

Croí Annual Report 2024



Fighting heart disease and stroke.



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Message from the Chairman

2024 was a landmark year for Croí in many ways.



2024 was a landmark year for Croí in many ways. We bid farewell to Neil Johnson who had led the organisation from its early years, and Mark O'Donnell, who had joined in 2022 as COO, stepped up to the role of CEO. This transition was remarkably smooth, a reflection of the commitment and professionalism of both Neil and Mark, and of the entire Croi Team.

2024 also saw the formal separation from Croi of NIPC, our research and professional education arm, and the appointment of Dr Sandra Ganly as its CEO. The two organisations continue to collaborate effectively as partners, but each operates under separate leadership and governance.

In the first part of the year, we made a significant investment in the development of a strategic plan for Croi. This involved extensive stakeholder engagement, along with the active participation of the entire organisation including the board. The 2024-2027 plan calls out the values to which we are committed, sets out strategic objectives for the organisation, and details the level of resourcing we will need to achieve those objectives. Far from being a pamphlet that sits on a shelf, it has become the guiding document for day-to-day management of the organisation.

Through all this change, we delivered on one of the most significant projects in Croi's history – the Joe & Helen O'Toole legacy project, with the completion of a new stroke hub at Croi House and the commissioning of three new vehicles which will greatly expand our reach into communities across the west and north-west of Ireland.

To support this significant capital investment, we have given attention to a redesign of our approach to fundraising. Our strategic plan calls out the need to make our revenue streams more predictable and sustainable. In 2024, we invested in strengthening our regular (monthly) donation programme, and in developing our base of philanthropic donors.

All that was achieved in 2024 could not have been done without the adaptability and work ethic of the entire team. I also want to acknowledge the huge contribution our volunteers make across fundraising, patient engagement and advocacy. Finally, I want to thank my fellow board members for the unique contribution they make in volunteering their skills and experience to ensure the long term success of Croi.



Mr Mark Gantly
Chairman

Message from the CEO

A year of considerable impact and transformation for Croí, driven by the strength of our community and our unwavering mission.



As we reflect on 2024, I am pleased to share a year of considerable impact and transformation for Croí, driven by the strength of our community and our unwavering mission to prevent heart disease and stroke, save lives, and support recovery across our region and beyond.

In 2024, we developed and launched Croí's first multiannual strategy which sets out a clear roadmap of our ambitions and objectives for the period 2024-2027, and I would like to thank everyone who participated enthusiastically in the process to shape and agree our new plan.

This year, we were supported by a truly transformative legacy gift from the Joe & Helen O'Toole Charitable Trust (Tuam). This extraordinary act of generosity enabled Croí to invest in state-of-the-art mobile health infrastructure and to establish a new Community Stroke Hub, dramatically expanding our ability to reach and support individuals and families. Thanks to this legacy, we are bringing life-saving prevention, screening, and recovery services directly into the heart of local communities—especially in rural and underserved areas. The first of two PhD scholarships funded by the trust was also established during the year.

Beyond this milestone, 2024 saw continued progress across all areas of our work. We delivered thousands of health checks and educational sessions, supported patients and carers through recovery, and delivered many innovative and impactful services and projects. At every step, our focus remained clear: to meet people where they are and to ensure that no one faces heart disease or stroke alone.

These achievements are only possible because of the incredible people who stand behind Croí. I want to express my deepest gratitude to our extraordinary staff and volunteers, whose passion, dedication, and compassion fuel every aspect of our work.

I also wish to thank our Board of Directors, whose strategic leadership and commitment continue to guide our vision and growth, while ensuring that we uphold the highest standards of governance and accountability.

I must also record my appreciation and thanks to my predecessor, Neil Johnson, who did an exceptional job in leading Croí for over three decades, developing it into the organisation that it is today. Neil has been very supportive to me since I joined the Croí team in 2022, always giving generously of his time and experience, and this has helped hugely as I've taken on the CEO role in 2024.

As we look ahead, we carry with us the legacy of those who believed in a healthier future and made it possible. With your continued support, we will build on this momentum and remain a trusted, responsive force for cardiovascular health with a particular focus on the West and North-West of Ireland.



Mark O'Donnell
Chief Executive Officer

Impact Highlights 2024.

4,724

People availed of health checks at over 105 events.



People engaged with the Croí Health Team in the community.

7,287

People availed of Health Checks from our Mobile Health Unit.



1,442

1,426

Croí Connects interactions, including nurse helpline calls and online chats.



30% increase

In people partaking in 1:1 stroke recovery programme sessions.



People availed of heart health checks at a 3 day 'Heartfest' event in Galway.

690

2,411

People participated in the Croí Night Run (in-person and virtual).



People participated in the Croí Corrib Charity Cycle.

698

Families supported through the Croí Courtyard Apartments.



110

154

Croí Volunteers and 1,450 volunteering hours in 2024.



85

Community fundraising events organised to support Croí.



Website page views and 30,062 social media followers.

304,928





Vision

Croí's vision is an end to premature death or disability from cardiovascular disease in Ireland.

Mission

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

Ethos

Those we serve are at the heart of what we do and will remain at the heart of what we do, despite increasing demands and ever-changing challenges. We strive to always create purposeful relationships with our service users, working together to find solutions that most appropriately meet their needs. We build relationships and trust with the people we support and commit to being there for them. We at Croí always make every effort to overcome the obstacles that people are faced with, always with humanity and proficiency.



Directors & Other Information

Directors

Mark Gantly
Prof. Jim Crowley
Patrick O' Donnell
Laurence May
Dorothy Creaven
Marie Gavin

Dr. Ruairi Waters
(Appointed 6 February 2024)

Mary Heffernan
(Resigned 26 March 2024)

Dr. Emer Curtis
(Resigned 24 September 2024)

Secretary

Lisa Small
(Appointed 6 February 2024)

Secretary

Marie Gavin
(Resigned 6 February 2024)

Company Number

118373

Registered Office and Business Address

Croí House
Moyola Lane, Newcastle
Galway

Auditors

Moore Ireland Audit Partners Limited
Galway Financial Services Centre
Moneenageisha Road
Galway

Bankers

Bank of Ireland
University Branch
Galway

AIB Bank
Lynch's Castle
Galway City

Solicitors

Blake & Kenny LLP Solicitors
2 St. Francis Street
Galway



Directors' Report

The directors present their report and the audited financial statements for the financial year ended 31 December 2024.



Prevention

Croí has continued to focus on the delivery of targeted prevention programmes and campaigns based on a risk factor management approach.

The CLANN programme was again delivered in 2024, in collaboration with the Bariatric Service at Galway University Hospital with 264 patients engaging with the programme across the year. Referrals have further developed during the year following on from a proactive approach through patient information evenings.

Developed by the Croí specialist Dietitian, our first Intuitive Eating Programme began in January 2024, following a well subscribed information webinar. The online programme started with almost full registration and average attendance was 80% over the 8-week duration. Further iterations of the programme were rolled out across the year. Croí's new self-directed online 'Healthy Hearts Programme' commenced in January also, and this online portal was further developed in the course of 2024.

This year, the approach to the Mayo Third Age project was revised to ensure a greater focus on activating people aged over 55 in relation to heart health. The Third Age Public Advisory Group was formed in early 2024. The aim of the group, comprised of members of the general public, is to collaborate with Croí and to provide input

and guidance on the activities of the Third Age throughout the month of May. In partnership with the Sláintecare Healthy Communities Project, the first in-person, My Blood Pressure Programme was delivered over 3 weeks in Belmullet. Participants with uncontrolled hypertension were recruited through local GPs and pharmacies, community groups, radio and posters around the community. The content was delivered by the Croí Nurse and Health Psychologist, joined by a local Physiotherapist, Dietitian and Pharmacist.

The UK and Ireland May Measurement Month paper was published in the European Heart Journal in 2024 supplements in August. Croí was the only Irish participant in this study, when in 2021 the Third Age Programme ran a community pharmacy-focussed campaign in Mayo where we provided both marketing and promotional material for the campaign to the pharmacies. Of all participants in the study, 522 (39.5%) participants were found to have hypertension, of whom, only 246 (47.2%) were aware of their condition and 217 (41.6%) were on antihypertensive medication.

We expanded our Stroke Recovery Programmes in 2024, with a 30% increase in people partaking in 1:1 recovery programme sessions. Croí's wide variety of exercise classes and programmes continued to see a strong growth in demand. During 2024, we increased the number and range of exercise opportunities and classes, with 562 hours of activity provided across the year.

Values

Connection

Our strength lies in connecting with everyone with empathy, and warmth, offering a listening ear and encouraging them to live a life of purpose and fulfilment.

Integrity

We behave with integrity and respect, dedicating ourselves to our Mission, while always showing gratitude to those who support our work.

Creativity

We create an environment where collaboration, teamwork and new ideas are cultivated to foster innovation.

Ambition

We push boundaries and are focused on increasing our positive impact to improve the lives of present and future generations.



Significantly improve
cardiovascular health outcomes
across more communities.

STRATEGIC PLAN 2024 - 2027

In May 2024, Croí officially launched its first comprehensive three-year strategy. The strategy, which outlines the charity’s goals and objectives from 2024 to 2027, aims to significantly improve cardiovascular health outcomes across more communities.

The cornerstone of the new strategy is to extend Croí’s reach and capacity, while coming to a clear set of actions and targets. The charity aims to deliver better cardiovascular health outcomes by increasing access to prevention, support, and advocacy services across the region.

The strategy outlines eight key strategic objectives, each supported by specific metrics and actions designed to ensure measurable progress:

1. Prevention:

Increase access to early detection and support for managing risk factors.

2. Support:

Provide comprehensive care and support to individuals and families affected by heart disease and stroke.

3. Patient Empowerment and Advocacy:

Empower patients through education and advocacy efforts.

4. Community:

Prioritise serving the communities with the greatest unmet need, with an expanded focus on the region.

5. People:

Focus on the development of Croí’s team, Board & volunteers.

6. Financial Sustainability:

Ensure long-term financial health and sustainability.

7. Communication:

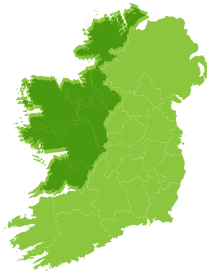
Enhance communication strategies to raise awareness and engage with stakeholders.

8. Governance:

Maintain best practices in governance to ensure transparency and accountability.

The implementation of the strategy is overseen by the Board, with the CEO and Management Team providing regular updates at Board meetings on strategic, financial, and operational issues.

To measure and communicate our progress in executing this strategy, we will employ the following methods:



1. Reporting:



Regular updates to the Croí Board on milestones, targets, and Key Performance Indicators (KPIs) related to the operational plan.

2. Evaluation:



A yearly evaluation of the strategy and all associated metrics conducted by the Board and Management Team.

3. Reports:



The Annual Reports of Croí.

4. Finances:



The Annual Financial Statements.

5. Engagement:



Keeping stakeholders informed through meetings, engagement activities, as well as via communication channels and routine reporting.

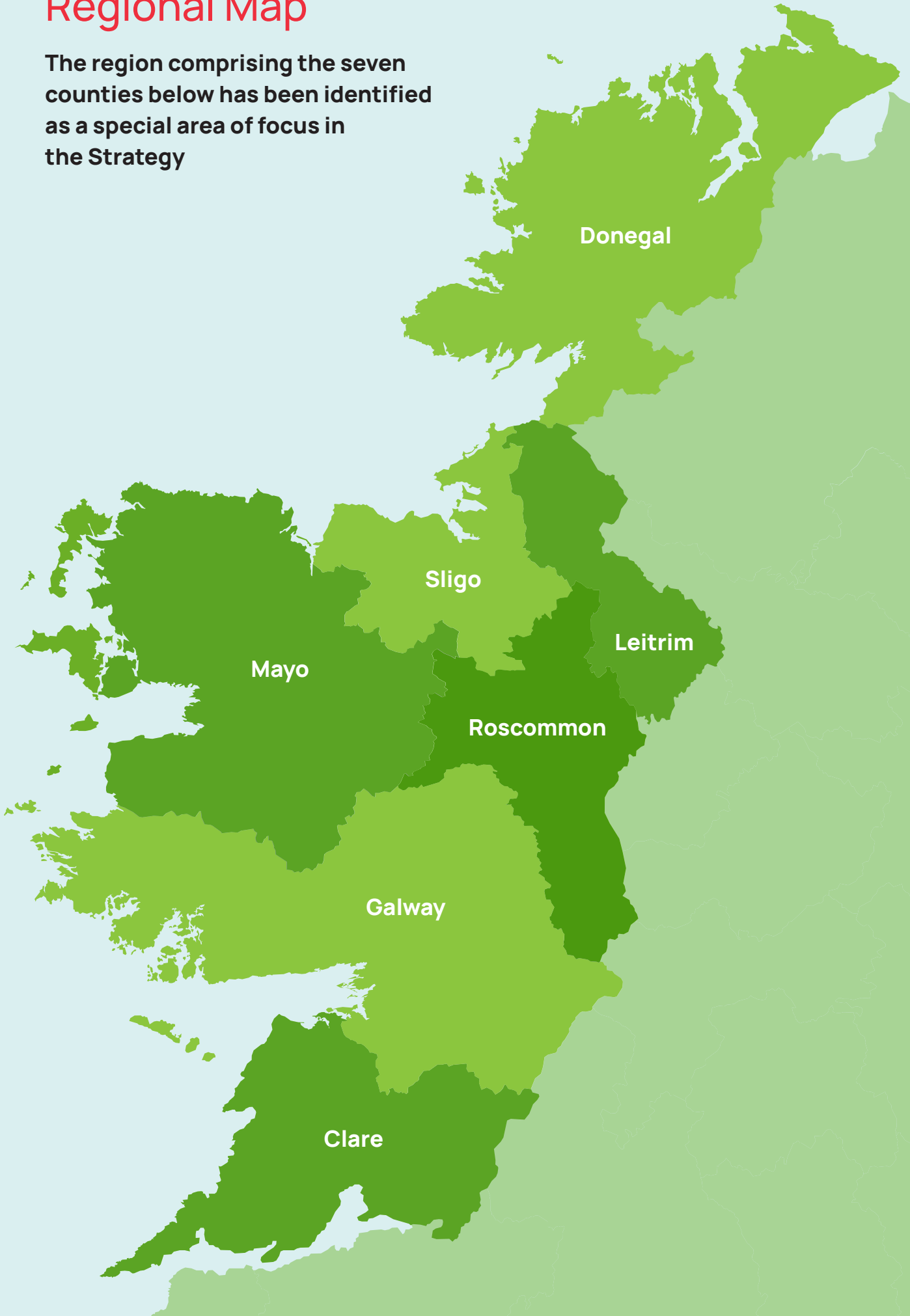
6. Assessment:



Additional impact assessment techniques as defined in the implementation of the strategy.

Regional Map

The region comprising the seven counties below has been identified as a special area of focus in the Strategy





Patient Story Heidi Kingston

Heidi is an inspiration – an example of courage, advocacy, and the transformative power of lived experience when supported by compassionate care.

When Heidi Kingston travelled home to New Jersey for Christmas in 2021, she had no idea how drastically her life was about to change. Then 32 and living in Galway with her husband Peter, she was in the middle of a PhD and feeling well.

But shortly after arriving, she experienced tingling down her right side, blurred vision, and a sudden headache. In hospital, doctors discovered a previously undiagnosed hole in her heart, which had allowed a clot to reach her brain. Heidi had suffered a stroke.

Following emergency heart surgery and a week in hospital, she returned to Ireland. With her stroke having occurred abroad, she found herself without a clear pathway to support. The emotional toll was immense – fears about her future, her health, and whether she'd ever be able to start a family led her to pause her studies.

Everything changed when she discovered Croí Connects, our nurse-led support line. A compassionate call with nurse Maeve marked a turning point. Maeve not only offered reassurance and guidance but also connected Heidi to stroke rehab services and followed up with her husband Peter.

Heidi went on to take part in Croí's exercise classes, educational webinars, and peer support groups. In 2023, her greatest hope became reality when she and Peter welcomed their daughter, Aisling.

As a founding member of Heart & Stroke Voice Ireland, Croí's national Patient Alliance launched in 2022, Heidi became a powerful voice for change. At the alliance launch, her moving speech on recovery and resilience brought the packed room to tears. In 2024, she played a key role in the launch of Croí's Manifesto for Change, advocating for improved post-stroke care, peer support, and the urgent need to deliver a community care-led approach for people affected by heart disease and stroke in Ireland.

Heidi's journey is a testament to the power of connection, compassion, and lived experience in shaping better care.

Heidi is an inspiration – an example of courage, advocacy, and the transformative power of lived experience when supported by compassionate care.

Joe & Helen O’Toole Legacy

Empowering Croí to prevent heart disease and stroke, save lives, and support communities to take control of their health and well-being.



In 2024, Croí was honoured to receive an extraordinary legacy gift from the Joe and Helen O’Toole Charitable Trust, Tuam – a transformative donation that will have a lasting impact on cardiovascular health across Ireland.



This generous bequest enables Croí to extend our reach and deepen our impact like never before. Central to this legacy is the establishment of Croí’s Mobile Health Fleet – the Croí Bus, the Croí Mobile Health Unit, and the Croí Mobile Health Hub – ensuring that vital prevention, early detection, and health promotion services are accessible to communities nationwide, including those in rural and underserved areas.

The legacy also supports the development of the Joe and Helen O’Toole Community Stroke Hub building in Galway, which will provide a dedicated

space for stroke recovery, rehabilitation, education, and peer support in the west of Ireland. This innovative facility will play a key role in improving the lives of stroke survivors and their families. Furthermore, the legacy gift is funding two PhD research scholarships at the University of Galway, helping advance evidence-based stroke care. The impact of Joe and Helen O’Toole’s legacy will be felt for generations, empowering Croí 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.

In 2024, Croí played a leading role in key awareness campaigns, using social media, in-person events, talks, and health checks to engage communities.

We highlighted women's cardiovascular health through a Wear Red for Women Campaign, participated in a hypertension awareness campaign, and worked with the Irish Association of Heart Failure Nurses on their national Heart Failure Awareness Campaign. We collaborated with HSE Community Healthcare West for Men's Health Week, partnered with FH Europe for FH Awareness, and as an affiliate of Global Heart Hub, co-designed and adapted campaigns on cardiomyopathy, heart failure and its comorbidities, and heart valve disease. We collaborated with Diabetes Ireland on a heart failure and diabetes awareness campaign.

For World Heart Day, we partnered with NIPC to lead the "Irish Hearts Need a Plan" campaign, calling for a national cardiovascular health strategy as part of the World Heart Federation's global effort. We continue to sit on the WHF World Heart Day Working Group. For World Stroke Day, our Stroke Prevention Squad took to Salthill Prom to engage the community in stroke prevention. Throughout the year, we worked closely with these organisations, alongside patients, healthcare professionals, and advocacy groups, to strengthen and localise messaging, ensuring heart and stroke health remained a public priority.



Patient Story Ger Mc Hugh

A Life Turned Around at the Mart: Ger McHugh's Story.



In 2024, Ger McHugh, a 69-year-old farmer from Balla Mart in Co. Mayo, took what he thought would be a quick detour during his usual day at the mart – a free health check offered by Croí in partnership with the Irish Farmers' Association. He wasn't on any medication, hadn't visited a doctor in years, and felt in good health.

To his surprise, the health check revealed dangerously high blood pressure and very elevated blood sugar levels. He was referred to his GP and soon diagnosed with both hypertension and type 2 diabetes. Ger began treatment immediately and now has both conditions under control.

"I've never been one for going to the doctors," Ger said. "At 69 years old, I wasn't on any medications and felt just fine. But one day at the mart, I decided to take advantage of a health check offered by Croí and the IFA.

To my surprise, they found my blood pressure was dangerously high, and my blood sugars were very elevated. I'm really thankful they had the health checks at the mart; otherwise, I would've never known about these issues." Ger celebrated his 70th birthday later that year with a renewed appreciation for his health. His story highlights the life-changing impact of Croí's farmer health checks – reaching people where they are, detecting hidden risks, and helping individuals take early action to protect their health.



Support

Continues to make significant strides in its mission to provide specialised care and support to individuals.

Croí, as an innovative health programme facilitator, continues to make significant strides in its mission to provide specialised care and support to individuals impacted by cardiovascular disease (CVD) and stroke.

Throughout the year, the organisation has adapted and expanded its programmes to meet the evolving needs of its community, demonstrating a commitment to excellence in healthcare delivery and research.

The 'Croí Connects' support service has seen a substantial increase in demand for its services, with a notable rise in referrals from both hospitals and primary care providers.

The Croí Connects helpline and online chats remain vital resources for individuals seeking information and support related to heart health, stroke recovery, and general risk factor management.

The Croí Courtyard Apartments continue to support families of patients receiving emergency cardiac and stroke care at University Hospital Galway. Throughout 2024, we supported 110 family stays for people from Ireland, USA, Australia, Ukraine and Portugal.

The organisation's efforts to support stroke survivors have been underscored by the successful launch of the Stroke Rebuild Programme, providing tailored exercise and education sessions to aid in rehabilitation and community integration post-stroke.

Croí's exercise initiatives continue to thrive, with a diverse range of classes catering to various needs, including specialised sessions for those with low functional capacity and mindfulness focused activities.

Croí's success in securing grants and funding partnerships emphasises the focus on leveraging resources to expand reach and impact. Collaborative efforts with community partners and healthcare institutions have facilitated the delivery of vital services to underserved populations. The organisation's dedication to research is evident in its collaborations with academic institutions, aimed at evaluating programme effectiveness and informing future developments. Projects such as the ACTivate Your Life After Stroke programme and My Blood Pressure initiative demonstrate a commitment to evidence-based practice and continuous improvement.

During 2024, Croí also commenced work on two EU funded projects, namely the EU Joint Action on Cardiovascular Disease and Stroke Programme (JACARDI) and the Heartsafe



North- West Europe Project. The initial phases of the JACARDI project, involving the scoping and design of the proposed intervention, were completed in 2024, with implementation and delivery scheduled to take place in 2025 and 2026, followed by review and evaluation in 2027. The overall JACARDI programme comprises 142 projects across 21 EU member states with a global budget of €53m. Croí is leading and delivering one of only two Irish projects under the JACARDI programme. The Croí project will pilot test a multi-dimensional cardiac rehabilitation and prevention programme to promote the maintenance of risk factor management among people with cardiovascular disease.

The Heartsafe NWE project seeks to improve survival rates in Out-of-Hospital Cardiac Arrest (OHCA) cases by piloting a world-leading, community-based, first responder system, modelled after the successful Dutch approach. Croí is the Irish lead on the project, which is funded by the EU Interreg North-West Europe Programme.

Sudden Cardiac Arrest (SCA) remains the third leading cause of death in Europe, with wide variations in survival rates across countries. The Netherlands reports a 45% survival rate, while Ireland, Germany, and Belgium trail with survival rates of 25%, 31%, and 26%, respectively. The Heartsafe NWE project aims to close this gap, enhancing the emergency response in participating regions.

World-Leading Dutch Model Piloted in Galway

Galway is one of three pilot sites for this project, alongside Leuven (Belgium) and the Health Region Cologne-Bonn (Germany), with the Dutch Heart Foundation in the role of lead partner, managing and coordinating all of the sites. The Galway pilot will test a Dutch-developed alert system which rapidly dispatches citizen first responders to the scene of a cardiac emergency.

Patient Advocacy & Empowerment

Continues to champion better cardiovascular health outcomes, empower patients, and drive policy reform at every level.

Croí continued to pursue a strong Patient Advocacy and Empowerment agenda in 2024, building on the establishment of the Heart & Stroke Voice Ireland (HSVI) initiative in 2023.

Advocacy and Empowerment, was confirmed as a key pillar of work through the extensive stakeholder engagement undertaken for the new 3-year Strategy, underlining and reinforcing its importance.



In April, Croí launched an important new policy document - 'Manifesto for Change for the Future of Cardiovascular Health in Ireland'.

The manifesto was developed by Croí following the publication in 2023 of a national position paper on the case for Cardiovascular Disease (CVD) prevention in Ireland by the National Institute for Prevention and Cardiovascular Health. Croí also undertook extensive cross community consultation with a number of leading civil society organisations, professional bodies, voluntary and community groups and those with lived experience of heart disease and stroke. The consensus amongst key stakeholders was that at present, our health system is falling short of providing the adequate levels of CVD care. This manifesto seeks to address these current short fallings and lay a pathway to a successful national CVD prevention-based strategy that will reduce the rate of CVD deaths in Ireland each year and reduce the burden that the disease puts on our healthcare system each year. The manifesto sets out clear policy recommendations to further this objective, and Croí has highlighted these recommendations in many public forums since the launch of the document.

Croí, through HSVI, has developed and expanded our activities in patient advocacy and empowerment in 2024, illustrated by the following examples. Croí/HSVI participated in the Global Heart Hub Heart Failure Awareness Campaign during the month of May and a Cardiomyopathy Awareness Campaign during the month of June. Utilising the GHH toolbox, we shared educational content and resources around heart failure and its comorbidities and cardiomyopathy across our social media platforms. We supported the Irish Heart Failure Nurses Association to disseminate their press release and supported their social media campaign across all our platforms.



Croí & HSVI were represented at a number of National Patient Forum meetings in Dublin. The platform is a collaborative initiative which hopes to promote and develop partnership and engagement with patients, service users, family members and carers with the health service at national level. Croí and HSVI attended the Global Heart Hub (GHH) Heart Valve Disease (HVD) patient council in-person meeting held in Dublin. This event provided a valuable platform for HVD patients, patient organisations from around the globe, clinicians, and industry representatives to convene. The primary focus of the meeting was to discuss and strategise on advancing advocacy and education efforts for heart valve disease. This collaborative environment fostered meaningful discussions aimed at improving patient outcomes and raising awareness about HVD.

We also attended GHH's first patient advocate training on HVD in collaboration with the Heart Team Academy. Croí/HSVI joined 39 participants across 18 countries to undertake

training designed to broaden our knowledge of heart anatomy; the nature of and types of HVD; treatment options and innovations as well as insights into treatment guidelines; shared decision-making; and post-procedure expectations. We also attended a number of PPI Ignite events, including the Summer School which provides a co-learning environment to build capacity for high-quality public, patient and carer involvement in health research. HSVI/ Croí was represented at the Global Heart Hub 3-day meeting and training in London around cardiomyopathy awareness, education and patient engagement. Patients and patient organisations from over 18 countries were represented. Through its diverse campaigns, partnerships, and initiatives, Croí's Advocacy and Empowerment agenda remains instrumental in championing better cardiovascular health outcomes, empowering patients, and driving policy reforms on local, national and international levels.





Community

Croí brought heart health directly to communities – breaking down access barriers and empowering thousands through mobile checks and local partnerships.

Croí's ongoing focus on community-facing health activities and engagement has continued to play a vital role in advancing cardiovascular well-being and enhancing early detection and prevention initiatives in many communities throughout 2024.

As noted in the accounts, the Croí Legacy Programme, funded by an exceptional donation from the Joe & Helen O'Toole Charitable Trust, has had a transformative impact on Croí's capacity to deliver health services and projects to communities in our region and around the country. 4,724 people availed of health checks from Croí at over 105 events in 2024, with 1,442 of these checks taking place on our new mobile health infrastructure.

During the year, we visited communities and engaged with people across a broad cross section of settings, including many workplaces, community centres and events, sports events, clubs and associations, marts and farming events, conferences and symposia, libraries/ public buildings, mental health organisations, rural development agencies, active retirement groups, traveller support groups, homeless

services, youth clubs, organisations supporting migrant communities, business representative bodies, education organisations and the health services.

Launched in May 2024, the 'Croí in Your Community' Mobile Health Unit will serve as a beacon of health accessibility, particularly for rural areas, towns and villages, delivering essential health checks and educational resources to individuals across the region. By taking preventive measures directly to the people, Croí aims to empower communities to prioritise their cardiovascular health and mitigate the risks of heart disease and stroke.

The much larger Croí Mobile Health Hub, which launched in September, is a first of its kind in Ireland. The 13.6-metre-long multi-purpose unit is the largest of its type in the country dedicated to cardiovascular health, designed to facilitate early detection of stroke and heart disease. Equipped with six private assessment cubicles and two consultation rooms, the vehicle can also be converted into an open-plan educational and training space capable of hosting up to 40 visitors, with full audio-visual facilities. The mobile hub was launched with a special 3-day event held in Eyre Square, Galway to mark World Heart Day, where 690 people availed of Heart Health Checks in the course of the event.

A special acknowledgment goes to our Croí Community Nursing Team – a dedicated group of nurses whose expertise, time, and commitment make this work possible.

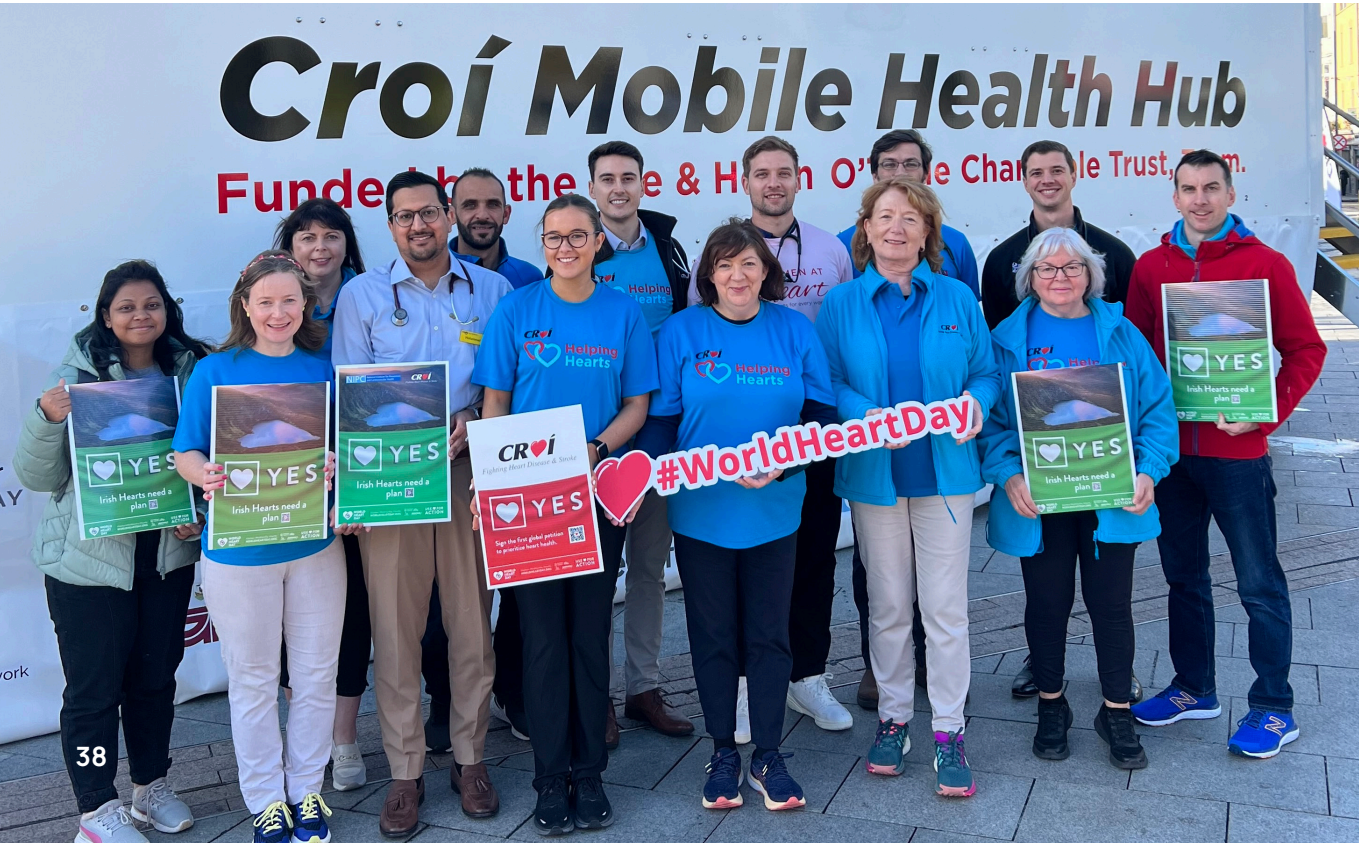
Their support is a vital part of our ability to reach communities and deliver high-quality care and health checks across the region.

As a strong example of our collaborative approach, Croí partnered with the Irish Farmers Association to deliver the new Farmer Health Checks Initiative to address significant health and wellbeing challenges faced by the farming community. Funded by the Department of Agriculture, Food, and the Marine (DAFM) under the Farm Safety, Health, and Wellbeing Projects scheme, this initiative operated from late September to mid-November 2024. Croí provided 1,224 on-site health checks (surpassing the target of 1,000 by 16%) and distributed 12,089 health promotion packs (exceeding the target of 10,000 by 18%) at livestock marts and agri-events across the country, aiming to bridge healthcare access gaps and promote proactive health management for farmers, farm workers, and their families.

The initiative demonstrated measurable success in raising health awareness, encouraging proactive health behaviours, and improving access to essential health check information.

During 2024, Croí was the official Charity Partner for Connacht Rugby, and this relationship yielded many opportunities to communicate heart health messaging and information, bring health check events to people attending matches, and also involving the players and staff in Croí through activities. For example, in August, several members of the Connacht Rugby squad visited Croí House to participate in a short Aphasia Training Workshop with our Stroke Communication Group. The event was a huge success and was an enriching experience for everyone involved.

The intensification of community-based activities in 2024 marks the beginning of a step-change in the reach and impact of our work, and we are committed to building on this platform in the years to follow.



People

154 dedicated volunteers gave 1,450 hours of their time – fueling prevention, support, and advocacy efforts that save lives and strengthen communities.

STAFFING

2024 saw a change in the leadership of Croí with Mark O'Donnell appointed as the new Chief Executive taking over from Neil Johnson, who retired at the end of 2023 after three decades of exemplary service.

We continued to build our team across the year, hiring additional staff into our Health Team to support the growing volume of core work, as well as augmenting our fundraising team to focus particularly on individual donations as part of our emphasis on financial sustainability to further build our service offerings. Staff training and development was also a key area of focus in 2024.

OUR VOLUNTEERS

Volunteers are the lifeblood of Croí, playing a crucial role in supporting the organisation's mission to prevent cardiovascular disease. Their dedication allows Croí to reach more people, raise more funds, and spread awareness about the importance of heart health and stroke prevention. Whether they are organising community events, advocating for better healthcare policies, or assisting in support programmes, our volunteers provide the hands-on effort needed to drive meaningful change. Their passion and commitment help bridge the gap between medical advancements and public awareness, ensuring that life-saving information reaches those who need it most.

Beyond their direct contributions, volunteers also help build a sense of community and hope. Many volunteers have a personal connection to heart disease or stroke, whether as survivors, caregivers, or those who have lost loved ones.

Their involvement adds a personal touch to our outreach efforts, making education and support initiatives more relatable and impactful. Volunteers also bring diverse skills and experiences, allowing Croi to operate more efficiently and creatively. From fundraising and event planning to offering peer support for patients and families, their efforts enhance the reach and effectiveness of our programmes.

Furthermore, volunteers help sustain the financial health of the organisation. With limited budgets, heart and stroke charities rely on volunteers to maximize their resources. Every hour of time donated (1450 hours in total in 2024) is of critical value, allowing funds to be directed toward life-saving prevention, patient support, and advocacy initiatives.

Without volunteers, many vital programmes would be impossible to maintain. Their contributions ensure that more people receive the education, early detection, and support, to prevent and recover from cardiovascular diseases, ultimately saving lives and improving health outcomes in our communities. During 2024, we made significant efforts to enhance and improve our volunteering programme, recruiting new volunteers in the process (bringing our total to 154 in 2024), and improving the engagement experience for all of our volunteers.



Volunteer Story
Mary Lillis

By sharing her own lived experience, she has helped so many others feel less alone and more supported in their recovery.

Mary’s effervescent energy and generosity are at the heart of everything she does for Croí. She gives her time freely—not just as a volunteer, but as someone who truly understands what it means to rebuild life after a cardiac event.

By sharing her own experience, she has helped so many others feel less alone and more supported in their recovery.

Her impact goes far beyond offering support—she has been instrumental in ensuring that the patient voice and the power of lived experience are heard in the places where they matter most. As a trained facilitator for *Activate Your Life*, Croí’s psycho-education programme, and a founding member of Croí’s advocacy alliance, Heart & Stroke Voice Ireland, she has helped others find their confidence and their place in advocacy.

As a Croí PPI (Public and Patient Involvement in Research) ambassador, she represents Croí at conferences and on academic research panels, making sure real-life experiences shape the conversation. She has even been published in an NIPC academic paper—a testament to the difference she is making in elevating the patient voice in cardiovascular research. No matter the setting, Mary is always championing Croí’s mission.

With Mary, you always know where you stand. She’s a straight talker—if we ask her to do something and she can, she will. If she can’t, she’ll tell us, no fuss, no excuses, just honesty. It’s a quality we value enormously because it makes working with her so easy and so real.

Mary first came to Croí as a patient over a decade ago, and since then, she has become an essential part of the team. Whether assisting at reception, volunteering at the Croí Cycle, speaking on a panel, or showing up for her weekly exercise class, she is part of the fabric of the Croí family. Her impact is felt in so many ways, and we appreciate all that she has done—and continues to do—for others.

Communication

Croí’s social media platforms have grown, strengthening our role as a leading voice in cardiovascular health and stroke prevention.

In 2024, Croí significantly expanded its communication efforts, strengthening its digital presence, media outreach, and direct engagement with communities. Our strategic approach has reinforced our role as a leading voice in cardiovascular health and stroke prevention.

This aligns with Croí’s new three-year strategy, which sets out a clear vision to enhance cardiovascular health awareness, prevention, and support services.

Croí’s social media platforms have continued to grow in followers, impressions, and engagements across Facebook, LinkedIn, Instagram, X (formerly Twitter) and YouTube.



As of December 2024, Croí had 28,940 followers across social media. Engagement levels remained high, with Facebook reaching 933,792 impressions and 16,319 engagements in September and October alone.

Across the year, Croí achieved hugely successful engagement figures, with peaks during key events such as Heartfest, the launch of the Mobile Health Hub, and World Heart Day.

Website traffic remained strong, with 302,185 page views and 165,229 users in 2024, demonstrating increased audience interest in our online resources and programmes. The Croí website continues to serve as a key platform for delivering digital health education, programme sign-ups, and community engagement. A new membership section is being developed to facilitate easier access to self-directed programmes such as Healthy Hearts, allowing users to register and begin participation instantly.

Croí maintained a robust presence in national and local media, securing over 400 features throughout 2024. Across the year, coverage included the future of Cardiovascular Health in Ireland Manifesto, the launch of the Croí Mobile Health Units, the construction of the Joe & Helen O'Toole Community Stroke Hub at Croí House, Heartfest 2024, the 30th Annual Croí Corrib Cycle, the 10th Annual Croí Night Run and the launch of the Interreg Heartsafe NWE Project. Our advocacy work, particularly our call for a new National Cardiovascular Health Strategy, was widely reported and reinforced our influence on policy discussions.

Croí launched multiple public awareness campaigns in 2024, including collaborations with Global Heart Hub, Irish Heart Failure Nurses Association and others. These campaigns focused on critical topics such as heart failure awareness, cardiomyopathy education, cholesterol awareness and stroke prevention. The Croí Connects podcast was also launched, further expanding our educational reach.

Croí remains dedicated to leveraging digital advancements, media opportunities, and strategic partnerships to amplify our impact. As we move into 2025, we will continue to enhance our online presence, strengthen advocacy efforts, and expand community engagement through innovative health programmes, collaborations and outreach initiatives.



Financial Sustainability

A transformational legacy gift exceeding €3 million has revolutionised our stroke prevention and post-hospital support services, enabling us to expand our impact and secure additional funding.

2024 marked a year of significant achievements for Croí in advancing our mission to improve cardiovascular health. While we successfully increased our revenue, supporting the delivery of vital services, the impact of this growth was tempered by rising operating costs. Despite this, the future looks bright, with strategic initiatives driving our continued success.

A transformational legacy gift from the Joe and Helen O’Toole Charitable Trust exceeding €3 million, has revolutionised our stroke prevention and post-hospital support services. This funding has enabled us to roll out strategic projects in 2024 that will significantly enhance the services we offer to those affected by stroke, especially in the areas of prevention and recovery. We are delighted to announce that our new Community Stroke Hub is now fully operational and will make a huge difference to those affected by stroke. This very significant investment has also enabled Croí to leverage additional operational funding from the HSE in the area of stroke prevention and support.

The contributions of Legacy giving and major gifts are not only vital to our sustainability but also to expanding our reach and deepening our impact in the community.

In line with our mission to achieve long-term sustainability, Croí continually reviews, and makes revisions as required to our Revenue Generation Plan. Our plan is aligned with our strategic objectives to drive sustainable growth while advancing cardiovascular health initiatives.

Our fundraising events have been a testament to the dedication and creativity of our staff, volunteers and supporters. Highlights from 2024 include: The Go Red Ball in aid of Croi, Win a Volvo Draw Campaign, The Croi Corrib Cycle and Croi Night Run. Each of these events helped raise both vital funds and awareness, allowing us to continue making a tangible difference in the lives of those affected by cardiovascular disease.

As part of our ongoing efforts to diversify and strengthen our fundraising strategy, during 2024 we piloted a new Individual Giving Campaign. This initiative aimed to engage a broader base of supporters by encouraging direct, personal contributions from individuals who are passionate about advancing cardiovascular health.

This pilot allowed us to test different approaches to donor engagement, communication, and giving levels. We carefully assessed the results to refine our strategy and ensure we are meeting the needs of our supporters while maximising the positive impact on our work.

Looking ahead, we are focusing on leveraging external EU funding opportunities, particularly through our continued involvement in the Heartsafe Project, aimed at improving survival rates for out-of-hospital cardiac arrest and our EU funded JACARDI Project, a long-term risk factor management programme aimed at reducing cardiovascular disease.

These initiatives underscore our commitment to innovative healthcare solutions and enhancing cardiovascular health outcomes. As we move into the next phase, Croí remains committed to hosting impactful events, nurturing community partnerships, and diversifying our fundraising streams.



Governance

All income is applied solely towards the promotion of the charitable objectives of the company.

Croí is a registered charity and company limited by guarantee, company number 118373, without a share capital, incorporated since 1986.

The objectives of Croi are charitable in nature with established charitable status. We have been granted charitable tax status under Sections 207 and 208 of the Taxes Consolidation Act 1987, Charity number 7500 and we are registered with the Charities Regulatory Authority, CRA Number 20016616.

The charity was established under a constitution which established the objects and powers of the charitable company and is governed under its constitution and managed by a board of directors. All income is applied solely towards the promotion of the charitable objectives of the company. The Financial statements of the company have been prepared for the year ended 31 December 2024 in accordance with the provisions of FRS 102 Section 1A (Small Entities) and the Companies Act 2014.



The day-to-day management of the charity for the year ended 31 December 2024 was directed by the following key management personnel:

- Mark O'Donnell, Chief Executive (appointed as Chief Executive 1st January 2024)
- Lizanne Dunleavy, Director of Finance
- Christine Flanagan, Director of Fundraising
- Dr Lisa Hynes, Head of Health Programmes

The Charity has currently a total of 7 non-executive directors with diverse backgrounds who contribute greatly to the success and direction of Croí.

The board of directors meets on a bi-monthly basis and is responsible for the strategic direction of the charity. There is clear division of responsibility with the board retaining control of major decisions under a formal schedule of matters reserved to the board for decision.

Our sub-committees – (i) Audit, Risk & Governance, (ii) Remunerations, and (iii) Strategy and Revenue meet in line with their Terms of Reference during the year also. The Chief Executive is responsible for the efficient running of services and for devising strategy and policy.

Directors and Secretary

The directors who served throughout the financial year, except as noted, were as follows:

- Mark Gantly (Chairperson)
- Prof. Jim Crowley
- Patrick O' Donnell
- Laurence May
- Dorothy Creaven
- Dr. Ruairi Waters (Appointed 6 February 2024)
- Marie Gavin (Appointed 6 February 2024)
- Mary Heffernan (Resigned 26 March 2024)
- Dr. Emer Curtis (Resigned 24 September 2024)

The secretaries who served during the financial year were:

- Lisa Small (Appointed 6 February 2024)
- Marie Gavin (Resigned 6 February 2024)

There were no contracts in relation to the business of Croí in which the directors had any interest, as defined in the Companies Act, 2014.

Pay Policy for Senior Staff

The pay of senior staff within the organisation is benchmarked against pay levels in similar organisations working within this sector. We review the overall financial position of the company annually and when in a position to do so, award increments to staff members who fulfil the requirements of their role. Where recruitment for a particular role has proved difficult, we reserve the right to offer a market adjusted rate of salary, as appropriate, to attract experienced candidates. The salary of the Chief Executive is approved by the Remunerations Committee.

Health and Safety

The organisation has a policy to ensure the health and welfare of its users and employees by maintaining a safe place and systems in which to work. This policy is based on the requirements of the Safety, Health and Welfare at Work Act 2005 and the Safety, Health and Welfare at Work (General Application) Regulations 2007. Health & Safety is considered and discussed weekly by the Senior Management Team as a standing agenda item, and ongoing training and development for all staff is provided as required.

Relationships with Other Charities and Bodies

There are common directors between Croí and each of the National Institute for Prevention and Cardiovascular Health Company Limited by Guarantee and the Global Heart Hub Company Limited by Guarantee. All transactions between these parties are on an arm's length basis.

Croí actively promotes partnership by working with statutory bodies and other charitable organisations in the furtherance of our mission.

Financial Results

The deficit for the financial year after providing for depreciation amounted to €(111,527) (2023 – €(209,852)).

At the end of the financial year, the company has assets of €6,938,661 (2023 – €5,372,182) and liabilities of €2,770,822 (2023 – €1,092,816). The net assets of the company have decreased by €(111,527).

Overview

- Total Income - €2,637,474
- Total expenditure - €2,749,001
- Deficit for year - €111,527

Of Croí’s total income, €1,213,852 was achieved through fundraising activities, donations and sponsorships amounted to €511,855. In addition, €272,500 was received through grant support from the HSE in support of health programmes such as CLANN and the Mayo Third Age project. Furthermore, Croí received support from the EU, corporates and community in the amount of €635,934 to deliver educational campaigns and vital prevention services to the community. Our income for 2024 was largely in line with projections, and we are delighted to report an increase year on year. We continually strive to diversify our income streams. In addition, €3,333 was received as investment income.

Our total expenditure was €2,749,001. 75% was expended on the direct delivery of a diverse range of health programmes with the remainder expended on the costs associated with running the Croí Heart & Stroke Centre, the provision of patient & carer support accommodation at the Croí Courtyard Apartments and the overall costs of organisational management governance, revenue generation and depreciation. Depreciation amounted to €153,127 in the year, which includes three vehicles funded by the O’Toole legacy.

Croí has total reserves as at 31 December 2024 of €4,167,839.

- The Directors believe that the company should hold financial reserves as:
- The company is entirely dependent on grants and donor funding which are inevitably subject to fluctuations.
 - The Company requires protection against, and the ability to continue operating in the event of seriously damaging events.

Croí has a responsibility to ensure that it uses the funds and resources it receives for its charitable purpose of fighting heart disease and stroke. There are uncertainties around most sources of funding and Croí must plan its use of these funds and resources to ensure the continuity and sustainability of the services it provides. To this end, Croí has a reserves policy in place and will work towards the target of holding one years of operating costs in reserve. Croí’s investment strategy is to make the best use of any available reserve funds in a low-risk environment in line with its charitable purposes.

Future Developments

Croí will continue to advocate and provide essential services for those affected by cardiovascular disease and stroke. The directors plan to build on the solid foundations laid to date by continuing to develop services to meet identified needs, utilising our unique location and expertise to achieve the objectives outlined in the Croí Strategic Plan.

Principal Risks and Uncertainties

The directors have ultimate responsibility for managing risk and are aware of the risks associated with the operating activities of the organisation. The directors review the risks on an ongoing basis and are satisfied that adequate systems of governance, supervision, procedures, and internal controls are in place to mitigate exposure to the major risks and that these controls provide reasonable assurance against such risks. The major risks include financial risks, operational risks, compliance risks, reputational and external risks. The organisation’s Corporate

Risk register is reviewed and updated monthly by the senior management team and is reviewed on a regular basis by the Audit, Risk & Governance Sub-Committee as well as the broader Board.

- The charity mitigates these risks by:
- Continually monitoring the level of activity against its budgeted targets and projections. The charity has a policy of maintaining adequate cash reserves and it has also developed a strategic plan which will allow for the diversification of funding and activities.
 - Closely monitoring emerging changes to regulations and legislation on an on-going basis.
 - Ongoing monitoring and review of the Corporate Risk Register throughout the year.
 - Compliance with the following:
 - The Charities Regulator Governance Code, A code of practice for good governance of charities in Ireland.
 - Financial Reporting Standard (FRS 102 Section 1A Small Entities) and the Companies Act 2014.
 - The Statement of Guiding Principles for Fundraising.

Financial risk

Reduced or insufficient income will impact directly on services and the people who avail of them. Changes to government policy and economic climate can impact on grants from statutory agencies and on fundraised income. Measures to reduce this risk include adoption of a Revenue Strategy which includes a mix of income streams, positive negotiation with key stakeholders, funders and donors and the management and control of budgets. Financial information is subject to detailed review at board level allowing for continuous monitoring of the charity’s operations and financial status.

Operational risk

Croí services are focused on those at risk of, or affected by, cardiovascular disease. Croí is committed to providing high quality

services. We adhere to recognised quality standards, operate a training programme for staff and volunteers and work to a range of operational and staff performance policies and procedures aimed at providing safe working and volunteering environments.

Compliance risk

Croí complies with a range of legislation and regulatory frameworks. Non-compliance could incur penalties and result in reputational damage. Croí has signed up to the various governance codes relating to the voluntary sector, including the Charities Governance Code, and takes steps to ensure and validate compliance on an ongoing basis. The policies, procedures and internal control systems that are in place aim to ensure compliance with laws and policies and to ensure efficient and effective use of the charity’s resources.

Reputational and External risks

Croí delivers services on behalf of the wider community and relies on the support of that wider community. Damage to our reputation would impact on that support. External risks include the impact of the change in government policy that could have an adverse effect and competitors with competing services. Croí consults with key stakeholders to influence and mitigate the impact of these risks.

Commitment to Innovation and Quality

We continuously invest in training and upskilling of staff.

Post Statement of Financial Position Events

The legacy funds received from the Joe & Helen O’Toole Charitable Trust (Tuam) transformed the Company’s work in stroke prevention and post hospital community support for those recovering

from a stroke. As part of our commitment to this Trust, the company agreed to build a new Stroke Hub. This was substantially completed at 31 December 2024 and was fully operational in January 2025.

There have been no other significant events affecting the company since the financial year-end.

Auditors

The auditors, Moore Ireland Audit Partners Limited have indicated their willingness to continue in office in accordance with the provisions of section 383(2) of the Companies Act 2014.

Political donations

The Electoral (Amendment) (Political Funding) Act 2012 requires companies to disclose all political donations to any individual party over €200 in value. The directors confirm no such donations have been made.

Signed on behalf of the board

Mark Gantly
Director

Date: 22 July 2025

Statement on Relevant Audit Information

In accordance with section 330 of the Companies Act 2014, so far as each of the persons who are directors at the time this report is approved are aware, there is no relevant audit information of which the statutory auditors are unaware. The directors have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and they have established that the statutory auditors are aware of that information.

Accounting Records

To ensure that proper books and accounting records are kept in accordance with sections 281 to 285 of the Companies Act 2014, the directors have employed appropriately qualified accounting personnel and have maintained appropriate computerised accounting systems. The books of account are located at the company’s office at Croí House, Moyola Lane, Newcastle, Galway.

Prof. Jim Crowley
Director

Date: 22 July 2025

Directors Responsibilities Statement
for the financial year ended 31 December 2024

The directors are responsible for preparing the Directors’ Report and the financial statements in accordance with applicable Irish law and regulations.

Irish company law requires the directors to prepare financial statements for each financial year. Under the law the directors have elected to prepare the financial statements in accordance with the Companies Act 2014 and FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland”, applying Section 1A of that Standard, issued by the Financial Reporting Council. Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the surplus or deficit of the company for the financial year and otherwise comply with the Companies Act 2014.

Signed on behalf of the board

Mark Gantly
Director

Date: 22 July 2025

- In preparing these financial statements, the directors are required to:
- select suitable accounting policies for the company financial statements and then apply them consistently;
 - make judgements and accounting estimates that are reasonable and prudent;
 - State whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
 - prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and surplus or deficit of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and Directors’ Report comply with the Companies Act 2014 and enable the financial statements to be readily and properly audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Prof. Jim Crowley
Director

Date: 22 July 2025

Independent Auditor’s Report to the Members of Croí - The West of Ireland Cardiac and Stroke Foundation Company Limited by Guarantee.

Report on the audit of the financial statements

Opinion

We have audited the financial statements of Croí - The West of Ireland Cardiac and Stroke Foundation Company Limited by Guarantee ('the company') for the financial year ended 31 December 2024 which comprise the Income Statement, the Statement of Financial Position, the Statement of Changes in Equity and the related notes to the financial statements, including the summary of significant accounting policies set out in note 2. The financial reporting framework that has been applied in their preparation is Irish Law and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", issued in the United Kingdom by the Financial Reporting Council, applying Section 1A of that Standard.

- In our opinion the financial statements:
- give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2024 and of its deficit for the financial year then ended;
 - have been properly prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard; and
 - have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are described below in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard for Auditors (Ireland) issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from the date when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

Other Information

The directors are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our Auditor's Report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2014

In our opinion, based on the work undertaken in the course of the audit, we report that:

- the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report has been prepared in accordance with applicable legal requirements.

We have obtained all the information and explanations which, to the best of our knowledge and belief, are necessary for the purposes of our audit.

In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited and the financial statements are in agreement with the accounting records.

Matters on which we are required to report by exception

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the directors' report.

The Companies Act 2014 requires us to report to you if, in our opinion, the requirements of any of sections 305 to 312 of the Act, which relate to disclosures of directors' remuneration and transactions are not complied with by the Company. We have nothing to report in this regard.

Respective responsibilities

Responsibilities of directors for the financial statements

As explained more fully in the Directors' Responsibilities Statement set out on page 14, the directors are responsible for the preparation of the financial statements in accordance with the applicable financial reporting framework that give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, if applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the company or to cease operation, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the IAASA's website at: www.iaasa.ie/wp-content/uploads/2022/10/Description_of_auditors_responsibilities_for_audit.pdf. The description forms part of our Auditor's Report.

The purpose of our audit work and to whom we owe our responsibilities

Our report is made solely to the company's members, as a body, in accordance with section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an Auditor's Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume any responsibility to anyone other than the company and the company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

**Mr. Stephen Crowley F.C.A.,
for and on behalf of
MOORE IRELAND AUDIT PARTNERS LIMITED**

Registered Auditors
Galway Financial Services Centre
Moneenageisha Road
Galway

Date: 22 July 2025

Appendix to the Independent Auditor's Report

Further information regarding the scope of our responsibilities as auditor

As part of an audit in accordance with ISAs (Ireland), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditor's Report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditor's Report. However, future events or conditions may

cause the company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.


We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Income statement

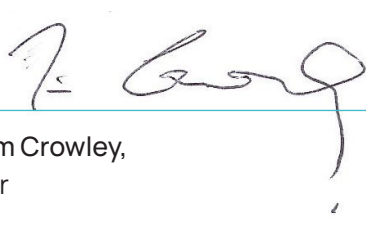
for the financial year ended 31 December 2024

	Notes	2024 €	2023 €
Income		2,634,141	2,357,259
Expenditure		(2,749,001)	(2,569,481)
Deficit before interest		(114,860)	(212,222)
Finance income		3,333	2,370
Deficit for the financial year		(111,527)	(209,852)
Total comprehensive income		(111,527)	(209,852)

Approved by the board on 22 July 2025 and signed on its behalf by:


Mark Gantly,
Director

Date: 22 July 2025


Prof. Jim Crowley,
Director

Date: 22 July 2025

Statement of Financial Position

as at 31 December 2024

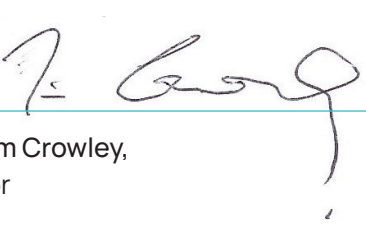
	Notes	2024 €	2023 €
Non-Current Assets			
Property, plant and equipment	8	4,870,412	3,204,788
Financial assets		-	120,000
Non-Current Assets		4,870,412	3,324,788
Current Assets			
Receivables	9	971,621	323,613
Cash and cash equivalents		1,096,628	1,723,781
		2,068,249	2,047,394
Payables: amounts falling due within one year	10	(894,367)	(495,312)
Non-Current Assets		1,173,882	1,552,082
Total Assets less Current Liabilities		6,044,294	4,876,870
Payables: amounts falling due after more than one year	11	(1,876,455)	(597,504)
Net Assets		4,167,839	4,279,366
Reserves			
Retained surplus		4,167,839	4,279,366
Reserves		4,167,839	4,279,366

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard.

Approved by the board on 22 July 2025 and signed on its behalf by:


Mark Gantly,
Director

Date: 22 July 2025


Prof. Jim Crowley,
Director

Date: 22 July 2025

Statement of Changes in Equity

as at 31 December 2024

	Retained surplus €	Total €
At 1 January 2023	4,489,218	4,489,218
Deficit for the financial year	(209,852)	(209,852)
At 31 December 2023	4,279,366	4,279,366
Deficit for the financial year	(111,527)	(111,527)
At 31 December 2024	4,167,839	4,167,839

Notes to the Financial Statements

for the financial year ended 31 December 2024

1. General Information

Croí - The West of Ireland Cardiac and Stroke Foundation Company Limited by Guarantee is a company limited by guarantee incorporated and registered in the Republic of Ireland. The registered number of the company is 118373. The registered office of the company is Croí House, Moyola Lane, Newcastle, Galway which is also the principal place of business of the company. The nature of the company's operations and its principal activities are set out in the Directors' Report. The financial statements have been presented in Euro (€) which is also the functional currency of the company.

2. Summary of Significant Accounting Policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the company's financial statements.

Statement of compliance

The financial statements of the company for the year ended 31 December 2024 have been prepared in accordance with the provisions of FRS 102 Section 1A (Small Entities) and the Companies Act 2014.

Basis of preparation

The financial statements have been prepared on the going concern basis and in accordance with the historical cost convention except for certain properties and financial instruments that are measured at revalued amounts or fair values, as explained in the accounting policies below. Historical cost is generally based on the fair value of the consideration given in exchange for assets. The financial reporting framework that has been applied in their preparation is the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" Section 1A, issued by the Financial Reporting Council.

The company qualifies as a small company as defined by section 280A of the Companies Act 2014 in respect of the financial year, and

has applied the rules of the 'Small Companies Regime' in accordance with section 280C of the Companies Act 2014 and Section 1A of FRS 102.

Income

Voluntary income consists of annual donations, gifts and the proceeds of fundraising activities which are recognised as received, together with deposit interest earned in the year. The value of services provided by volunteers has not been included.

As with many similar charitable organisations, independent groups from time to time organise fundraising activities. However, as amounts collected in this way are outside the control of the Company, they are not included in the financial statements until received or deemed receivable by the Company.

Legacies

Legacy Income is recognised in the financial statements when received or deemed receivable by the company.

Deferred Income

Income received for a number of projects is carried forward and included as deferred income within creditors when it can be foreseen with reasonable assurance that expenditure on such projects will not take place due to timing and/or other operational considerations in the year in which the income was received. Income received for projects which have not taken place but for which expenditure has been incurred has been recognised in the income statement to the extent that costs are matched with revenue. In such circumstances no net profit is recognised until the projects are complete. The company considers that this treatment results in proper matching of costs and revenue.

Resources Expended

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any value added tax which cannot be fully recovered.

Resources expended are allocated to the particular activity where the cost relates directly to that activity.

Gifts In Kind
The value of any material gifts in kind is recognised as other income when the value is ascertained.

Designated Funds and Unrestricted Funds
Unrestricted Funds are donations and other incoming resources receivable or generated for the objectives of the charity without further specified purpose and are available as general funds.

Designated Funds are funds earmarked by the Board of Directors for particular purposes.

Property, plant and equipment and depreciation
Property, plant and equipment are stated at cost or at valuation, less accumulated depreciation. Cost includes costs directly attributable to making the asset capable of operating as intended. The charge to depreciation is calculated to write off the original cost or valuation of property, plant and equipment, less their estimated residual value, over their expected useful lives as follows:

Land and buildings freehold
2% Straight line
Computer equipment
20% Straight line
Fixtures, fittings and equipment
20% Straight line
Motor vehicles
Straight line over five / eight years

The carrying value of property, plant and equipment are reviewed annually for impairment in periods if events or changes in circumstances indicate the carrying value may not be recoverable.

Financial assets
Investments held as fixed assets are stated at cost less impairment for any permanent diminution in value. Income from other investments together with any related withholding tax is recognised in the income statement in the year in which it is receivable.

Trade and other receivables
Trade and other receivables are initially recognised at fair value and thereafter stated at amortised cost using the effective interest method less impairment losses for bad and doubtful debts except where the effect of discounting would be immaterial. In such cases the receivables are stated at cost less impairment losses for bad and doubtful debts.

Cash and cash equivalents
Cash and cash equivalents comprise cash at bank and in hand, demand deposits with banks and other short- term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statement of financial position bank overdrafts are shown within payables.

Trade and other payables
Trade and other payables are initially recognised at fair value and thereafter stated at amortised cost using the effective interest rate method, unless the effect of discounting would be immaterial, in which case they are stated at cost.

Employee benefits
When employees have rendered service to the company, short term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

Taxation and deferred taxation
The Company is not liable to Corporation Tax by virtue of it having been granted charitable status by the Revenue Commissioners under Reference CHY 7500.

Deferred Income
Capital grants received and receivable are treated as deferred income and amortised to the Income Statement annually over the useful economic life of the asset to which it relates. Revenue grants are credited to the Income Statement when received.

Pensions
The company operates a defined contribution and PRSA pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. Contributions are charged to the income statement in the year in which they fall due.

3. Significant accounting judgements and key sources of estimation uncertainty

The preparation of these financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses.

Judgements and estimates are continually evaluated and are based on historical experiences and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The company makes estimates and assumptions concerning the future. The resulting accounting estimates will be, by definition, seldom equal to the related actual results. There are no estimates and assumptions that would have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

4. Income

The income for the financial year has been derived from:

	2024 €	2023 €
Fundraising Income	1,213,852	1,150,501
Programme Income	908,434	741,536
Donations, Sponsorship & Gifts	511,855	465,222
	2,634,141	2,357,259

The information disclosed below has been disclosed by the company to ensure compliance with grant agreements entered into by the company.

In the year under review, the Health Service Executive granted the company €229,500 (2023: €229,500) to deliver the Clann Training and Education Programme and €43,000 (2023: €43,000) to deliver the Mayo Third Age programme. In addition, the company received €75,000 in the year under review as part of the EU Joint Action on Cardiovascular Disease and Stroke Programme (JACARDI). This income is reflected within programme income above. In the year under review, there was no income received from Pobal.

5. Operating deficit

	2024 €	2023 €
Operating deficit is stated after charging:		
Depreciation of property, plant and equipment	153,127	90,945

6. Employees

The average monthly number of employees, including directors, during the financial year was 26, (2023 - 24).

	2024 Number	2023 Number
Development Programmes	16	15
Management, Fundraising and Administration	10	9
	26	24

7. Key management remuneration

Key management remuneration inclusive of employer pension amounted to €404,161 (2023: €444,710) for the year ended 31 December 2024. Key management personnel are those persons having authority and responsibility for planning, directing and controlling the activities of the entity, which includes the Board (who are voluntary non-executives and who do not receive remuneration) and key executives, including programme and service delivery leads.

8. Property, plant and equipment

	Land and buildings freehold €	Computer equipment €	Fixtures, fittings & equipment €	Motor vehicles €	Total €
Cost					
At 1 January 2024	3,712,614	81,944	207,064	275,065	4,276,687
Additions	1,304,527	14,760	-	499,464	1,818,751
At 31 December 2024	5,017,141	96,704	207,064	774,529	6,095,438
Depreciation					
At 1 January 2024	859,825	8,192	196,386	7,496	1,071,899
Charge for the financial year	72,180	19,340	3,077	58,530	153,127
At 31 December 2024	932,005	27,532	199,463	66,026	1,225,026
Carrying amount					
At 31 December 2024	4,085,136	69,172	7,601	708,503	4,870,412
At 31 December 2023	2,852,789	73,752	10,678	267,569	3,204,788

In the opinion of the directors, the land and buildings of the company are worth at least the amount at which they are stated at in the Statement of Financial Position.

9. Receivables

	2024 €	2023 €
Other receivables and prepayments	599,979	48,561
Accrued income	371,642	275,052
	971,621	323,613

Receivables are deemed recoverable within one year.

10. Payables

Amounts falling due within one year	2024 €	2023 €
Trade payables	27,459	35,763
Taxation	48,490	34,765
Accruals	93,865	36,587
Deferred Income	724,553	388,197
	894,367	495,312

Included within total deferred income is an amount of €2,294,368 (2023: €822,088) which relates to funds received from the Joe & Helen O'Toole Charitable Trust (Tuam). Total deferred income includes capital funds received under this project amounting to €2,009,807 (2023: €597,504), of which €133,352 (2023: €0) is included within creditors due within one year. Deferred income relating to capital projects will be released to the Income Statement in line with the associated depreciation charge over the asset's useful life.

11. Payables

Amounts falling due after more than one year	2024 €	2023 €
Deferred Income	1,876,455	597,504

12. Pension costs - defined contribution

Pension costs amounted to €37,333 (2023: €78,296).

13. Status

Croí - The West of Ireland Cardiac and Stroke Foundation Limited is a company limited by guarantee and not having a share capital.

14. Capital commitments

As at 31 December 2024, the company had capital commitments of €nil (2023: €527,144) which are to be funded by the Joe & Helen O'Toole Charitable Trust (Tuam).

15. Contingent liabilities

Under agreement between the company and grant authorities, the company has received grants which may be revoked, cancelled or abated in certain circumstances.

16. Related party transactions

Whilst no longer connected parties, there remain common directors between Croí - The West of Ireland Cardiac and Stroke Foundation Company Limited by Guarantee, the National Institute for Prevention and Cardiovascular Health Company Limited by Guarantee and Global Heart Hub Company Limited by Guarantee. All transactions between these parties are on an arm's length basis.

In the period under review, National Institute for Prevention & Cardiovascular Health Company Limited by Guarantee committed to make a donation amounting to €18,000 (2023: €25,000) to Croí - The West of Ireland Cardiac and Stroke Foundation Company Limited by Guarantee. As at 31 December 2024, the National Institute for Prevention & Cardiovascular Health Company Limited by Guarantee owes Croí - The West of Ireland Cardiac and Stroke Foundation Company Limited by Guarantee €18,000 (2023: €nil).

In the period under review, the company received a contribution from Global Heart Hub Company Limited by Guarantee towards administration costs incurred amounting to €14,992. As at 31 December 2024, no amounts are owed to or from Global Heart Hub Company Limited by Guarantee.

17. Events After the End of the Reporting Period

The legacy funds received from the Joe & Helen O'Toole Charitable Trust (Tuam) transformed the Company's work in stroke prevention and post hospital community support for those recovering from a stroke. As part of our commitment to this Trust, the company agreed to build a new Stroke Hub. This was substantially completed at 31 December 2024 and was fully operational in January 2025.

There have been no other significant events affecting the company since the financial year-end.

18. Approval of financial statements

The financial statements were approved and authorised for issue by the board of directors on 22 July 2025.



Supporters

Transformational Supporter
Joe & Helen O’Toole Charitable Trust (Tuam)

Corporate Supporters/Partners















Public Funders & Strategic Partners















