



IMPACTING CHANGE

Annual Report 2014





The Croí Team

OUR VISION

Improve the quality of life for all through the prevention and control of cardiovascular disease

OUR MISSION

- Prevent cardiovascular disease
- Save lives
- Promote recovery and wellbeing

OUR VALUES

- Committed to cardiovascular health in the community
- Determined to make a difference
- Innovative, Credible, and Measurable



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2014 in Numbers



18,800

Visits made to the Croí Heart & Stroke Centre.



6,106

Individuals engaged with our Health, Training and Education programmes throughout the region.



202,280 km

The distance (equivalent to going around the world just over 5 times) which 2,450 people ran, walked or cycled to raise funds for Croí.



114,612

Visits to www.croi.ie



3,935

The number of our Health Booklets downloaded from www.croi.ie



200

Number of delegates who attended the Inaugural National Prevention Meeting hosted by the NIPC in the Croí Heart and Stroke Centre.



@croigalway



5,179
friends

Croí Heart & Stroke Charity

Message from the CEO and Chairman

Change is only possible if we do something to make it happen. Croí offer those important opportunities for people to transform their lives through the recovery, control, and prevention of heart disease, stroke, diabetes and obesity. We are committed to empowering people to take control of their health and manage their cardiovascular risk through lifestyle change. Our dedicated staff, develop and deliver innovative health programmes and services for those affected by cardiovascular disease (CVD). Their commitment inspires us, and their work inspires the theme of this year's annual report – Impacting Change. The collective achievements of our multidisciplinary team to bring about positive change are detailed in this report. Croí put people and families at the centre of everything we do and our range of health and well-being programmes together with our community initiatives and public engagements have positively impacted the lives of thousands of people throughout the region. Our health programmes also serve as national models for best practice and are a vital element of the work being done through our National Institute for Preventive Cardiology in prioritising preventive CVD healthcare and service delivery in Ireland.

Impacting change through . . .

- Health Programmes
- Awareness and Training
- Access
- Help and Support
- Leadership
- Education

Our achievements and constant efforts to enhance the services we offer the community are only possible thanks to *you* - our donors, partners and volunteers. We are deeply grateful for your contribution and partnership.



Mr Neil Johnson
Chief Executive



Mr Kevin O'Reilly
Chairman



HEALTH PROGRAMMES

Empowering people to take control of their health

Up to 90% of cardiovascular disease is preventable through simple lifestyle changes and controlling risk factors. The Croí specialist health team develop and facilitate evidence based health programmes and interventions which allow people to take control of their health and reduce their CVD risk. Our programmes cater to high risk individuals referred by their GP, as well as those looking to improve their general well-being.

OUTCOMES

Croí MyAction

In its fifth year, our flagship Croí MyAction 16-week programme is the first and only preventive cardiovascular programme of its kind in Ireland, setting new standards of preventive cardiovascular care. GP's refer high risk patients for assessment to participate in this unique lifestyle intervention.

- 125 participants were enrolled in Croí MyAction and achieved outstanding and measurable improvements in their cardiovascular health.
- Secured a funding grant from the Healthy Ireland Directorate to conduct an economic analysis of the programme in 2015.
- Produced a progress report, entitled Croí MyAction – 5-Years of Positive Patient Outcomes which demonstrates the effectiveness of the programme through year on year measured improvements in individual's CVD risk factors.



"MyAction taught me I am in control and responsible for MY body. My success in achieving and managing my weight was that my motivation changed from trying to fit into a certain dress size to achieving lasting weight loss for my health. There's no going back."



CLANN

Croí CLANN (Changing Lifestyle through Activity and Nutrition) programme is a dynamic 12-week intensive lifestyle intervention based on the MyAction model specifically targeting individuals referred from the hospital bariatric services.

- In its second year, 103 people completed the programme showing measurable improvements in adiposity, fitness, lipid profiles and well-being.
- First Year programme outcomes were presented at the European Congress on Obesity.

Weight Management

Delivered by specialist dietitians, the programme uses methods of weight loss that are safe and effective to assist people in achieving a balanced lifestyle and maintaining a healthy weight. The programme explores an individual's relationship with food, teaches how to understand food labels, and assists in controlling portion sizes.

- 385 people attended our Weight Management programmes in our Heart & Stroke Centre and Athenry Galway, and in four locations throughout County Mayo – Ballina, Ballinrobe, Castlebar and Claremorris.

Mayo Action on Heart Disease & Stroke

This is a unique collaboration between Croí and HSE West PCCC, coordinated by our Mayo-based Nurse Lead and Programme Coordinator. One of the objectives of this partnership is to bring the programmes and services developed and tested in the Croí Heart and Stroke Centre into Mayo communities. As referenced throughout this report, a wide range of activities were undertaken in 2014 which included:

- Public Awareness and Education Initiatives
- Community-based Cardiac Rehabilitation
- Health Professional Education
- Patient and Family Support
- Healthy Lifestyle Initiatives
- Cardiac Risk Screening



Mayo Action on Heart Disease & Stroke

Exercise and Fitness

Physical activity helps to reduce the risk of cardiovascular disease and is an important element of rehabilitation following a cardiac event or stroke. Croí offer exercise and fitness programmes which do not require physician referral, suit every level of fitness and encourage people that any level of activity is possible and beneficial to their cardiovascular health.

- We engaged with over 630 participants on a range of new community health programmes which do not require referral and are open to the public including Back to Fitness programmes, Walking Groups, Walking Football, Aquafit, Yoga, as well as general Exercise.
- In addition to the Heart and Stroke Centre in Galway, programmes were delivered in community-based settings in Roscam, Athenry, and the Ardilaun Hotel.

Taking exercise can be a real challenge for many people, and we're proud of the important developments we made in providing a diverse range of exercise opportunities to suit the changing needs of the community.

- Move and Mend - a low intensity exercise class delivered by a specialist physiotherapist aimed at people whose mobility is limited by stroke, arthritis or other conditions.
- Chair Yoga - Standard yoga poses are modified to be done while seated in a chair, making yoga accessible to people returning to exercise or with limited mobility. Chair-based yoga can offer participants the same health benefits as traditional floor-based methods.
- Walking Football – in collaboration with the FAI, Croí offer an opportunity for people to engage with a modified version of football, where running is not allowed and is open to men and women of all ages and abilities.



AWARENESS AND TRAINING

Key messages to prevent disease and save lives

Awareness is the first step towards change, and in our work to build healthier communities we increase awareness of heart disease, stroke, diabetes, obesity and healthy lifestyle. The range of campaigns, public engagements and training opportunities also raise awareness of the signs and symptoms of heart attack and stroke, as well as CPR and AED use.

OUTCOMES

CPR AND AED TRAINING

With an estimated 5,000 deaths each year in Ireland from sudden cardiac arrest, knowing the vital skills of CPR and Defibrillation (AED) can literally be the difference between life and death. The Croí Centre for Lifesaving Training provides a range of internationally certified training courses for healthcare providers, parents, teachers, students, business and the general public.

- 700 people trained in CPR and AED use across a suite of courses including, Heartsaver AED, Cardiac First Responder, BLS – Healthcare Providers, CPR4Parents, and Croí First Steps.
- Served as Lifesaving Training site for NUI Galway Undergraduate Medical Students.

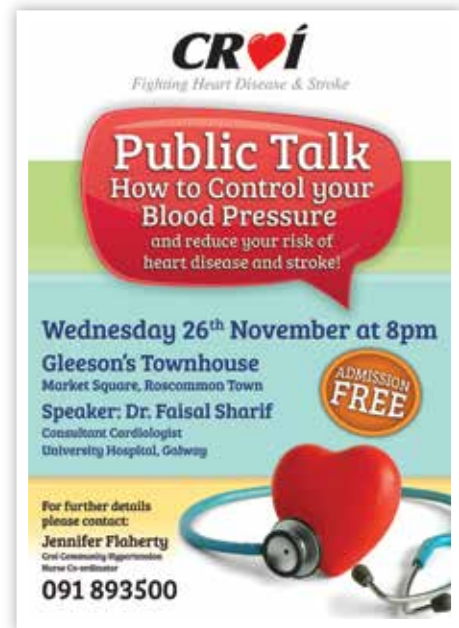
CPR4Parents

*Would you know what to do if
your infant or child collapsed?
...or if they were choking?*



PUBLIC ENGAGEMENT

- Hosted 8 public talks attended by over 1,200 in the Croí Heart and Stroke Centre on topics including Mindful Eating, Atrial Fibrillation, Diabetes, Physical Activity, and Cardiovascular Disease Prevention delivered by local, national, and international CVD health experts.
- Our Dietetic and Nutrition Team engaged with over 40 community and school groups to deliver talks on healthy eating, nutrition and food labelling.
- Facilitated patient workshops on Type 1 and Type 2 Diabetes to explore treatment options, medication compliance, and lifestyle modification.



CAMPAIGNS

Each year Croí run multifaceted campaigns to raise awareness on specific issues relating to cardiovascular disease, in 2014 we focused on:

Is your finger on the pulse?

Croí's Atrial Fibrillation (AF) awareness programme spotlighted the important skill of pulse checking to identify an irregular heart rhythm known as Atrial Fibrillation (AF), which is a major risk factor for Stroke. Free pulse checks, screening for undiagnosed AF, were provided in Donegal, Mayo, Roscommon and Galway. A fully-subscribed public talk on preventing and managing AF was delivered in the Heart and Stroke Centre by Professor Martin O'Donnell. This campaign was recognised at the Irish Medical Times Healthcare Awards.



Women at Heart

Empowering women to make their heart health a priority was the 2014 focus of our ongoing campaign which raises awareness of the high risk of CVD among women. Over 250 women of all ages participated in a Flash Mob exercise session in Eyre Square, Galway. Free blood pressure and pulse checks were provided to over 200 women in Castlebar, Mayo; Roscommon Town; and the Heart and Stroke Centre in Galway. The campaign also included a fully subscribed public talk by Galway-based Cardiologist, Dr Yvonne Smyth.



Mayo Diabetes Awareness Month

Diabetes is a significant risk factor for heart disease and many people with the condition remain undiagnosed. Encouraging people over 40-years of age to visit their GP for a blood test to check for diabetes was a key message of this joint campaign between Croí, Mayo PCCC, HSE West, Mayo General Hospital, and Diabetes Ireland. The campaign engaged with healthcare professionals in a Diabetes Care Conference and offered free public talks on prevention.



Pictured at the launch of Mayo Diabetes Awareness Month are Corena Campbell, Diabetes Nurse Specialist, Mayo PCCC; Marie Todd, Advanced Nurse Practitioner, Mayo General Hospital; Dr. Elizabeth Brosnan, Consultant Endocrinologist, Mayo General Hospital; Kathy McSharry, Practice Nurse Co-ordinator; Bernie Mc Donnell, Diabetes Nurse Specialist, Mayo General Hospital and Ailish Houlihan, Mayo Croí Nurse Lead.

Healthy Restaurant Initiative

The Department of Health's announcement to make it mandatory for food outlets to display calorie count information on menus to help people make healthier food choices prompted a response from Croí concerned that focusing solely on calories can be misleading when it comes to preventing cardiovascular disease. When choosing heart-healthy foods, the nutritional breakdown (fat, sugar, salt and fibre) is more important than the calorie content. In fact, calories can be misleading. All fats are high in calories, however bad fats increase cholesterol and your risk of certain diseases, while good fats protect your heart and support overall health.



The Croí Healthy Ways Menu Awards scheme was developed as a user friendly menu labelling system to guide customers visually towards choosing healthy menu options. Restaurants and food outlets engage with a member of the Croí Nutrition & Dietetic team to conduct an analysis of their menu options in an effort to select or develop menu choices suitable for one of five Croí Healthy Ways Awards - Blood Pressure Friendly; Cholesterol Friendly; Diabetic Friendly; Weight Friendly and Healthiest Heart award. The award icon can then be displayed beside relevant menu items, indicating the dish is approved by the accredited Croí Nutrition and Dietetic Team - providing customers with a guaranteed assurance the dish is suitable to their lifestyle needs.

- 13 food service outlets in Galway have participated in the programme and include: 37 West, The Galleon, Harbour Hotel, McCambridges, Mr Waffle, Park House Hotel & Restaurant, The Twelve, Mulberry's Restaurant, Wheat's Catering, Bond Bistro, Kudos Catering, Yum Tree Catering, and Chi Asian Bistro.
- Endorsed by the Restaurants Association of Ireland, Western Branch.



Pictured at the launch of the Croí Healthy Ways Menu Analysis Service, (left to right); Aine Waldron, Croí Nutritionist; Roxanne Cozma, 37 West; Fergus O Halloran, The Twelve, Barna; Kevin Nugent, Mr Waffle, Gill Carroll, 37 West, Katie Cunningham and Claire Kerins, Croí Dietitians.



ACCESS

to early diagnosis and best treatments

Early diagnosis of cardiovascular disease (CVD) is the key to preventing avoidable deaths and disability. Working to address key issues to enable early access to cardiovascular diagnostics, emergency intervention, and treatment services continues to underpin our work.

OUTCOMES

Risk Factor Screening

Being aware of your blood pressure, pulse, weight and blood sugar levels is necessary to managing your risk of heart attack and stroke. Identifying risk factors through health screening is central to the work of the Croí Health Team, who facilitated opportunities for members of the public to avail of one-to-one consultations and assessments, as well as free screening in community-settings throughout the region.



Over 1,000 men and women availed of community-based public risk factor screening sessions in Donegal, Mayo, Roscommon, Galway, Limerick and Clare.

Diagnostic Service

In response to the long waiting times in the public health service for cardiac diagnostics, Croí have independently managed a rapid access cardiac diagnostics service to General Practice throughout County Galway for the past six years. Our dedicated mobile diagnostic team facilitate tests in community locations and have been successful in reducing referral to test time from months, to as little as 7 to 10 days with obvious benefits for General Practice, the patient, and indeed the hospital service.

- 2,245 individuals were facilitated for specialist testing representing a 40% increase in service provision compared to 2013.
- Tests facilitated included: echocardiography, electrocardiography, holter monitoring, and 24-hour ambulatory blood pressure monitoring.
- The dedicated diagnostic team is comprised of a Chief II and Senior Cardiac Clinical Measurement Physiologist with ARDMS accreditation and clinical governance provided as a voluntary support from Consultant Cardiologists at Galway University Hospital.
- Provided Diagnostic support to the National Atrial Fibrillation Screening programme.
- Community diagnostic clinic locations include: Athenry, Ballinasloe, Clifden, Galway City, Tuam, TullyBallinahown.
- The service has been restructured to a not-for-profit company called Cardio Check, whereby any annual surplus will be reinvested in equipment and service delivery or donated to Croí. Cardio Check will formally launch in 2015 with an additional service location in Castlebar, County Mayo.



Supporting Hospital Cardiac and Stroke Services

Supporting the development of hospital cardiac and stroke facilities and services remains a fundamental mission of our organisation.

- Funded Research conducted in the Department of Cardiology and Cardiac Surgical Services in Galway University Hospital.
- Provided research funding for Psychological support services for stroke patients in Galway University Hospital.
- Facilitated over 100 hospital TIA patients through our Community Diagnostic Service, representing a 50% increase on 2013.
- Maintained support of in-hospital complimentary therapy for stroke patients.



Galway University Hospital

HELP AND SUPPORT

There when you need us most

Croí have earned a reputation as a trusted resource for people when making decisions relating to cardiovascular disease - from prevention to diagnosis, as well as treatment options. We also provide much needed support to patients and families recovering from a cardiac event or stroke and assist families while their loved one receives cardiac or stroke care in hospital in Galway.

Resource Materials

Reliable information is important when making informed decisions about your cardiovascular health and well-being. Croí offer a range of freely available resource materials which provide specialist guidance and up-to-date information across a range of CVD related issues including medication, surgical procedures, and risk factors.



- In 2014, we revised and reprinted 4 educational booklets on Angiography, Healthy Eating, Cholesterol, and Blood Pressure.

Online Resources www.croi.ie



114,612

Visits to
www.croi.ie



55,284

Page views of
Healthy Heart
Section



14,098

Page views of
Healthy Recipes



3,935

Downloaded
Health Resource
Booklets

Stroke Support Groups

Each year in Ireland, 10,000 people are admitted to hospital with stroke. For many who suffer stroke they may face a challenging journey toward recovery and for some they must learn to adapt to new limitations. Croí stroke support groups offer people affected by stroke - their loved ones and carers, opportunities to come together and share their experiences, engage in social outings and obtain advice and techniques to improve recovery.

- Facilitated monthly meetings in Galway, Ballina and Castlebar Co Mayo, and 2 social outings for the stroke support groups.
- Established a Stroke Carers Support group, and Stroke Communications group in Galway.

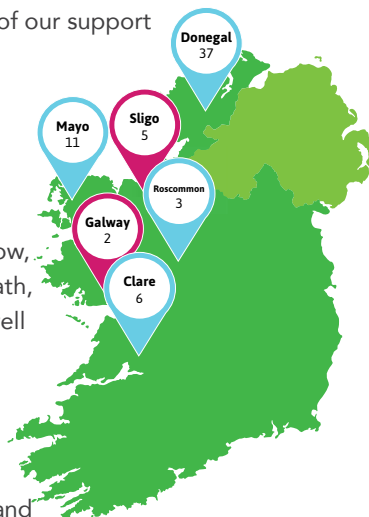
Courtyard Apartments

In their second full-year of operation the three family support accommodation units which comprise the Courtyard Apartments are an integral part of the Croí Heart and Stroke Centre. Patients throughout the region attend GUH for emergency stroke and cardiac care and surgical interventions. The Courtyard Apartments offer those families an opportunity to be nearby and support their loved-one while receiving care in Galway.

- 86 patient families availed of our support accommodation.

64 of those families were from the west of Ireland.

- 22 families were from Carlow, Laois, Limerick, Louth, Meath, Tipperary and Tyrone, as well as from Brazil, England, France, Italy, Scotland, USA and Wales.
- The Apartments were occupied 95% of the year and critically provided support to families over the Christmas holidays.



A heart stopping moment...



Busy doing the last of their Christmas shopping in Donegal, the last thing John and Majella Doherty expected was a telephone call with news that their apparently healthy 20-year-old son Matthew had suffered acute heart problems and was now being rushed to Galway University Hospital (GUH). Majella talks of feeling 'like a rabbit trapped in the headlights' as she and husband John raced to Matthew's bedside.

In Galway, Matthew was diagnosed with a heart condition that would require a highly specialized surgical procedure which could not be carried out until the following week.

Imagine what that must have been like for the Dohertys. Desperate to be close to their son, they now had to find accommodation in an unfamiliar city on the day before Christmas Eve. Thankfully that's when Croí stepped in to help and offer them a place in the Courtyard Apartments just a ten minute walk from the hospital.

Having somewhere safe and comfortable to stay made a world of difference to Majella and John, who were able to concentrate all their energies on Matthew. Thankfully, after 11 days, he was discharged from the hospital following an entirely successful procedure.



Leadership

Croí is comprised of a team of professionals working across the areas of Nursing, Physiotherapy, Exercise and Fitness, Dietetics and Nutrition, Diagnostics, Education and Training, Fundraising, and Programme Administration. Members of our staff are specialists in their fields and regularly contribute to the national and international dialogue about Cardiovascular Disease.

Conferences

Croí presented research and programme outcomes at:

- World Congress of Cardiology - Melbourne, Australia
- European Congress on Obesity - Sofia, Bulgaria
- British Cardiovascular Society Annual Conference - Manchester, England
- British Association for Cardiovascular Prevention and Rehabilitation (BACPR) Annual Conference - Derry, Northern Ireland
- National Health Promotion Conference - National University of Ireland, Galway
- Medical Grand Rounds - School of Medicine, National University of Ireland, Galway

Research Publications

British Journal of Cardiology,

Delivering MyAction programme in Galway, Republic of Ireland

Gibson I¹, Crowley J^{1,2}, Jones J^{1,3,4}, Kerins C¹, Walsh AM¹, Costello C¹, Windle J¹, Connolly S^{4,5}, Flaherty G^{3,1}, on behalf of Croí MyAction team

¹Croí, West of Ireland Cardiac Foundation, Galway, Ireland;

²University Hospital Galway, Galway, Ireland;

³National University of Ireland, Galway, Ireland;

⁴Imperial College, London;

⁵Imperial College Healthcare NHS Trust, London

National Exercise Referral Programme

Jenni Jones, Director of Prevention Programmes, Training & Education, is a member of the new National Exercise for Health Referral Framework (NEHRF) Advisory Panel contributing to the development of a framework for a feasible and sustainable national exercise referral system for Ireland. It is anticipated that NEHRF will be delivered in the supportive context of Healthy Ireland's National Health and Wellbeing Framework, the National Physical Activity Plan and the Chronic Disease Prevention Programme. NERF will focus on individuals living with an established non-communicable disease or disability.

National Public Access Defibrillation

Coordinator of the Croí Centre for Lifesaving Training, Catherine Sheridan participated as a member of the expert advisory group set up by the Health Information and Quality Authority (HIQA) in relation to Irish government setting up a Public Access Defibrillation (PAD) programme. The group was comprised of specialists from a broad range of disciplines and conducted a health technology assessment on the nationwide provision of public access defibrillators, for use in the event of an out-of-hospital cardiac arrest. The group submitted a completed evaluation to the Minister for Health in December 2014.

International Heart Hub for Heart Failure Patients (iHHub)

Croí represented by CEO, Neil Johnson is one of seven international patient organisations from Ireland, Egypt, Italy, Mexico, France, United Kingdom and the United States to join forces and establish the International Heart Hub for Heart Failure Patients (iHHub). Through this new organisation Croí will contribute to the global action to raise awareness of the unique challenges faced by heart failure patients across the world in areas of prevention, diagnosis, treatment and care.



Irish Medical Times Healthcare Awards (left to Right); Claire Kerins, Croí Dietician, Neil Johnson CEO Croí and Irene Gibson Croí Prevention Nurse Lead.

Awards

WINNER

Health and Nutrition Category Ireland
Gourmand World Cookbook 2014

WINNER

Community Health Promotion Galway City and County
IPB Insurance Pride of Place Awards

WINNER

Best Student Project of the Year Award
Irish Medical Times Healthcare Awards

COMMENDATION

Best Public Health Initiative of the Year
Irish Medical Times Healthcare Awards

National Institute for Preventive Cardiology - NIPC

In a milestone for cardiovascular disease prevention in Ireland, Croí linked up with the National University of Ireland, Galway (NUIG) to create the country's first National Institute for Preventive Cardiology (NIPC). Its aim is to drive research, education and innovation in the prevention of heart disease, stroke, diabetes and obesity.

The Institute, based in Croí's Heart and Stroke Centre in Galway, will develop relationships and partnerships with policy makers and health practitioners in preventive care in Ireland and around the world. It is developing new teaching and training opportunities for health care professionals working with individuals and communities to bring about behaviour and lifestyle changes. Part of its role will be to develop innovative models of preventive care and service delivery.

- NIPC officially launched on Friday 28 November 2014.
- Established an Advisory Council with 15 members.
- Registered 103 members of the NIPC Alliance Network.
- Hosted the Inaugural National Prevention Meeting in the Croí Heart and Stroke Centre on Saturday 29 November 2014 attended by 200 healthcare professionals, national health policy-makers, academics, industry leaders, and featured eight eminent international and national speakers.



Jenni Jones, Executive Director of the NIPC with Dr. Jim Browne, President of NUI Galway

"Our collaboration in establishing the NIPC with Croí is hugely exciting. The work of the Institute will play a vital role in raising the standards of preventive healthcare in Ireland".

**Dr Jim Browne
President of NUI Galway**



Neil Johnson CEO and Jenni Jones Executive Director pictured with National Prevention Meeting guest speakers Prof Tim O'Brien, Prof Barry A. Franklin, Prof Ian Graham, Prof David Wood, Prof Greg Whyte and Prof Jeff French.

EDUCATION AND RESEARCH

Providing the knowledge and skills to implement preventive cardiovascular care

Under the auspices of the newly established National Institute for Preventive Cardiology (NIPC), we provide a portfolio of educational and training programmes within the speciality of preventive cardiology, designed specifically to support continuous professional development right through to a range of formal postgraduate qualifications. Preventive cardiology is a multidisciplinary speciality that includes the prevention and control of heart disease, stroke, diabetes and obesity.

- Over 800 health professionals engaged in educational opportunities, courses and conferences on various issues relating to cardiovascular disease in 2014.
- Mentored students from NUI Galway, DCU and Sligo IT participating in work placements, Internships and special study modules in the areas of Nutrition, Sports Science and Health, Physiotherapy, Nursing, and Preventive Cardiology.
- Facilitated a 7-week residential placement for 8 Brazilian medical students taking part in the NUIG Science without Borders Programme.



Neil Johnson CEO, Irene Gibson Programmes Manager, Dr Ger Flaherty NUIG, and Jenni Jones Executive Director, pictured with students participating in Science without Borders Programme participants from Brazil.

Short Courses

- Developed 5 short courses in the areas of Motivational Interviewing, Cognitive Behavioural Techniques, Dietary Approaches to Weight Management, Physical Activity, and Smoking Cessation which were delivered to 182 healthcare professionals.

Postgraduate Education

Croí collaborated with the National University of Ireland (NUI), Galway on a number of postgraduate programmes which include Masters in Preventive Cardiology the only one of its kind in Ireland and represents a unique community partnership, and the Postgraduate Certificate in Health Promotion – Approaches to Cardiovascular Health and Diabetes Prevention.

- The first group of 11 students graduated in November this year with MSc/PG Dip in Preventive Cardiology.
- 12 Students enrolled in the MSc in Preventive Cardiology for the 2014/15 academic year.
- Welcomed first intake of 21 students enrolled in the PG Certificate in Health Promotion.



Research

A key goal of the NIPC is to address priority health needs by facilitating and participating in cardiovascular research in disease prevention, rehabilitation and behaviour change. The NIPC resides within the Croí Heart and Stroke Centre - a unique purpose built wellness centre which is the first of its kind in Ireland. Within this community facility a wide range of applied programmes with measurable outcomes are delivered in the prevention and control of heart disease, stroke, diabetes and obesity. These health programmes contribute to a growing research output.

- Collaborated with 7 external research partners: Imperial College London; DCU; CRFG; Atlantic DIP; University of Limerick; HRB; and Weldon School of Biomedical Engineering, Purdue University Indiana USA.
- Supported 3 PhD projects in the areas of Health Economics, Health Literacy, and Vascular Risk Factors.



You make

CHANGE POSSIBLE.

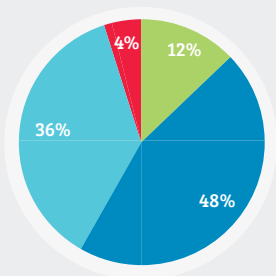
FUNDING

Without your support, we cannot achieve our mission to improve the quality of life for all through the prevention and control of Cardiovascular Disease. But by working together, with the support of volunteers, donors, corporate and educational partners, we can make a difference and impact the lives of thousands of people.

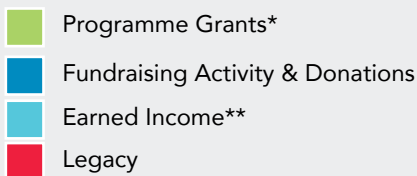
We are committed to ensuring your contributions of time, resources, knowledge and money are deployed to the best benefit as demonstrated in this report. We understand the financial demands facing people every day – which is why we greatly appreciate you making the choice to support our valuable work.

Our number of employees has grown to a multidisciplinary team of 27 people working across the areas of Nursing, Physiotherapy, Exercise and Fitness, Dietetics and Nutrition, Diagnostics, Education and Training, Fundraising, and Programme Administration. Each year our staff engage with thousands of individuals, healthcare professionals, collaborative partners, and policy makers to further our core mission.

How Our Work is Funded



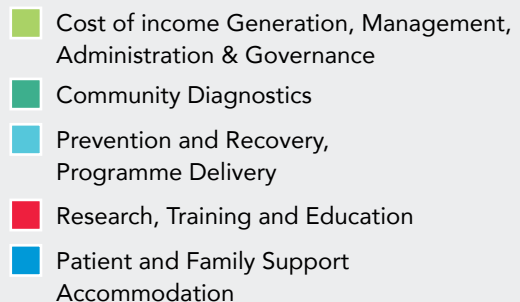
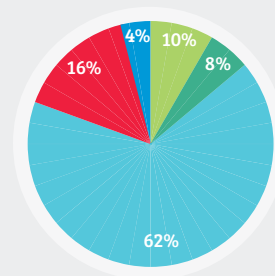
Total Income €1.698 million



*Programme Grants include €135k: Co-funded Section 39 HSE Grants

**Earned Income is Research and Education, Programme Sponsorship and Contributions

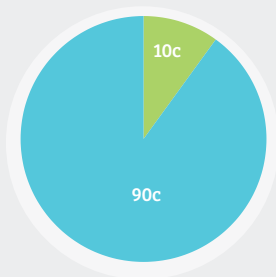
Your Money at Work



Our total income for 2014 was €1.698m. We are not a state funded organisation and in the past year we generated almost 90% of our income from donations, sponsorship, philanthropic gifts and from the proceeds of our fundraising activities and events. The only state funding we received in 2014 was by way of co-funded HSE Section 39 grants totalling €135,000.

We fulfill our obligation to ensure that all our income is used effectively and in support of our mission and goals. Croí adhere to the Code of Governance for Charities and have 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).

For Every €1 Spent



- 90 cent supported our core mission to Prevent cardiovascular disease, Save lives, and Promote recovery & wellbeing
- 10 cent was invested in income generation, management, and governance



WE APPRECIATE ALL YOUR SUPPORT.

Every year hundreds of individuals and community groups support Croí through annual or monthly donations, or by organising and participating in fundraising activities and events. Each and every gift is greatly appreciated and has a direct impact on our ability to deliver service and programmes to individuals and families throughout the region. Pictured below is a sample of the various fundraising activities organised in 2014 to support our work.



Head2Head Cycle Portugal



Roscommon Fun Run



Blake's Bar Coffee Morning



Claremorris Bridge Club



Ballina Friends Committee



Heart Art Fundraiser



Annaghdown & District Friends Club



Darragh Kenny Memorial Cycle



McWilliam Park Hotel Dance-a-thon



HID Global Fun Run



Britton's Bar



Etape Connemara



Women at Heart Fashion Show



Hope Christian Centre

Thank you.

Collaborative Partners

ATLANTIC D.I.P.



CRFG
HRB Clinical Research Facility, Galway

**Imperial College
London**



PURDUE
UNIVERSITY



DIABETES CARE *West*

Educational Partners



Board of Directors

Mr Kevin O'Reilly, Chairman

Prof Kieran Daly, Chairman (*Term ended May 2014*)

Dr Jim Crowley, Medical Director

Ms Patricia Orme, Company Secretary

Dr Catherine Caulfield

Mr Mark DaCosta

Mr Eugene Dalton

Mr Terry Fahy

Mr Mark Gantly

Ms Bridget Howley

Dr Briain MacNeill

Mr Kieran Murphy

Prof Martin O'Donnell

Mr Pádraig Ó Céidigh

Mr David Toohey

Registered Charity CHY 7500

The 2014 Directors Report and Financial Statements are available on www.croi.ie



Fighting Heart Disease & Stroke



CRÓÍ

Fighting Heart Disease & Stroke

Croí, The West of Ireland Cardiac Foundation
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