



Fighting Heart Disease & Stroke

2017 ANNUAL REPORT

COMPANY INFORMATION

Chairman:	Mr Kevin O'Reilly <i>Principal, Beechdale Consulting</i>	Director:	Mr Mark Gantly <i>Managing Director, HP Galway</i>
Director:	Dr James Crowley <i>(Medical Director) Consultant Cardiologist, Galway University Hospital</i>	Director:	Dr Tom Walsh <i>Consultant Geriatrician Stroke Specialist Galway University Hospital</i>
Director:	Ms Patricia Orme <i>(Company Secretary) Director, KPMG</i>	Director:	Dr Faisal Sharif <i>Consultant Cardiologist, Galway University Hospital</i>
Director:	Prof. Mark da Costa <i>Consultant Cardiothoracic Surgeon, Galway University Hospital</i>	Director:	Mr David Toohey <i>CEO and Founder, SyncroPhi Systems Ltd</i>
Director:	Dr Catherine Caulfield <i>Chief Operations Officer, Ovagen Group Ltd</i>	Director:	Mr James Ward <i>Solicitor, Patrick J Durcan & Co</i>
Director:	Mr Eugene Dalton <i>CEO, Corrib Oil</i>	Director:	Mr Paul Carey <i>CEO, Carey Developments</i>
Director:	Mr Terry Fahy <i>Principal, Yeats College</i>	CEO:	Neil Johnson

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VISION. MISSION. GOALS.



Fighting Heart Disease & Stroke

VISION

Our vision is to lead in the prevention, control of, and recovery from cardiovascular disease and to serve as exemplars of innovation and best practice.

MISSION

Our mission is to prevent heart disease and stroke, save lives, empower and support families, communities and future generations to take control of their health and well-being.

GOALS

1. Build healthy communities through support, education and empowerment
2. Amplify the patient voice
3. Pursue the highest level of cardiovascular healthcare
4. Facilitate, participate and collaborate in vital research
5. Build capacity in preventive healthcare nationally through the National Institute for Preventive Cardiology:
 - Engage with policy makers and health practitioners in pursuit of excellence in preventive healthcare.
 - Develop innovative models of preventive care and service delivery.
 - Produce a new generation of scholars and leaders in cardiovascular health and disease prevention.
6. Align with the World Heart Federation's mission and ambition to reduce premature death and disability from cardiovascular disease by 25% by 2025.

2017 HIGHLIGHTS IN NUMBERS



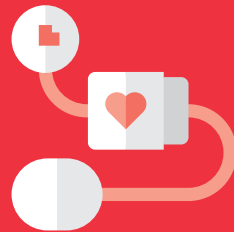
17,550+

Visits to Croí Heart & Stroke Centre



15,700+

Individuals engaged with our health, training and education programmes across the region



3,000+

Individuals availed of free blood pressure checks, pulse checks and risk factor screening



5,850+

Individuals walked, ran or cycled to raise funds for Croí

406

Individuals trained in CPR across the region



102

Families supported through the Croí Courtyard Apartments

2,200+

Medical, nursing and other healthcare professionals engaged in a range of continuing professional education and training programmes



200,000+

Views at www.croi.ie



@croiheartstroke

Join the conversation

A message from the Chairman & CEO

Dear Friends,

In Ireland, cardiovascular disease remains the cause of one-third of all deaths and one in five premature deaths. Equally, cardiovascular disease remains the leading cause of death and disability in the world. Given that up to 80% of cardiovascular disease is preventable, our work at Croí aims to reduce the impact of heart disease and stroke in our community.

Now in its fifth year, the Croí Heart and Stroke Centre is leading the way in pushing the prevention agenda by developing and testing a range of innovative prevention and recovery programmes. The Centre is a thriving hub for evidence-based initiatives, providing support to thousands of people each year. Our dedicated and hardworking multidisciplinary team has increased to 31, working across the areas of Nursing, Physiotherapy, Exercise & Fitness, Dietetics & Nutrition, Diagnostics, Education & Training, Research, Fundraising and Programme Administration.

On a wider level, the National Institute for Preventive Cardiology (launched in 2014), has taken a national leadership position in prevention and recovery. The NIPC strives to provide leadership through research, education and training; promoting healthier living; raising the standards of preventive healthcare; and preparing a new generation of leaders to advance the prevention agenda in Ireland.

Our work is entirely funded from our own fundraising and revenue generating activities. We rely totally on the goodwill and generosity of individuals and organisations who value what we do. We never take this support for granted and we constantly aim to demonstrate measurable impact. Accordingly, this report illustrates the many facets and impact of our work in preventing disease, saving lives, supporting patients and their families, and promoting health & wellbeing across the community.

We hope you find this report informative and that it reaffirms your support – as a donor, partner or volunteer. We are deeply grateful for your contribution and partnership.

Kind regards,



Mr Kevin O'Reilly
Chairman



Mr Neil Johnson
Chief Executive

THANK YOU

FUNDRAISING EVENTS AND CAMPAIGNS IN 2017

Thank you for participating in our 2017 programme of fundraising events and campaigns, including the Croí Night Run; the Galway Races; the annual Tour de Lough Corrib Cycle; New York, London and Dublin Marathons; the Croí Gala Ball; the Golden Raffle, the Christmas Cards, our 'Women at Heart' and World Heart Day campaigns, and lots more.

Your participation and support of our fundraising efforts contributed directly to the fight against heart disease and stroke.

In 2017, over 57,500 people participated in our annual, major fundraising events and campaigns.



THANK YOU

COMMUNITY SUPPORT

In 2017, our brilliant community fundraisers, volunteers and friends groups organised a huge variety of events, raising vital funds for Croí!

Community events included concerts, walks, car washes, marathons, vintage car and tractor runs, golf events, book sales, dances, bucket collections, pub quizzes and so much more!

The enthusiastic support and commitment of the many individuals, community groups and corporate sponsors who supported us in the past year continues to inspire us and we are deeply grateful to each and every one of them. A special thanks to our Croí Friends in Annaghdown, Ballina, Achill, Ballyhaunis, Westport, Donegal and throughout Galway City and County.

We appreciate each and every gift, because every donation allows us to continue our work in providing support to individuals and families throughout the region. Here are just a few of the fundraising activities in 2017.

In 2017, 10,000+ people participated in local community fundraising, with 1,000+ volunteers supporting our work.



IMPACT

HEALTH PROGRAMMES, RESEARCH & TRAINING

CROÍ HEART & STROKE CENTRE

In its fifth year since opening, the Croí Centre remains the only one of its kind in the country - dedicated to the prevention of and recovery from cardiovascular disease.

HEALTH PROGRAMMES

In 2017, the Croí multi-disciplinary health team continued to design, develop and deliver a diverse range of innovative community based cardiovascular disease prevention and rehabilitation programmes.

Our programmes are varied and include referral and non-referral lifestyle and behaviour change interventions, including:

1. Croí MyAction & Croí CLANN programmes (lifestyle, behaviour change and risk factor management);
2. Croí MyBalance & iBalance programmes (dietary advice & weight management);
3. Croí MyHeart & MyStroke;
4. Cardiovascular Risk Screening;
5. Cardiac Fitness Assessments;
6. Yoga, Pilates, Aquafit and walking football;
7. Specialist physiotherapy sessions and exercise prescription;
8. Stroke survivor & carer support initiatives.

Most of these programmes were delivered in the Croí Heart and Stroke Centre with many being rolled out in community settings across the West of Ireland.

In 2017, over 15,700 people engaged with our health programmes, fitness classes, community health promotion talks, risk factor health screenings, and support groups.



MAYO ACTION ON HEART DISEASE & STROKE

The Croí Mayo Action on Heart Disease & Stroke Programme engaged with patients, carers and members of the general public throughout Co Mayo and across a range of initiatives which included:

1. Cardiac risk assessments;
2. Cardiac and stroke support groups;
3. Public health promotion & education events;
4. Awareness campaigns and risk factors for heart disease & stroke throughout the county, and particularly focussing on Women's groups, the farming community, migrant groups and disadvantaged groups.



CARDIOTHORACIC SURGERY CELEBRATIONS

In May, we celebrated the 10th anniversary of the first cardiac surgical procedure performed in the cardiothoracic unit at Galway University Hospital and the subsequent 2,000 surgeries performed to date. Croí was pivotal in bringing heart surgery to Galway, having led a very successful lobbying and fundraising campaign to achieve this milestone.

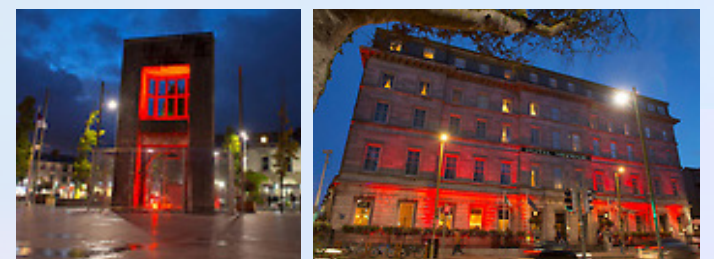


Pictured at the 10th anniversary, John Hand (front, centre) - the very first heart patient at the cardiothoracic unit at Galway University Hospital.

WORLD HEART DAY

As a member of the World Heart Federation, we supported World Heart Day 2017 by hosting a series of public talks and risk factor screenings.

In addition, Galway joined with cities across the world in lighting landmark city buildings in red as part of the global campaign to raise awareness of heart disease. Landmarks such as the Browne Doorway in Eyre Square; the Aula Maxima at NUIG; the Meyrick Hotel on Eyre Square; the Bon Secours Hospital; and the Galway Clinic all went red on September 29th.



IMPACT

HEALTH PROGRAMMES, RESEARCH & TRAINING

NIPC

Through the National Institute for Preventive Cardiology (NIPC), which was established by Croí as an affiliate of the National University of Ireland Galway (NUIG), we continued to demonstrate our leadership in the area of cardiovascular disease prevention. During the year, we increased our professional and academic membership; continued to develop and deliver the MSc in Preventive Cardiology; delivered a range of training and education programmes, Masterclasses and conferences for health care professionals. Over 250 people attended our annual West of Ireland Diabetes Integrated Care Conference and over 200 people attended our 4th Annual National Prevention Conference.

In 2017, 2,200+ healthcare practitioners participated in NIPC training programmes, including the MSc in Preventive Cardiology; BLS & AED Training; Masterclasses (on Cholesterol); ECG interpretation and motivational interviewing.



iHHub

Croí continued to actively engage in the international alliance of heart failure patient organisations (iHHub) aimed at raising global awareness of heart failure. A global heart failure patient organisation capacity building academy was hosted in the Croí Heart & Stroke Centre in June 2017 attended by over 45 delegates from across the globe and this strengthened Croí's role in mobilising the patient

voice across Europe and worldwide. Furthermore, Croí continued to develop a National Heart Failure Patient Alliance in collaboration with the HeartBeat Trust.

In addition, Croí developed a strategic alliance with Heart UK, a UK based cholesterol charity and is now committed to collaborative efforts to raise awareness of Familial Hypercholesterolemia, (an inherited genetic disorder, caused by a defect on chromosome 19, which causes higher than normal levels of cholesterol from an early age.)



RESEARCH & AWARDS

Several members of our Health Team attended and presented at international conferences and meetings, including EuroHeart Care 2017 and EuroPrevent 2017.

During the year, Croí / NIPC became the Irish centre for EuroAspire V, for the secondary care arm of this pan-European study of adherence to ESC guidelines.

2017 research publications included:

- Zafar H., Leahy M., Johnson N., Wijns W., Sharif F. "Optimisation and first-in-man clinical evaluation of combined photoacoustic and duplex ultrasound imaging for carotid atherosclerosis and vulnerable plaques detection" EuroPCR 2017, Paris, France.
- H. Zafar, M. Leahy, M. Kolios, W. Wijns, N. Johnson, F. Sharif. "Non-invasive imaging of carotid artery using co-registered photoacoustic and duplex ultrasound" Photonics Ireland 2017, Galway, Ireland.

CROÍ COURTYARD APARTMENTS

As part of our patient and family support services, we provide free accommodation and other supports in our Courtyard Apartments at Croí House. At a time of crisis and trauma, we help families stay close to their loved ones undergoing surgery or receiving stroke or cardiac care at Galway University Hospital.

The Croí Courtyard Apartments consist of three self-contained ground floor accommodation units, located within a few minutes walk from the hospital. These apartments are funded entirely through the generosity of those who support out fundraising activities.

In 2017, guests to the Croí Apartments came from:

- Armagh
- Kildare
- Donegal
- Dublin
- Galway
- Kerry
- Leitrim
- Limerick
- Mayo
- Monaghan
- Roscommon
- Sligo
- Tyrone
- Westmeath
- Wicklow
- UK
- Germany
- USA
- Mexico

In 2017, we helped 100+ families in their time of need, from all over Ireland and overseas, with an occupancy rate of 98%.



DAMIEN'S STORY

Back in March 2017, Damien and his wife Jessie rushed from Wicklow to Galway University Hospital, where his father Cahal had just been admitted for heart surgery. Jessie was heavily pregnant at the time, and they had no idea where they would sleep that night or how long they would need to remain at Cahal's side.



"When we found out about the apartments, we couldn't believe such a fantastic service could exist. The Croí team ensured that all our needs were met and that we need not have any worries apart from being there for Cahal. That took a huge amount of stress off us." - Damien.

After his surgery, Damien's father Cahal developed pneumonia, which he sadly would not be able to overcome. But on the night that Cahal passed away, Damien and Jessie were able to return to the familiar haven of the Croí apartments.

"It meant so much to be able to come back to a nice, private surrounding and deal with what had just happened. I don't know what we would have done or how we would have reacted without Croí. Everything they did really helped at such a difficult time." - Damien

Croí's apartments are so much more than simply a bed for the night as they offer worried families all the practical support they need. Each apartment even has a direct phone line to the cardiac and stroke units so families can get some precious rest, safe in the knowledge that they can call at any time.

FINANCIALS

HOW OUR WORK IS FUNDED

In the past year, our total income for 2017 was €2.2m, the majority of which was generated from donations, sponsorships and fundraising activities. We received grant support for our work through HSE Section 39 Grants, totalling €533,000.

We take very seriously our obligation to ensure that all income is used effectively and efficiently in support of our mission and goals. We are governed by a Board of voluntary non-executive Directors who do not receive any remuneration or compensation. We adhere to the highest standards of governance and accountability having adopted the Code of Governance for Charities and the Statement of Guiding Principles for Fundraising. Each year, our organisation undergoes an independent audit and we file accounts with the Companies Registration Office. We are also registered with the Irish Charities Regulator.

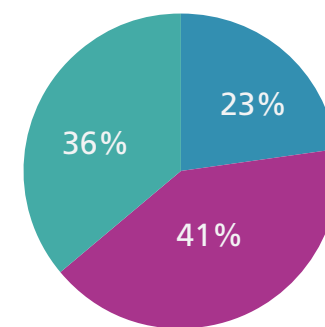
This year, our multidisciplinary team of 31 worked across the areas of Nursing, Physiotherapy, Exercise & Fitness, Dietetics & Nutrition, Diagnostics, Education & Training, Research, Fundraising and Programme Administration. Each year, our staff engage with hundreds of stakeholders, from Courtyard Apartment guests to healthcare professionals, collaborative partners, policy makers, patients and carers. We are here to serve our community.

Our work would not be possible without the tireless support of so many. You – our volunteers, donors, fundraisers, corporate and educational partners – help us make a real difference and literally save lives. Our ability to innovate and to save lives depends on the generous financial support you afford us. We are deeply grateful for this and we do not take it for granted.

As an independent not-for-profit organisation, all our activities are funded from our own fundraising initiatives and revenue generating activities.

We are not a state-funded organisation so each year we have to generate enough revenue to ensure that we can continue to lead the fight against heart disease and stroke in the region.

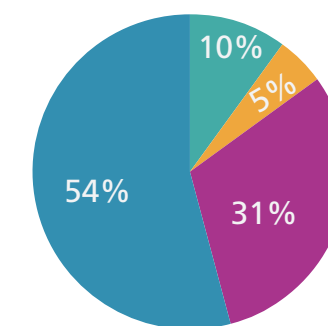
How our work is funded



Total Income 2017 €2.2m

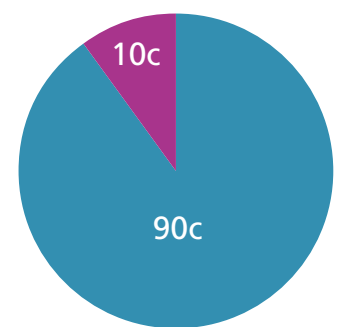
- 23% Programme grants
- 41% Fundraising activity & donations
- 36% Earned income

Your money at work



- 10% Cost of Income Generation, Management, Administration & Governance
- 5% Patient and Family Support Accommodation
- 31% Research, Training and Education
- 54% Prevention and Recovery, Programme Delivery

For every €1 raised



- 90c supported our core mission to prevent cardiovascular disease, save lives, and promote
- 10c was invested in income generation, management and governance.



COLLABORATIVE PARTNERS



EDUCATIONAL PARTNERS





Fighting Heart Disease & Stroke

Croí Heart & Stroke Centre

Croí House, Moyola Lane, Newcastle, Galway H91 FF68

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Registered Charity: CHY7500 | Company No: 118373

Registered Name: Croí, the West of Ireland Cardiac Foundation Company Limited by Guarantee

Croí adhere to the Code of Governance for Charities and has adopted the Statement of Guiding Principles for Fundraising. Each year the organisation undergoes an annual independent audit and files accounts with the Companies Registration Office (CRO).

