

# JOHN'S STORY



John Henry, Station Supervisor, London Midland

John Henry, Station Supervisor, London Midland has already saved someone's life at Birmingham New Street Station using a defibrillator. Mr Kumar was travelling from New Street to Edinburgh by train when he suddenly collapsed. Fortunately, there was a defibrillator at the station and trained staff available. John's colleague Andy Relf, carried out cardiopulmonary resuscitation (CPR) and John Henry used the defibrillator to deliver an electric shock to restore a regular heart rhythm. Between them, they helped to save Mr Kumar's life.

John Henry says:

*“I am glad I have kept up with the training as you never know when you may have to use it. However, to help save more lives, we need more defibrillators in community sites with trained staff across Birmingham and I would encourage people to support this appeal.”*



# BIRMINGHAM START A HEART APPEAL

We need a defibrillator near you!

**£60,000 NEEDED**

to place life-saving defibrillators across Birmingham.

PHONE 0121 353 2087 NOW TO PLEDGE SUPPORT



BEATING HEART DISEASE TOGETHER

bhf.org.uk/bsahappeal

## I'D LIKE TO HELP! / I'D LIKE TO DONATE!

|  |   |
|--|---|
| Title  | Name  |
| Surname  |   |
| Address  |   |
|  | Postcode  |
| Telephone  | Email   |
| I am donating £  | <b>Data Protection</b>  |
| <b>Gift Aid</b> (please tick box) <input type="checkbox"/>   | <input type="checkbox"/> We greatly value your support and would like to keep you informed about future events using the contact information you have provided. Please tick the box if you would prefer not to hear about upcoming events. (MP25)                     |
| The BHF is able to reclaim tax that you have already paid and add it to your donation (provided you are a UK taxpayer who pays an amount of income or capital gains tax at least equal to the tax we reclaim). | <input type="checkbox"/> Please tick here if you do not wish the British Heart Foundation to contact you by email about our work. (MP 08)   |
| Gift Aid is currently worth at least 28p for every £1 you donate.  | <input type="checkbox"/> Please tick here if you do not wish the British Heart Foundation to contact you by phone or post about our work. (MP 38)   |
|  | <input type="checkbox"/> We may wish to share your information with other organisations that are in partnership with the British Heart Foundation and who support our aims and objectives. Please tick here if you would prefer us NOT to share your details. (MP 02) |

**Contact us: Birmingham Start A Heart Appeal:** Donna Stokes, Fundraising Volunteer Manager.  
British Heart Foundation, PO BOX 11771, Sutton Coldfield, West Midlands, B74 3WH T: 0121 353 2087  
To make a credit or debit card donation by phone, please call 0121 722 8350 quoting Birmingham Start A Heart Appeal. Please make cheques payable to British Heart Foundation quoting 'Birmingham Start A Heart Appeal' on reverse.



© British Heart Foundation is a registered Charity No. 225971. Registered as a Company limited by guarantee in England & Wales No. 699547  
Registered office at Greater London House, 180 Hampstead Rd. London NW1 7AW

# BIRMINGHAM START A HEART APPEAL

# WE NEED YOUR HELP

## Who are we and what do we do?

Heart disease touches us all. Far too many people die prematurely from heart and circulatory disease – it is the UK's biggest killer, responsible for over 200,000 deaths a year – that's a staggering 547 people a day.

As the nation's heart charity, the British Heart Foundation (BHF), saves lives every day by investing in pioneering research, supporting and caring for heart patients and providing vital information to help people reduce their own risk of dying prematurely from a heart-related disease.



Andy Whittington from the West Midlands Ambulance Service and Donna Stokes from the BHF

## BHF's Birmingham Start a Heart Appeal

We urgently need support from local people who are prepared to give time or money to help us save lives in Birmingham.

The BHF Birmingham Start a Heart Appeal aims to raise **£60,000** to purchase 50 automated external defibrillators, costing £1200 each and place them in community sites. Working in partnership with the West Midlands Ambulance Service, this BHF life-saving equipment will be sited in areas of greatest need across Birmingham and the appropriate training will be provided to people based at the sites. Together, the equipment and training could make the difference between life and death.

## Why are defibrillators so important?

Imagine you are out with a loved one and they collapse, unconscious, not breathing, with no signs of life – they could be having a cardiac arrest. If they are, their survival rate decreases by 14% with every minute that passes, so prompt action is vital to keep them alive whilst waiting for the emergency services to arrive.

An automated external defibrillator is a portable piece of life saving equipment that delivers an electric shock through the chest wall to help restore the heart's normal rhythm. It is estimated that if a person receives cardiopulmonary resuscitation (CPR) and defibrillation within the first five minutes, their chances of survival can be increased by up to 30%. Unfortunately at the moment, there are not enough defibrillators and trained people within the community to give these victims the best chance of survival during those first few critical minutes.

Roger Cooke, Medical Director of West Midlands Ambulance Service said:

**“Approximately 75,000 people die from a cardiac arrest every year in a pre-hospital setting in the UK. The more quickly we can defibrillate someone in cardiac arrest, the greater their chance of survival. By increasing the number of defibrillators in public places and ensuring there are appropriately trained staff who can use them and who also have the knowledge of basic life support, the percentages of patients surviving can only increase.”**

Please remember that any amount raised is a great help towards our target but if you can raise £1,200 – that's enough money to help us purchase one defibrillator in Birmingham.

## Organise a fundraising event – raise money to help save lives

You can support us by **organising a fundraising event** at work, school, university, at your local sports or social club, or with a group of friends. Our *Do It For Us* booklet is packed with case studies of successful fundraisers and an A-Z of fundraising ideas. Your local BHF staff can give you tips and explain how you can make the money grow further through Gift Aid and matched giving.

## Give us a little help – we can't do it without you!

Your help is urgently needed to support this vital appeal. Can you spare a couple of hours? Why not lend us a hand with fundraising events, collections, publicity or by giving talks to schools and other groups? Whatever your skills and interests, there is something for you at the BHF.

## Make a donation of time or money

Please see the back cover for information on how to get in touch. You can pledge your time or money for this appeal online [www.bhf.org.uk/bsahappeal](http://www.bhf.org.uk/bsahappeal). Use Gift Aid to increase the value of your donations by 28p per pound at no extra cost to you (taxpayers only). To make a credit or debit card donation by phone, please call 0121 722 8350, quoting BHF Birmingham Start a Heart appeal.

## Spread the word – try a little help from your friends

It is often easier to fundraise with others rather than on your own. Tell your family, friends, your local church, group or association about the appeal to see if they can help you, or are **willing to support the appeal** in some way.

## We mean business – so get involved today

Do you work for, or know someone in a local business that might support the appeal by making a donation, organising a fundraising event, or allowing company staff to volunteer some time? Or maybe you belong to a business or social networking group? Why not **gather a team together** from your company or network to get active, improve heart health and raise funds for the appeal at the same time? Ask if the business operates 'matched giving', this could double your efforts.

## WE NEED YOUR HELP NOW, TOGETHER WE CAN MAKE A DIFFERENCE, BUT WE CAN'T DO IT WITHOUT YOU!



Call Donna today on 0121 353 2087  
or email [stokesd@bhf.org.uk](mailto:stokesd@bhf.org.uk)

[www.bhf.org.uk/bsahappeal](http://www.bhf.org.uk/bsahappeal)

SOMEONE LIKE YOU CAN MAKE IT HAPPEN

