



# In partnership with Lincolnshire FA

in 2022, the Lincolnshire FA partnered with British Heart Foundation to support, educate, and inspire Lincolnshire to raise funds for lifesaving research; on and off the pitch

5<sup>th</sup> December 2024



# Your impact



Our goals were clear, spread awareness of the impact of heart and circulatory diseases across Lincolnshire, share the work of the Lincolnshire FA, increase sign ups of defibrillators to our national database The Circuit, roll out our life-saving CPR tool RevivR and share amongst supporters of grass roots football, highlight case studies within the football community and raise £10,000 for life changing and lifesaving research at the British Heart Foundation

## Raising awareness

Press releases, interviews blog posts, social media posts, Re Start A Heart Day CPR training and an appearance on ITV Calendar for the 50 for 50 campaign have all had a huge impact on spreading awareness of the partnership and heart and circulatory disease in our county.



## Defib donation & registration

We set out to contact clubs with defibs to make sure that they are registered on the circuit. All new defibrillators donated by the FA in the grassroots community are registered with a guardian.



## Powerful heart stories

We met Reggie, a football fanatic who is living with Hypoplastic Left Heart Syndrome, whose story was shared on Calendar news. We met Roley and Andy a cardiac arrest survival story, Trevor who shared his heart transplant journey and Ian who put his diabetes into remission by joining a walking football team.



## Fundraising

Walking football festivals, the 50 for 50 campaign, raffles at events and heart month fundraising, it has all been happening over the last 24 months, from head office out to the grass roots pitches across the county people have engaged and donated.



**We are proud to have been your partners from 2022 to 2024**



# Our partnership

## In numbers

You have raised a fantastic



# £10,000

To help fund lifesaving research

26 +  
teams  
engaged



Every  
3 Hours

Someone dies from a  
heart or circulatory  
disease in Lincolnshire

4 powerful  
heart stories  
shared

# Fundraising highlights



## HQ team activity

The team at HQ took part in a selection of activities including a “Go Red” day, the BHF100K challenge and a stock donation drive turning unwanted items into donations in our shops. The team also sold raffle tickets at events for signed memorabilia raising a significant amount of money for our campaign.



## 50 for 50

We asked 50 clubs to donate £50 to help fund our vital research, research that one day will change the lives of children like Reggie who launched our campaign with his Mum and Da and the FA’s Chair Sir Jonathan Van Tam.

Some clubs donated £50 and others like The Grimsby Borough Colts under tens raised £1200 on their sunrise walk!

## The Walking Football community

“

It has been an absolute joy and pleasure working with the Lincolnshire FA and the wider grass roots football community across our county. So many people who are humble, passionate and generous have supported this partnership.

**Melanie Meik**

**Fundraising manager**

The walking football community came together to raise funds over the two years – Lincoln Invictus raising a huge £1500, Wolds Wanderers not only raising funds but sharing three powerful heart stories, and the Sleaford Ladies walking football festival during heart month.



# Picture highlights



# Picture highlights



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How our partnership makes a difference

# Reggie's story

**Reggie was born with Hypoplastic Left Heart Syndrome and has endured three major surgeries on his heart in the first 6 years of his life. Reggie's condition meant he had to have open-heart surgery at just a few days old. Reggie is a true hero, a survivor but we need to fund more research for children like Reggie.**

Each day in the UK around 13 babies are diagnosed with a congenital heart condition.

HLHS is a complex condition, and some children will not survive all three stages of surgery. Although surgery can give a better quality of life, it is not possible to correct the heart abnormality, and it is uncertain how long children with this condition will live for. The longest survivors at present are in their late 20s. Heart transplantation may be an option for some patients, although this is rarely considered before adulthood.

Your support powers lifesaving research. The money you raise could help protect the people you love. Thank you.





[bhf.org.uk](https://www.bhf.org.uk)



Thank you.

**British Heart Foundation**

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