heart's Appeal

'RED FOR HEART' – Go red and be part of a major campaign in February

'BIG DONATION' – Encourage the Torbay community to recycle

'HAND ON HEART' – Help create a community of volunteers in Torbay

The benefits

- Brings the community together
- Provides a greater sense of the town, being proud of where you live
- Increases the health and wellbeing of the community
- Leads to a reduction in health and welfare costs from a greater community understanding of heart health and lifestyle

Heart Towns will, we hope, benefit from the BHF's wide range of resources and education programmes, so that everyone in the community can learn practical steps on how to improve their heart health.

The cost

We do appreciate that with the current economic climate, our timing is not perfect but we are looking for a 5 year partnership programme. Costs are based on how far you would be willing to support us but as a bare minimum:-

1.) We would like some form of Heart Town branding in Year 1 to demonstrate Torbay's commitment to this initiative. This could be simply some banners or a number of entry road signs –it really is dependent on your position regarding corporate signage, timing and budget constraints.

2.) We would like to unite Torbay for one day to fundraise for Mending Broken Hearts. For example, creating a BHF Heart Town/Ride/ Walk/Run in the centre of town. This can be based on an existing event.

NB. Towns in the south that have committed to support us include Dartford, Chichester, Tunbridge Wells, Andover, Salisbury, Gloucester, Bristol, Christchurch and Dorchester. Torbay is currently the only town approached in Devon and Cornwall for Year 1.

Thank you for helping us to Mend Broken Hearts

For more information please contact:

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