

Annual Report 2021



CRÍ

Fighting Heart Disease & Stroke

COMPANY INFORMATION

Chairman:

Mr Mark Gantly
*Managing Director,
HP Galway (Retired)*

Director:

Prof James Crowley
*(Medical Director)
Consultant Cardiologist,
Galway University Hospital*

Director:

Ms Marie Gavin
*(Company Secretary)
Associate Solicitor,
Ronan Daly Jermyn*

Director:

Dr Tom Walsh
*Consultant Geriatrician
Stroke Specialist,
Galway University Hospital*

Director:

Dr Faisal Sharif
*Consultant Cardiologist,
Galway University Hospital*

Director:

Mr James Ward
*Solicitor,
Patrick J Durcan & Co*

Director:

Mr Paul Carey
CEO, Carey Developments

Director:

Ms Mary Heffernan
*Tax Director,
KPMG (Retired)*

Director:

Dr Emer Curtis
*Lecturer in Accounting,
NUI Galway*

Director:

Mr Pat O'Donnell
*SVP Global Manufacturing,
Allergan, now AbbVie (Retired)*

Director:

Mr Laurence May
*Head, KPMG Galway
KPMG Ireland*

Chief Executive:

Mr Neil Johnson

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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.

- Build healthy communities through support, education and empowerment.
- Amplify the patient voice.
- Pursue the highest level of cardiovascular healthcare.
- Facilitate, participate and collaborate in vital research.
- Build capacity in preventive healthcare nationally through the National Institute for Prevention and Cardiovascular Health:
 - 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.
 - Align with the United Nations (UN) Sustainable Development Goals by the year 2030 to reduce premature deaths from non-communicable diseases, especially CVD, by one third.

A MESSAGE FROM THE CHAIRMAN & CEO

Dear Friends,

In the shadow of COVID-19, the past year remained challenging for all those living with or affected by heart disease. Against this backdrop, we are proud to report that our work throughout 2021 had a real impact and made a difference to the lives of many across our communities.

The Croí Heart & Stroke Centre re-opened safely to the public following a long closure due to the pandemic. We were delighted to see people return to Croí House and to benefit from in-person programmes and services while in tandem we expanded our online supports and activities.

During the year our multidisciplinary health team launched a number of new health programmes and initiatives including a blood pressure management programme and a dedicated farmer's heart health programme. We also resumed our community outreach by going back out into the community delivering heart health checks, educational talks and workshops across the West of Ireland.

The professionalism and best practice standards of the Croí Health Team received international recognition during the year with a prestigious award from the European Association of Preventive Cardiology (ESC) when the Croí Heart & Stroke Centre was accredited as a Centre of Excellence for cardiovascular risk management and prevention - being the first Irish organisation to receive this accolade. Furthermore, our Heartlink West free patient and carer support service won acclaim by receiving a top award at the Irish Healthcare Awards and this initiative has gone from strength to strength since it was first launched in 2020 in response to the pandemic.

As a significant majority of our funding comes from our own revenue generation activities, we could not do this important work without the ongoing support of our donors, sponsors and tireless volunteers.

Thank you for the continued support of our work and we look forward to your support and partnership in the years ahead.

Yours sincerely,



Mr Mark Gantly
Chairman



Mr Neil Johnson
Chief Executive

2021 HIGHLIGHTS

40+



community fundraising events organised to support Croí



5,000



calls to our Heartlink West free support line in 2021

5,000+



people engaged through our regular webinar series

1,000



employees reached through our corporate education webinars

6,500



people participated in our virtual health programmes, including our Heartlink West virtual chats





2



top awards, including
winner at the 21st Irish
Healthcare Awards

3



Croí Courtyard
Apartments
redecorated!

260,000+

page
views on
our website
www.croi.ie



22,010

followers on
Facebook,
Twitter,
Instagram &
LinkedIn



2,700+

participated
in our virtual
7th Annual
Croí
Night Run



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Fighting Heart Disease & Stroke

MySláinte Report Highlights Recovery Benefits For Heart Patients Of New Digital Health Initiative

A report published on the outcomes of Croí MySláinte programme, an innovative digital cardiovascular disease prevention and recovery programme, has found that it has delivered significant health improvements for participants. The programme was delivered virtually in 2021.

Croí's pivot to virtual delivery involved the creation of a newly-developed interactive platform. The core components of the programme included lifestyle modifications such as smoking cessation, healthy food choices and physical activity; medical risk factor management of blood pressure, cholesterol and glucose; and electronic prescribing of cardio-protective medication where appropriate.

A total of 105 people, who had experienced a cardiac event such as a heart attack, opted to take part in the initiative. Participants were aged between 35 and 84 years and were referred from cardiac centres across the west of Ireland, including Galway, Mayo, Sligo, Limerick and Donegal.

The programme, which was overseen by a consultant cardiologist, was delivered by Croí's specialist interdisciplinary health team comprised of a cardiovascular nurse prescriber, a physiotherapist and a dietitian.



Pictured from left: Irene Gibson, Director of Programmes and Innovation, NIPC and PhD candidate; Dr. Lisa Hynes - Head of Health Programmes, Croí; and Neil Johnson - Chief Executive, Croí.

The full report is available to read at www.croi.ie/MySlainte

Sláintecare.



Rialtas na hÉireann
Government of Ireland

The programme is funded by the Government of Ireland's Sláintecare Integration Fund 2019, under Grant Agreement Number 121 to support the delivery of services which focus on prevention, community care and integration of care across all health and social care settings.



Croí's Programmes and Supports

CLANN Programme

The Croí CLANN programme is a specialised 10 week, healthy lifestyle initiative which aims to help individuals achieve a healthy body through physical activity and healthy eating. Participation on the Croí CLANN programme is by referral only from the Bariatric Medicine Clinic in University Hospital Galway. In 2021, 248 people were referred to this programme.

Croí building reopens for in-person exercise classes

Croí was delighted to announce a phased reopening of the Croí Heart and Stroke Centre in November following the closure due to the coronavirus pandemic.

Physical activity for cardiovascular health is essential, and that's why Croí was eager to be back in the Croí Centre offering specialised exercise classes for all ability levels. Croí offered 8 in-house exercise classes, including Yoga, Back to fitness, Tai Chi, Nifty Lifters and more! We were delighted to offer these classes for free to help our community get back on track and meet their physical activity goals.

Croí continued to offer online classes too, with 6 different exercise classes for all fitness levels using Zoom as the online platform.

Virtual Stroke Support

Croí held a monthly online Galway and Mayo Stroke Support Group for stroke survivors and relatives/friends of those living with a stroke. In addition, Croí provided a Virtual Communication Group, facilitated by a Speech and Language Therapist, for people with communication difficulties as a result of stroke.

Digital skills training

Throughout 2021, Croí provided free weekly digital training to participants on Zoom. With Croí's move to a more hybrid health delivery model, we saw a need for digital training to support people to make the most out of our health programmes and resources.

PPI Group

Croí's Public and Patient Involvement (PPI) Group met virtual throughout 2021 to design, guide and drive research around priority issues in the lives of people living with heart disease, stroke, obesity and diabetes.



Several members of Croí's PPI Group

HEALTH PROGRAMMES

Heart Health Webinars

In 2021, Croí hosted regular online events focused on heart health and launched a new webinar series called Living Well with Cardiovascular Disease. Webinar topics included:

- Mayo Farmers Month Webinar
- Managing Your High Blood Pressure – To mark World Hypertension Day
- Minding Your Heart Health – A special heart health webinar for the Erris community
- Living Well with Cardiovascular Disease – Emotional Recovery
- Sudden Cardiac Arrest: Saving Lives when Every Second Counts
- Listen to Your Heart – Heart Valve Disease – To mark Heart Valve Disease Awareness Week
- Know Your Risk and Fight Heart Disease and Stroke – A ‘Heart to Heart’ with the Croí Health Team to mark World Heart Day
- Fingers on the Pulse for Stroke Awareness
- Living Well with Cardiovascular Disease
- Living Well with Atrial Fibrillation

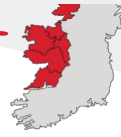
You can watch these webinars and more by visiting our website at www.croi.ie/webinars



“The webinar was wonderful. I learnt a lot and it was good to have that level of information... it was great to be able to ask questions, know I am not alone and have the details of your organisation incase I need advice. Now I feel empowered. Thank you.”

We held ten public webinars in 2021, viewed by 5,000+ individuals.





Croí's free telephone support line grows from strength to strength

In 2020, Croí launched a new telephone support line, Heartlink West, in response to the pandemic.

Croí expanded this service in 2021 to offer weekly virtual chats with healthcare professionals, which has been a lifeline for people living with cardiovascular disease.

In November, Croí also launched the Heartlink West Stroke Series, with virtual chats focussing on communication post stroke, cognitive challenges and the fear of having another stroke.

Over 5,000 people availed of the Heartlink West telephone support line in 2021, with 4,500+ registrants joining the virtual chats and connecting with our multi-disciplinary health team.

Huge thank to all our supporters who made this initiative possible. See www.croi.ie/heartlinkwest for the full list of supporters.



Heartlink West is available Monday – Friday from 9:00am – 5:30pm. Call 091-544310 or email healthteam@croi.ie.

Heartlink West provides FREE support from our community based, multi-disciplinary health team, led by highly-experienced cardiac nurse specialists.

Individuals can connect with us through the helpline and weekly virtual health chats.

**We received
5,000+
Heartlink
West calls
in 2021!**



Mayo Farmers Month Programme

To kickstart 2021, Croí along with Healthy Ireland, Pobal and Teagasc, invited the farming community in Mayo to get involved and make heart healthy changes with Mayo Farmers Month.

Almost half of Irish farmers have high cholesterol and high blood pressure, and 86% are overweight or are living with obesity – all major risk factors! But, despite knowing all these numbers and statistics, Irish farmers identify themselves as “healthy”.

Farmers have historically been seen as a physically active group, but daily “sitting time” for farmers can be as high as 8+ hours. “We know that the occurrence of heart disease, cardiac events and stroke is significantly higher among Irish farmers compared to other groups of employees,” says Croí Physiotherapist, Denise Dunne.

To mark Mayo Farmers Month, Croí hosted a FREE virtual Webinar on Thursday January 21st 2021 to help this target audience to learn more about heart health, stress management and overall health and wellbeing with a panel of local nursing and allied health professional experts.

Croí Marked World Hypertension (High Blood Pressure) Day In Mayo

The Croí Third Age Mayo project marked World Hypertension Day, May 17, 2021, with a free public webinar with expert speakers discussing how participants can manage their high blood pressure. Expert speakers included Prof Bill McEvoy, Consultant Cardiologist, University Hospital Galway; Dr Barry McDonnell, Cardiovascular Physiologist, Cardiff Metropolitan University; and Dr Gerry Molloy, Health Psychologist, NUI Galway.

Croí and Mayo Pharmacies Launched Free Blood Pressure Checks

In May, Croí Third Age Mayo partnered with ten local pharmacies as part of a blood pressure measurement pilot programme. This initiative provided free blood pressure checks throughout the week to people over 55 years of age who had not had their blood pressure checked in the past year. Members of the public found to have high blood pressure were offered advice and information, as well as the opportunity to take part in a free blood pressure management programme, delivered by the Croí multi-disciplinary health team.



Following the success of the May event, Croí partnered with 24 more local pharmacies (34 total) across Mayo for the month of September to offer free blood pressure checks to people over 55 years of age who had not had their blood pressure checked in the past year.

507 people got their blood pressure checked at Croí events across Mayo in 2021!

34 pharmacies across Mayo took part in this free Croí blood pressure event in 2021.



Pictured (left to right) are Micheál McVann, Pharmacist and Linda Persson, Pharmacy Manager, from McVann's Pharmacy in Westport.



Pictured is Patrick Joyce, Pharmacist from Molloy's Pharmacy in Ballaghaderreen.

My Blood Pressure Programme

In 2021, Croí launched a Blood Pressure Bootcamp. Members of the public found to have high blood pressure were offered information and advice, as well as the opportunity to take part in a free Croí blood pressure management programme delivered by the Croí multi-disciplinary health team.



Micheál McLoughlin, from Claremorris, getting ready to have his blood pressure checked by Des Tracy, Supervising Pharmacist from Treacy's Pharmacy in Ballinrobe.

HEALTH CAMPAIGNS

Patient Community

Croí is a founding member of the Global Heart Hub, the first global non-profit organisation established to provide a voice for those affected by cardiovascular disease. Global Heart Hub is an alliance of heart patient organisations, aiming to create a unified global voice for those living with or affected by heart disease.

Throughout 2021, Croí led the Irish participation in Global Heart Hub campaigns, including Heart Valve Disease Awareness Week and Heart Failure Awareness Month.

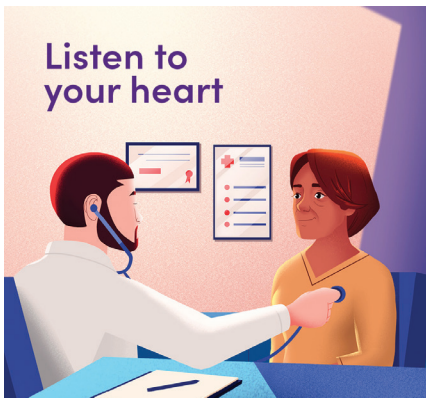


Heart Valve Disease Awareness Week

Croí took part in Global Heart Hub's international Valve Week campaign from September 13 - 19. The 2021 Awareness Week aimed to build awareness of symptoms and improve diagnosis, treatment and management of heart valve disease globally.

274 people joined us online on September 16th for our heart valve disease webinar, with expert speaker Dr. Samer Arnous, patient James Penny and MC Lia Hynes.

Remember, if you are over 65 and those small, everyday tasks feel more like a big ordeal, listen to your heart as it could mean you have heart valve disease. Symptoms include breathlessness and becoming dizzy, but the only way to know for sure is to ask your doctor for a stethoscope check. Listen to your heart and get back to enjoying everyday life!



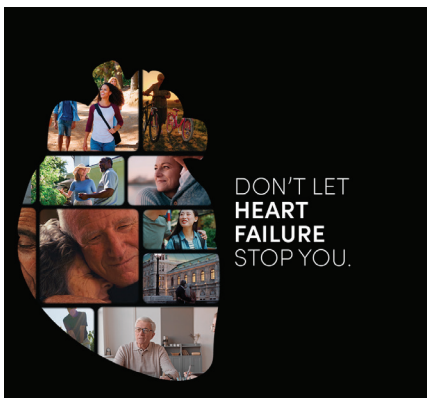
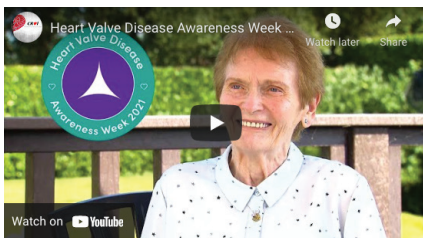
Croí's heart valve disease campaign generated 6,098,000 opportunities to see the campaign message nationally across print, online, radio and social coverage.



Sharing patient stories

Special thank you to our Croí friends for sharing their stories to help raise awareness.

Check out our Youtube channel here to watch these patient videos - [youtube.com/c/CroíCharity](https://www.youtube.com/c/CroíCharity)



Heart Failure Awareness Week

Croí led a Heart Failure Awareness Campaign in Ireland, from October 4 - 10. The 2021 Heart Failure Awareness campaign aimed to raise awareness of heart failure and highlight what it is like to be living with heart failure.

Remember, Don't let heart failure stop you. Heart failure is a serious chronic condition, but it doesn't have to stop you from living. 26 million people worldwide are living with heart failure, and with the right medication and lifestyle, it can be controlled. Let's focus on living, because even with heart failure, you can still be you.

Croí's heart failure campaign generated 1,060,000 opportunities to see the campaign message nationally across print, online, radio and social coverage.

HEALTH CAMPAIGNS

COVID Response Patient-led Campaign

With the pandemic continuing across the globe in 2021, Croí took part in Global Heart Hub's 2021 COVID-19 response campaign to highlight three life-saving messages:

1. If you are experiencing a heart or stroke emergency – this is NOT the time to 'stay at home' - **When your heart says so, #JustGo.**
2. Own your heart health by recognising and tracking symptoms, reaching out to your healthcare provider and following through with your treatment plan. **When your heart needs you, #StepUp.**
3. COVID-19 has upended the world and we are facing an unprecedented burden of heart disease. **Because time is crucial, #JustTreat.**



Croí's 2021 COVID-19 response campaign generated 5,782,000 opportunities to see the campaign message nationally across print, online, radio, social and TV coverage.

Check out the campaign here - croi.ie/covid-response



Celebrating World Heart Day: Use Heart and Connect with Croí!

To mark World Heart Month in September, Croí hosted a wide range of virtual health events throughout the month with expert panels. The calendar of events included four Heartlink West Chats and two Webinars.

Croí's campaign focused on raising awareness of our free telephone helpline, Heartlink West.



Kylemore Abbey illuminated as part of Croí's World Heart Day celebrations. Several buildings across the West of Ireland illuminated to help raise awareness of cardiovascular disease.



HILDEGARDE NAUGHTON, T.D.
Oireachtas Member



ENDA KENNY, T.D.
Oireachtas Member/Former Taoiseach



CORA STAUNTON
All-Star Gaelic Footballer



BILLY FITZPATRICK
Former sports star, Living with CVD



NIALL NUGENT
Living with CVD



CROÍ HEALTH TEAM
At Croí Centre

FAMILY SUPPORT - CROÍ APARTMENTS

Croí Courtyard Apartments Revamped For Families In Need

Croí provides a vital accommodation service to the families of loved-ones receiving heart or stroke care in Galway, recognising the important role loved-ones play in a patient's recovery. The three ground-floor Courtyard Apartments at Croí House offer a free place to stay just a ten-minute walk from Galway University Hospital.

The Courtyard Apartments at Croí are in high-demand and open all year-around, with Croí supporting over 100 families each year from across Ireland and the globe. The apartments offer a safe and comfortable place for families to stay during a very difficult time, when their loved-one is receiving heart or stroke urgent care.

A huge thank you to Aurivo, the global agribusiness whose headquarters are in the north west of Ireland. It was with funds raised through their Charity of the Year Programme that contributed to the refurbishment of the Courtyard Apartments, which are beautifully revamped and ready to welcome families once again. Over the course of 2019, Aurivo employees organised many fundraising events in aid of Croí, with funds generously matched by the co-op.

Aurivo witnessed first-hand the importance of the Courtyard Apartments when a member of their team required the service. Energy

Manager, Marty Dervin, from Ballina, has worked with Aurivo for over 30 years. He travelled to Galway in February 2019 after experiencing a problem with his heart stents. Marty, who suffered a heart attack in 2011, had previously been unaware of the Courtyard Apartments: "Croí facilitated me and my family with a place to stay and the opportunity to have my procedure carried out on the day rather than a reappointment with prolonged anxiety and waiting. It is brilliant to have a facility like this in Galway. I am delighted that Aurivo supported Croí as it is close to our hearts."



AWARDS AND RECOGNITION

Croí Wins Prestigious International Accreditation

Croí received major international recognition in being the first Irish organisation to be accredited by the European Association of Preventive Cardiology (EAPC) for its work in cardiovascular risk management and prevention. Croí is one of only eleven organisations across Europe to be awarded the status for its Croí Heart & Stroke Centre in Galway.

The announcement follows an assessment and benchmarking of Croí's cardiovascular risk management and prevention work under a range of performance indicators. These include standards around care protocols, staff training, equipment and facilities, and

management of its centre. As part of the assessment process, a scientific review of Croí's work was undertaken by two experts from the EAPC. Accreditation is for an initial period of three years.

For Neil Johnson, CEO, Croí, the award is a recognition of the professionalism and dedication of staff: "This award is a recognition of the professionalism and dedication of our health team who work tirelessly in the fight against heart disease and stroke.



Croí CEO, Neil Johnson, with the award from the European Association of Preventive Cardiology.



The Croí MySláinte team, pictured from left: Annie Costelloe - Patient & Community Engagement Manager; Prof. J. William McEvoy, NIPC Medical and Research Director; Irene Gibson, Director of Programmes and Innovation, NIPC and PhD candidate; Dr. Lisa Hynes - Head of Health Programmes, Croí; and Prof Jim Crowley, Croí's Medical Director.

AWARDS AND RECOGNITION



Top Healthcare Award For Croí

Croí's free telephone support line, Heartlink West, won best Project of the Year in the Patient Organisation category at the 2021 Irish Healthcare Awards! The Irish Healthcare Awards are Ireland's leading Awards and they recognise innovation and excellence in the Irish healthcare sector.

Launched in response to the pandemic, Heartlink West provides those living with, or affected by, heart disease and stroke a direct line to Croí's Cardiovascular Nurse Specialist and expert health team. In addition, the support extends to online chats, with an expert speaker and different heart health topic each week.

"Since the beginning of the pandemic, Croí has been experiencing an ever-increasing demand for information, support and advice from heart and stroke patients and their carers. Our Heartlink West service is here to support those in need, including heart and stroke patients discharged early from hospital, those who had appointments cancelled or postponed due to the pandemic, and general heart health concerns," says Neil Johnson, Croí's Chief Executive.



Pictured from left, Bridget Cheasty - Health Team Administrator/Projects Coordinator and Annie Costelloe - Patient & Community Engagement Manager at the 2021 Irish Healthcare Awards.

FUNDRAISING HIGHLIGHTS

Croí Returned with the Couch to Wild Atlantic Way virtual event: Discover The Beauty Of Ireland's West Coast With Croí's Couch To Wild Atlantic Way!

Croí returned with the Couch to Wild Atlantic Way virtual challenge, encouraging people to get moving and raise funds to help support people living with heart disease and stroke.

Croí's Couch to Wild Atlantic Way challenge took runners, walkers and joggers on a virtual 6 week journey along the west coast of Ireland. Participants logged their daily kilometres and reached stunning discovery points along the way on an interactive map, including Malin Head, Achill Island, Cliffs of Moher and Loop Head Lighthouse.

“We launched this event last year to give people an exciting virtual mission in support of Croí, while adhering to the guidelines. Our interactive Wild Atlantic Way map connects people with the beautiful west coast, even from their local 5km”, says Croí's Fundraising Director, Christine Flanagan.

Demand for Croí services increased throughout the pandemic, with Croí responding to the needs of those living with heart disease and stroke with a range of new services, including a free telephone helpline, Heartlink West; virtual stroke support groups; virtual fitness classes; and online webinars and health chats.



Couch to Wild Atlantic Way participant, Amy Johnson.

FUNDRAISING HIGHLIGHTS

Croí Launched Win A Volvo Campaign

In 2021, Croí, launched a new fundraising campaign giving people the opportunity to win a brand new Volvo XC40, worth over €40,000.

We would like to extend a huge thank you to everyone who purchased tickets for our first car raffle and for making this fundraising event such a success. All monies raised directly support the fight against heart disease and stroke. “The impact of COVID-19 will be felt for a long time to come. Many doctor and hospital appointments and procedures have been delayed or postponed, many people have delayed seeking medical help, and now we have an even greater burden of disease”, said Croí CEO, Neil Johnson.



Congratulations to Don Colleran from Galway, who won our 2021 Volvo Raffle Draw and a brand new Volvo XC40, worth over €40,000!



Pictured from left at Croí House: Mark O'Donnell - Head of Foundation / Chief Operations Officer; raffle winner Don Colleran; and Christine Flanagan - Director of Fundraising.



Exciting New Routes for the 27th Annual Croí Corrib Charity Cycle in 2021

Croí announced the return of its annual Croí Corrib Cycle with a special, limited-capacity ride-out taking place on Sunday, July 11, 2021.

Following 2020's cycle cancellation due to COVID-19, the hugely popular fundraising event returned with an exciting new innovation for 2021 which saw the cycle starting and finishing in the picturesque village of Maam Cross.

We were delighted to be able to welcome over 200 cyclists to the 27th consecutive running of our annual charity cycle with three new route options – 40k, 80k and 120k, all starting and finishing at Maam Cross.

Despite the participant number limitation, the event was an outstanding success. Christine Flanagan, Croí Fundraising Director, said: "We are thrilled that our first physical fundraising event of the year (2021) was a great success, with huge thanks to all our cyclists, sponsors, volunteers and community support. The funds raised will allow us to impact on the lives of many people living with heart disease or recovering from stroke. We are proud to provide so many free support services, including our Heartlink West telephone support line. Thank you for supporting our work and helping us in the ongoing fight against heart disease and stroke in the West of Ireland."



"The friendly atmosphere, at every junction there was someone cheering you on while ensuring you were safe. A lovely upbeat atmosphere all round."



FUNDRAISING HIGHLIGHTS

Croí Thanks Night Run Participants For Their Incredible Support!

The 7th Annual Croí Night Run took place virtually on Friday, October 8, with a record number of participants running and walking a 5km in their local area.

“Over 2,800 people joined us this year from every county in Ireland and internationally from dozens of countries including Australia, USA, Brazil, the UK and more! We are so grateful to everyone who joined us for this event. It’s one of our favourite events of the year and we love seeing all of our Croí friends out running and walking in support of people living with heart disease,” says Christine Flanagan, Croí’s Director of Fundraising.

With thanks to Croí’s new Night Run sponsor Irish Life Health and media partner, iRadio, 100% of the proceeds will go directly to supporting Croí services. This includes supporting our health and support programmes including Heartlink West (our free community phone line) and the Croí Courtyard Apartments, free to families in need while their loved ones receive heart or stroke care.

Edel McDermott, Irish Life Health commented, “It was fantastic to see so many people participate in this year’s event. A huge thank you to the 1,700 people who joined our MyLife challenge and tracked their run.”



“I love this event, great cause...my mother went to Croí years ago and found Croí very helpful. Staff very professional, friendly and helpful. Ye are doing a super job and I will definitely be back every year for the Croí Night Run.”





Community Fundraising Highlights

The Freezebruary Boys



Dublin based friends, Neville Godfrey, Conor Murphy, Cian Murphy and Derek Dunne, aka The Freezebruary Boys, took on the Freezebruary Swimming Challenge in aid of Croí in February 2021 and raised an incredible €18,500 for the heart and stroke charity.

The challenge involved taking a dip in the cold Irish sea every day for the month of February, starting off with one minute in the water on the first day and adding a minute for every day, working their time up to finish the challenge with 28 minutes in the water on the last day on February 28th – a total of 406 minutes over 28 days.

This challenge was in memory of Neville's Mom who sadly passed away from a stroke in November 2020.

Mayo Cyclists took on Everesting Challenge in aid of Croí



Pictured from left: Brian Hyland, Westport, Pdraig McLoughlin, Newport, Colin Loughney, Hollymount, and Rachel Nolan, Ballina. Front: Pdraig Marrey presenting the cheque to Paul Cunnane, Croí Project Coordinator.

A group of Mayo mountain bike enthusiasts took on the 'Everesting' challenge – ascending and descending a total of 8,848 metres, the elevation of Mount Everest, and raised €7,000 for Croí, the heart and stroke charity, and Mayo Mental Health Services.

The off-road cycle challenge took place on June 19th, 2021, on the iconic pilgrimage trail of the Western Way which is located on the Westport side of Croagh Patrick. The fundraiser attempted to raise awareness of the importance of looking after your physical and mental health.

FUNDRAISING HIGHLIGHTS

McKeon 4x4x48



Pictured from left: Karl and Conor McKeon at Croí Centre.

Thank you so much to everyone who created a community fundraiser in aid of Croí. Throughout 2021, Croí friends held 43 community fundraising events raising much needed funds for Croí.

In March of 2021, cousins Karl and Conor McKeon from Sligo ran 4 miles, every 4 hours for 48 hours in aid of Croí, to give back to the charity following support they received before the passing of Conor's father. They raised over €30,000 to support Croí services for people living with, or affected by, heart disease and stroke.

In November 2020, Conor's Dad, Joe, sadly passed away from a sudden heart attack. Joe had previous heart attacks in the past and had undergone open heart surgery. In recent years, while Joe received treatment in Galway, Paula McKeon, Conor's Mum, stayed in Croí's Courtyard Apartments so that she could be close to her husband each day, instead of travelling back and forth from their home in Sligo.



To our volunteers and supporters

We would like to extend a huge thank you to our Croí friends who give so generously of their time to volunteer and support of work. We are so grateful for your support!



FINANCIALS

Croí's total income for 2021 was €2.3m, of which €1,133,000 was achieved through fundraising, donations and sponsorships. In addition, €827,000 was received through grant support from the HSE and Pobal in support of health programmes such as CLANN, MySláinte and the Mayo Third Age project. Furthermore, Croí received COVID-19 government supports in the amount of €340,000 across the wage subsidy scheme and stability funding.

We expended 76% of our income on the direct delivery of a diverse range of health programmes, including:

CLANN and MySláinte, our Government-funded healthy lifestyle intervention programmes

Virtual exercise classes and stroke support

Heartlink West telephone support line and weekly virtual chat service, offering access to those suffering from cardiovascular disease to our healthcare professionals

Various health campaigns targeting those affected by Hypertension, Heart Failure and Heart Valve Disease, specifically designed in response to the needs of our local and regional population and detailed throughout this report.

The remaining 24% of our expenditure was expended on the costs associated with running the Croí Heart & Stroke

Centre, the provision of patient and carer support accommodation at the Croí Courtyard Apartments and the overall costs of organisational management, governance, revenue generation and depreciation.

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 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 visitors to healthcare professionals, collaborative partners, policy makers, patients, carers and volunteers.

We are here to serve our community.

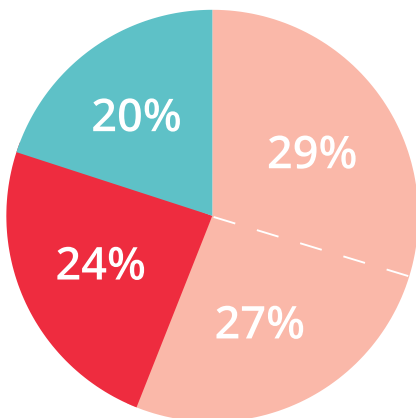




Thank you for supporting Croí

Our work would not be possible without the tireless support of so many. You – our volunteers; donors; fundraisers; corporate, community and media supporters; and our 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 and goodwill you afford us. We are deeply grateful for this and we do not take it for granted.

You help us prevent disease, save lives and promote recovery and wellbeing. Your support helped fund:



-  Croí Heart & Stroke Centre, Family Support, Management, Governance & Revenue Generation (24%)
-  Health Campaigns – Advocacy and Patient Empowerment (20%)
-  Health Programmes:
1) Croí in the Community - from prevention to recovery (29%)
2) Croí Specialist Heart Health Programmes - risk factor management (27%)

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