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End of term clear out

Save the planet.
Fund research.
Beat heartbreak.

**2020 University Campaign
Evaluation & Impact Report**

#packforgood

Bristol



INTRODUCTION

The BHF University campaign has grown significantly since its launch in 2011 with just one University on board, to over 103 in 2020. Pack for Good is also run with over 40 companies, in over 35 cities, at 267 properties and with 15 Councils across the UK.

The campaign continues to be a great success in terms of providing much needed stock for our network of over 685 shop and home stores, 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.

We continue to have successful national partnerships across the country with Unite Students, IQ Students and Study Inn with exciting new opportunities on the horizon.

The University account executives are the first port of call for all our partners to support with all aspects of the campaign, we have also introduced a dedicated email address for all partners packforgood@bhf.org.uk



PAST CAMPAIGN ACTIVITY

The British Heart Foundation has now worked alongside our partners in Bristol for the last 8 years and from humble beginnings this campaign has grown into the largest University Pack for Good campaign in the South West Region. The Campaign is broken up into 4 key elements, all of which through the campaign season work under the Umbrella of the Bristol Big Give campaign to promote the key messages of recycling and sustainability. Through this period, we gain the bulk of the donations to us.

Bristol University provide collection sites throughout their varied Halls of Residence, student Union receptions etc; The Bristol Waste Company allow us to put out 18 Street Banks for a 4 month period which can be donated to by both students and the General public; The University of West England also have numerous collection points around campus and then this combined with a number of city based Private student accommodation providers has brought in since the beginning of the campaign in the city the equivalent of well over 1 million pounds in sales to the British Heart Foundation.



2020 CAMPAIGN ACTIVITY

This year has been a challenging year with coronavirus (covid-19) resulting in a national lockdown ahead of the launch of the 2020 campaign.

Despite the complexities around covid-19 all our partners continued to collect and store donations from students throughout the summer period supporting our ongoing partnerships.

Throughout August and September, the university team returned to work amidst local lockdown challenges to support our partners in successfully clearing stored donations ahead of the new academic year.

We would like to take this opportunity to acknowledge and thank you all for your support during this challenging campaign year and look forward to continuing our work together ahead of the 2021 campaign.

Sadly of course, the events of 2020 had a large impact on the Campaign as planned, not least because the Bristol Big Give Campaign was cancelled for 2020.

However our partners did come up trumps regardless of circumstances and we did get some results from the year which has gone towards not only the base cause of our charity which is to beat Heartbreak forever but also has helped support our shops when they needed it most with reopening after the first period of lockdown and also now towards the end of the year with a further period of the same.

The street Banks with the Bristol Waste company did not end up going out this year for obvious reasons, so this did have a large impact which of course we hope to remedy in the 2021 campaign by working closely with them again.

With Bristol University we had, with the amazing support of Anya Kaufman and Emma Lewins whose management on the ground and liaison was second to none; a successful mini Christmas Period Big Give. Through this period of about 2 months we had extra donation boxes out and were able to gain some good returns with the support on the ground through extra advertising.

With the University of West England, we continued collecting throughout non lockdown periods here. We have a whole range of permanent sites with UWE, and this certainly paid off throughout and again gave us good regular returns of donations to feed our shops.

All of this with the support from our Private provider partners allowed us to at least react well and gain valued sales in what has been an unprecedented year outside of all our experience.

Thank you all very much.



Volunteers, Events, Social Media and Press

In the table below I have given the detail of 3 events that took place at the end of 2019. I have included these as they were during the Interim period after the ending of the 2019 campaign so therefore are included within this last year's Period.

Total Bristol City Campaign:

Collection timeframe	Number of bags	Value of bags*
Interim data (1 st Oct 2019 – 31 st March 2020)	1409	£19726
Campaign data (1 st April – 31 st Sep 2020)	841	£11774
Total	2250	£31500

Bristol University:

Collection timeframe	Number of bags	Value of bags*
Interim data (1 st Oct 2019 – 31 st March 2020)	399	£5586
Campaign data (1 st April – 31 st Sep 2020)	157	£2198
Total	556	£7784

Bristol Waste Company:

Collection timeframe	Number of bags	Value of bags*
Interim data (1 st Oct 2019 – 31 st March 2020)	0	£0
Campaign data (1 st April – 31 st Sep 2020)	0	£0
Total	0	£0

Private Providers:

Collection timeframe	Number of bags	Value of bags*
Interim data (1 st Oct 2019 – 31 st March 2020)	171	£2394
Campaign data (1 st April – 31 st Sep 2020)	400	£5600
Total	571	£7994

University of West England:

Collection timeframe	Number of bags	Value of bags*
Interim data (1 st Oct 2019 – 31 st March 2020)	839	£11746
Campaign data (1 st April – 31 st Sep 2020)	284	£3976
Total	1123	£15722

Environmental impact

Equivalent of **18 Tonnes** of items diverted from the waste stream



Your donations have helped save 183,186 kg of CO2 greenhouse gas emissions



Your donations have saved the weight of 3 elephants in waste going to landfill



Furniture and Electrical items

Furniture and Electrical items donated value **£0**



Total raised for the British Heart Foundation

Based on estimated £14 bag value, the total raised in monetary terms for the British Heart Foundation: **£31500**

Total raised Since 2012:

CITY	University	2012 Total	Oct 2012-Mar 2013	2013 Total	Oct 2013-Mar 2014	2014 Total	Oct 2014-Mar 2015	2015 Total	Oct 2015-Mar 2016	2016 Total	Oct 2016-Mar 2017	2017 Total	Oct 2017-Mar 2018	2018 Total	Oct 2018-Mar 2019	2019 Total	Oct 2019-Mar 2020	2020 Total	Totals
Bristol	University of Bristol	0	0	0	0	347	0	171	0	1071	0	1483	360	3551	591	3079	399	157	11209
Bristol	UWE	0	0	1218	0	1300	0	1013	66	829	0	1847	364	1899	262	2927	839	284	12848
Bristol	Bristol City Council	0	0	514	0	6920	0	6324	0	6001	0	13009	0	17662	0	16107	0	0	66537
Bristol	Private Providers	0	0	0	0	385	0	0	0	0	0	1571	0	1804	0	2064	171	400	6395
	#bags	0	0	1732	0	8952	0	7508	66	7901	0	17910	724	24916	853	24177	1409	841	96989
	@£14.00	£0	£0	£24,248	£0	£125,328	£0	£105,112	£924	£110,614	£0	£250,740	£10,136	£348,824	£11,942	£338,478	£19,726	£11,774	£1,357,846
	Plus Furniture Donations	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
	Grand Total	£0	£0	£24,248	£0	£125,328	£0	£105,112	£924	£110,614	£0	£250,740	£10,136	£348,824	£11,942	£338,478	£19,726	£11,774	£1,357,846



ABOUT THE BRITISH HEART FOUNDATION



Heart transplants. Clot busting drugs. Pacemakers. Breakthroughs born from visionary medical research. Research you fund with your donations.

Heart and circulatory diseases kill 1 in 4 people in the UK. They cause heartbreak on every street. But if research can invent machines to restart hearts, fix arteries in newborn babies, build tiny devices to correct heartbeats, and give someone a heart they weren't born with - imagine what's next.

We fund research into all heart and circulatory diseases and their risk factors. Heart attacks, heart failure, stroke, vascular



We aim to invest
£100 million each year
into new life saving
research

dementia, diabetes and many more. All connected, all under our microscope. Our research is the promise of future prevention, cures and treatments.

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.

The promise to protect the people we love. Our children. Our parents. Our brothers. Our sisters. Our grandparents. Our closest friends.

**You and the British Heart Foundation.
Together, we will beat heartbreak forever.**



HOW YOUR DONATIONS MAKE 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 team's 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.



University Funding

We understand the importance of your local communities and want to share with you some of the fantastic things the BHF has funded within the Bristol in the last 12 months.



Around
26,000
people are living with heart
and circulatory diseases
in Aberdeen



There are around
3,800
stroke survivors
in Bury



Around **25,000**
adults have been
diagnosed with diabetes
in the Hywel Dda area



There are around
1,400
out-of-hospital cardiac
arrests each year
in Northern Ireland

For further information on specific research projects taking place within your University or around the country please do use the link below.

<https://www.bhf.org.uk/what-we-do/our-research/funding-across-the-uk>



THANK YOU

On behalf of everyone at the BHF we would like to thank you for you with all our heart. Your ongoing year-round support and end of year campaign is making a real difference in beating heartbreak forever.