

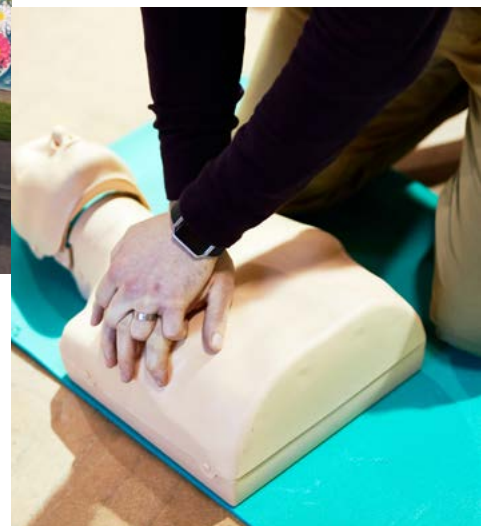


# Irish Heart Foundation

The National Stroke & Heart Charity



## Annual Report 2024



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# Foreword

As we reflect on the achievements and milestones of the Irish Heart Foundation in 2024, we are filled with immense pride and gratitude for the unwavering support of our donors, volunteers and partners, and for the fantastic commitment of our colleagues and Board of Directors. This year has been marked by significant progress in our mission to eliminate preventable death and disability from heart disease and stroke, and to support and care for those living with these life-changing conditions. This annual report sets out the important, vital work carried out by the Irish Heart Foundation this past year and our plans to continue as we move forward.

Our High-Risk Prevention programme has made great strides, with over 150 referrals and the establishment of our services in four designated Sláintecare communities. We have performed over 6,000 health checks across the country, identifying and addressing health risks in under-served areas. Our Mobile Health Unit has been instrumental in reaching those most in need, providing vital health assessments and guidance.

In the areas of education and training, we have empowered thousands of young people through our CPR 4 Schools programme, giving over 350,000 post-primary students the opportunity to learn this life-saving skill.

Our Advanced Cardiac Life Support training has equipped 5,170 healthcare staff with the knowledge

and skills to respond effectively in emergencies. Additionally, 70,000 people have been trained in CPR.

Our advocacy efforts continue to be very effective, with significant legislative achievements in tobacco control and e-cigarette regulation. We have successfully lobbied for the introduction of a tax on e-cigarettes and the increase in the legal age for tobacco sales to 21, positioning Ireland as a leader in tobacco control within the EU.

The Irish Heart Foundation's patient support services have continued to grow, with over 2,335 hours of hybrid support delivered and a 92% satisfaction rate for our short-term interventions. Our Nurse Support Line has provided over 1,000 hours of support and our online communities have flourished, offering a lifeline to thousands of members. Our 127 amazing volunteers have given 7,452 precious hours of their time to help fulfil the Foundation's mission.

Our commitment to innovation and digital transformation has seen the implementation of new systems to enhance our service delivery and efficiency. Much work has gone into our new CRM project which will go live in 2025.

We have also focused on improving accessibility and user experience across our digital platforms, ensuring that our resources are available to all who need them.



← Emma Balmaine, Chief Executive Officer and Cormac Kissane, Chairperson

At all times we are committed to the highest standards of governance and accountability. Our Board continually reviews our compliance with regulatory requirements to make sure we align with best practice in the charity sector, mindful of our responsibilities to all of our stakeholders.

The success of our fundraising efforts (including partnerships with nearly 100 companies and the incredible support from individual donors) has been vital in sustaining our programmes. We are deeply grateful for the generosity and dedication of our supporters, who have enabled us to continue our life-saving work. We are also very appreciative of the support that we receive from the Health Service Executive for some of our work which we undertake in partnership with the HSE.

We take this opportunity to pay special thanks to our former Chairperson, Professor Emer Shelley, for her leadership, guidance and commitment over the past seven years, and for her contribution to the Irish Heart Foundation. We also acknowledge and express our gratitude to former directors Professor Joseph Harbison and Mr Wally Young for their contributions and work for the Foundation. Emer, Joe and Wally were elected to the Board of Directors in 2018, and we are fortunate that the Foundation benefited from their knowledge, expertise and assistance.

We embarked on an important strategic planning process in March 2024 to develop a new strategy to

guide and direct our efforts from 2025 to 2028. We thank all of the internal and external stakeholders who have contributed to this new strategy, which we will launch in 2025.

As we look ahead, we remain steadfast in our mission and our vision of a future where no hearts are broken by preventable heart disease and stroke. We will continue to empower, care and defend the heart health of Ireland. Our strategic priorities will focus on advocacy, health equity, research, prevention and care, and support.

It is through our wonderful colleagues with their diverse and wide-ranging skills and expertise, with crucial input from the Irish Heart Foundation Advisory Councils and our Board of Directors, along with support from our donors, volunteers, partners and funders, that we are confident that we will be successful in our endeavours.

Together, we will continue to make a difference in the lives of those we serve, building a healthier, heart-safe future for all.

Thank you for your continued support.

Sincerely,

**Cormac Kissane**  
Chairperson

**Emma Balmaine**  
Chief Executive Officer



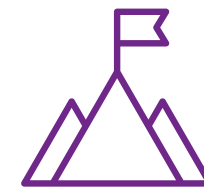
## Who we are and what we do

The Irish Heart Foundation is a community of people who fight to protect the cardiovascular health of everyone in Ireland. We are the national stroke and heart charity.



## Our vision

A future where no hearts are broken by preventable heart disease and stroke.



## Our mission

To eliminate preventable death and disability from heart disease and stroke, and to support and care for those living with these life-changing conditions.

We work to achieve our mission through:



speaking out and caring for people in the community living with heart conditions and stroke (and their families)



innovating and leading in health promotion and prevention to change health behaviours and reduce cardiovascular risk



building a nation of lifesavers through CPR training



campaigning and advocating for policies that support people to live healthier lives.

# Our values



## Evidence-based

We base all our programmes on the best available advice and evidence, and always aim for maximum impact and cost-effectiveness.



## Courageous

We are not afraid to tell it as we see it and be outspoken, especially when public policy or vested interests are threatening or failing to protect people's health. We are relentless in campaigning for those who have been impacted by heart disease and stroke.



## Collaboration

We design our programmes in collaboration with the people who need them most, and their families and carers, so they are appropriate, relevant and effective. We believe in partnership and collaboration with other organisations.



## Fairness and equality

We believe equal access to heart and stroke services for prevention, diagnosis, treatment and care is a basic human right. We believe tackling health inequality is where we will make the greatest difference to the overall health of the nation.



## Empowering

We support and enable people to lead healthier lives.

# 2024: Our impact in numbers

**30**

Irish Heart Foundation  
**Patient Champions**

Over

**150**  
**referrals**

to our High-Risk Prevention programme

Over

**6,000**  
**health checks**

performed in 26 counties

**293**

participants in online training courses design to promote active living

**5,170**

**healthcare staff**  
trained in Advanced Cardiac Life Support

**357**

of Irish Heart Foundation 'Bizzy Breaks' videos watched in 1,808 classrooms

Over

**350,000**  
**young people**

had the opportunity to learn the vital skill of CPR as part of our CPR 4 Schools programme

**24,000**  
**children**

supported by our 'Let's Get Active' challenge

**2,335**  
**hours**

of hybrid support delivered across our patient support services

**92%**

The combined satisfaction rate for all short-term interventions delivered by our patient support team.

Over

**1,000**  
**hours**

of support delivered by our nurses on our stroke and heart connect services

Over

**1,723**

**Nurse Support Line**  
calls received

**5,197**

**members**  
of our Facebook support groups

**7,452**  
**hours**

of volunteering across our patient support services

**59**

**new**  
**volunteers**

trained and onboarded

**70,000**

**people trained**  
in CPR across all Irish Heart Foundation courses



"I will definitely recommend friends with any heart issues to get in touch with the Irish Heart Foundation. There is a huge amount of information on the website."

"There is no doubt in my mind that if I had not been encouraged to join [the] Young Stroke Support Network, I would not have made the progress I have. What more can I say except thank you."

"When I was a teenager my dad suffered a stroke. I was the only person in the house at the time and because of the F.A.S.T. campaign that was being run, I was able to recognise the signs and act quickly to get him help. Thanks to the Irish Heart Foundation's campaign, my dad received help quickly and lived for several more years before eventually passing from cancer in 2014."

"An absolutely fantastic charity! All of the team in the lead up to the marathon [were] amazing. Would love to run again for you guys soon!"

"Wellbeing is topical in schools now and there's a lot of focus on it. What you're doing is the missing piece of 'What does wellbeing look like in practice?'. All your resources, all of the work you've done to tie it all together, it's so valuable and usable for teachers. Teachers really value these resources."

"It was great to get together with people who understand, and to realise that there is life after stroke."

"You provide a wonderful service which is greatly appreciated indeed."

"The support from Irish Heart Foundation is simply fantastic. I will always support this organisation."

## What our service users say

"I am contacting you to thank you for checking my blood pressure and heart function at the over 50s show at the RDS. Your test suggested that I had a slightly irregular heart beat and I should check it out, which I did, and it showed I had atrial fibrillation...Thanks again and keep up your good work."

"It has been a wonderful help to me since being diagnosed. Irish Heart Foundation [Nurse Support Line] nurses were the only medical people who gave me the time and answered [my] questions and concerns. They are so supportive and save me from a lot of very uncertain times by encouraging me to take action and not ignore symptoms."

"The [Irish Heart Foundation] group pages on Facebook are great. It's good to know I'm not alone in my thoughts and feelings when doubtful of what is happening to me physically and mentally."

# Corporate governance

The Irish Heart Foundation is a registered charity supported by donations from the public and businesses in Ireland.

The goodwill and generosity of our supporters funds the life-saving and life-changing work that we carry out in prevention, research, CPR training, advocacy and patient support.

Every donation we receive helps people in Ireland to live longer, heart-healthy lives.

## Our commitments



Our donors and supporters are the backbone of our organisation. We are fully committed to them and subscribe to a donor charter as set out by the Charities Regulator.



We are committed to honesty and transparency about our finances and charitable spend so our donors and supporters can see the impact of their support.



We adhere to the Charities Governance Code and comply with the Triple Lock Standard set by the Charities Institute Ireland.



We are governed by a voluntary Board of 11 members from the medical and business community.

### The Irish Heart Foundation is:

- a registered charity with the Charities Regulator (20008376)
- a registered charity with the Revenue Commissioners to receive tax exemption (CHY5507)
- registered with the Companies Registration Office (23434).

# Directors' Report

## Strategic goals 2021-2024

Our strategy focuses on several pillars. Under each pillar we are committed to the following goals:



### We defend

We defend hearts in Ireland from the commercial, environmental and social threats to heart health such as unacceptable gaps in patient care, tobacco, air pollution and the marketing of unhealthy foods.



### We empower

We empower patients and the public to stand up for their hearts by working with them to provide the tools and information they need to lead healthy lifestyles and make informed decisions about their health.



### We care

We care for every heart impacted by heart disease and stroke through online, telephone and community-based support programmes.



### We fund

We fund our work through a mix of support from the general public, the corporate sector and government.



### We innovate

We continue to transform our services through increased use of digital platforms and approaches so that we optimise the quality, reach and cost-effectiveness of our services.





# We defend

## Our advocacy work in 2024

Under the Irish Heart Foundation's Strategic Plan (2021-2024), we aim to defend Irish hearts from commercial, environmental and societal threats to their heart health. From junk food marketing to air pollution and unacceptable gaps in patient care, over the lifetime of our strategy our focus is on:

- **Childhood obesity:** A Public Health Obesity Act that puts children's health first over the interests of junk food companies.
- **Heart disease and stroke:** A new **National Cardiovascular Health Policy** that prioritises prevention, tackles health inequality and recognises the importance of supporting people living with heart conditions.
- The implementation of the **National Stroke Strategy** and a greater focus on supporting stroke survivors in the community.
- **Tobacco control:** A renewed commitment to achieve a tobacco-free Ireland through an action plan designed to reduce smoking rates to 5% of the population, and strong measures to protect children and young people from nicotine addiction through e-cigarettes.
- **Air pollution and climate change:** A **Clean Air Act** that tackles air pollution (a leading cause of heart disease and stroke) and adopts the World Health Organization's air quality standards.
- **Physical activity and healthy weight environments:** Greater government action to encourage physical activity, including the introduction of cycle lanes and the prioritisation of walkers in urban environments.



Fiona Bardon, stroke survivor with Ivana Bacik TD

## 2024: What we achieved

This year was a landmark year for the Irish Heart Foundation's advocacy team.

The advocacy team is responsible for campaigning for improved patient care and the implementation of policies that prevent premature deaths and disability from heart conditions and stroke.

In addition to securing the first-ever national funding for community heart and stroke support services in Ireland, the Irish Heart Foundation played a major role in restoring Ireland's position as a world leader in tobacco control through legislation to increase the age of sale of tobacco to 21.

A tax on e-cigarettes was also introduced and we are confident that legislation initiated to ban disposable vapes and child-friendly flavours, and introduce plain packaging, will be recommended by the incoming government.

Although positive progress was also made across many other parts of our advocacy agenda, there was continuing frustration at the failure to publish the National Review of Specialist Cardiac Services and the absence of an overarching national cardiovascular health policy.



Verona Murphy TD

## Heart and Stroke Support Services

Our success in securing funding for the Irish Heart Foundation's national Stroke and Heart Connect services was the culmination of an intensive lobbying campaign to build cross-party political support, along with strong backing from the Department of Health and senior leaders in the HSE.





↑ Emer Leahy, stroke survivor, Pauline O'Shea, Advocacy Campaigns Manager, Irish Heart Foundation and Cathal Crowe TD

Over 70 Oireachtas members across the party divide signed a pledge to support the allocation of statutory funding to enable the continued operation of these programmes which support wellbeing and recovery across Ireland. One in three stroke survivors returning home nationally are now being referred to these services, which also support thousands more patients across a broad range of cardiac conditions.

Heart patients and stroke survivors in our Patient Champions advocacy programme played a crucial role – first in spearheading our lobbying event for TDs and senators in Dublin's Buswells Hotel in April. This was followed up by targeting politicians in their constituencies and through local media.

Minister for Health Stephen Donnelly, and the HSE's Chief Clinical Officer Dr Colm Henry, expressed their strong support for our services when we met them in July before the recurrent funding was announced by the Minister for Health as part of Budget 2025.

This provides the basis for long-term sustainability for support services that can continue to grow in scale and depth in line with stroke survivor and heart patient needs.

**Patient Champions advocacy programme**

The Irish Heart Foundation's Patient Champions advocacy programme (which spearheaded our campaign to secure funding for national stroke and heart services) continued to go from strength to strength. This year saw additional patients recruited



↑ Irish Heart Foundation Patient Champions with Pauline O'Shea, Advocacy Campaign Manager and Emma Balmaine, CEO, Irish Heart Foundation

and trained to become Patient Champions. Acting as advocacy ambassadors for the Irish Heart Foundation, they are the voice for patients. By the end of 2024, the Patient Champions programme had grown to 30 members, representing nearly every corner of the country.

**Tobacco and e-cigarettes**

This year ended on a particularly high note for our campaign work on tobacco control. Since 2021, we have been leading the campaign for Ireland to raise the legal age of smoking from 18 to 21, also known as 'Tobacco 21'. As part of our lobbying efforts, the advocacy team established a Tobacco 21 Alliance with over a dozen other health groups and charities to lobby collectively for Tobacco 21.

To build support, we met with Minister for Health Stephen Donnelly and health spokespeople from opposition parties. In late June, the Public Health (Tobacco) (Amendment) Act 2024 was introduced into the Dáil. Following concerted campaigning over the next few months spearheaded by the Irish Heart Foundation, the bill was signed into law on November 13th.

From February 1st 2028, the legal age for the sale of all tobacco products will increase from 18 to 21. This will defend the hearts of future generations and protect thousands of young people from ever starting to smoke. Ireland became the first country in the EU to introduce Tobacco 21 – an achievement of which the country, the government, and the Irish Heart Foundation can be proud.

Our campaign for greater regulation of e-cigarettes to protect young people also saw transformative progress in 2024. A 50c tax per ml of e-liquid will be introduced in mid-2025, making vapes more expensive for adolescents. In addition, tax on a packet of 20 cigarettes was increased by €1 in the Budget.

The government also announced it would further regulate e-cigarettes, although this came too late for legislation to ban disposable vapes and on point-of-sale advertising in shops, restrict fruit and sweet flavours and prohibit packaging attractive to children and young people. However, given the broad support for these measures in Leinster House, we are confident that this legislation will quickly be revived by the new government.

**Covid-19 research**

In July of this year, a report we commissioned detailing the impact of Covid-19 on health outcomes for patients with heart failure was published. Produced by the Royal College of Surgeons Ireland, the report found that patients with heart failure who caught Covid-19, regardless of age, were at increased risk of poorer health outcomes compared to those people who caught Covid-19 and did not have heart failure. Worryingly, the report found that patients with heart failure and Covid-19 were almost twice as likely to die than patients without heart failure.

**Cardiovascular policy**

Cardiovascular disease is the leading cause of death globally. Despite this, Ireland has had no national cardiovascular health policy since 2019. This means there has been no long-term service planning and, therefore, reduced prospects of funding regardless of patient need. However, after lobbying over several years, the Department of Health announced €2 million would be allocated to develop a new cardiovascular plan in 2025. We will be lobbying hard in 2025 for a properly resourced implementation plan to accompany the publication of the National Review of Specialist Cardiac Services and for priority to be given to the development of the new national cardiovascular health policy.

There was also additional funding of €2.5 million in Budget 2025 for key clinical posts under the National

Stroke Strategy. It is crucial that the roll-out of the strategy is accelerated in 2025 in the midst of rapidly increasing stroke incidence in Ireland.

**Childhood obesity**

There were two significant developments in relation to our efforts to protect children from saturation levels of junk food marketing, both online and on television. The Minister for Health established a task force to examine online health harms, including the role of marketing on our obesity crisis.

With evidence showing that four-year-old children still see over 1,000 junk food ads on television a year, our submission to Coimisiún na Meán's consultation on revised broadcasting codes and rules included a call for no unhealthy food and beverage ads to be permitted before a 9pm watershed.

Meanwhile, following the hugely positive evaluation of the sugar sweetened drinks tax, we are collaborating with the HSE, the Department of Health, the Department of Finance and the Revenue Commissioners to examine the application of a broader sugar tax coupled with subsidies for healthy products such as fruit and vegetables.

**Climate and Health**

Our Climate and Health Alliance (CHA) continued to expand with new members. In November, the CHA partnered with the HSE to host a joint conference examining Ireland's transition to a sustainable, resilient healthcare system in the midst of a climate crisis. Earlier in the year, the CHA launched its report, prepared by the Economic and Social Research Institute (ESRI), assessing the health impact of climate change in Ireland and the health benefits of addressing climate change.

We built on our close relationship with the Department of Environment, Climate and Communications by working with them to develop a range of printable and online assets on two major air quality campaigns. The first campaign will raise awareness of the impact of vehicle engine idling on health and the second will focus on the health impact of burning solid fuels.



## “I no longer felt alone and immediately asked how I could get involved”

**Living with heart disease and stroke can be challenging and Fiona Meagher, a 54-year old from Ashbourne, county Meath, knows all about this.**

A fit and active person, Fiona lives with her husband Stephen and three children. In January 2019, Fiona had a bad throat infection that was treated with antibiotics. However, things progressed and, after experiencing difficulty breathing and tightness in her chest, Fiona was hospitalised. Fiona discovered she was experiencing heart failure and there was extensive, irreversible damage to her heart.

“I was diagnosed with dilated cardiomyopathy with severe left ventricular dysfunction. I was told that there was no cure for this, that my heart would never recover – the treatment would just be to prolong my life. So, after a few weeks of being in the hospital, I went home,” Fiona says.

During this time, Fiona says she did everything she could to stay alive. Unfortunately, by January 2020, her condition had worsened and she had to have a CRTD implant fitted – this is a small device that can deliver a shock to treat a dangerous heart rhythm or keep your heartbeat steady.

The surgery was difficult and Fiona experienced a cardiac arrest. Sadly, the first procedure failed and it needed to be repeated.

“The second CRTD procedure was a complete success and within three weeks my ejection fraction went from 10% to 42%...”

With her CRTD and heart failure medication, things slowly began to improve for Fiona.

In May 2023, Fiona attended an Irish Heart Foundation event for people living with heart failure. At this event, she heard fellow patients

speak about navigating life with heart failure, the patient support services available from Irish Heart Foundation and the Patient Champions programme.

“I no longer felt alone and immediately asked how I could get involved,” she says.

Fiona signed up to various supports including the Nurse Support Line, the Heart Support Network, and also completed a number of courses by the Irish Heart Foundation.

“Availing of the Irish Heart Foundation support services really helped me with my recovery so to give something back, I became a volunteer. I also went on to train as an Irish Heart Foundation support group facilitator and volunteer in the Ashbourne Heart Support Group...”

“There are lots of important things that the Irish Heart Foundation do, but the Nurse Support Line is so important. I’m a public patient and that nurse is one of the most accessible people you will have throughout your illness. You can’t just ring up a hospital and speak to a heart nurse. So having that nurse there, to go to with any queries, puts you at ease. ... It’s a vital, valuable service.”

Fiona also signed up for the Patient Champions programme, where she received training on lobbying at a political level, speaking publicly and in the media, building a local support network and digital advocacy. She has used her voice as a Patient Champion in Brussels, Dáil Éireann and at various Irish Heart Foundation events.

Sadly, in December 2023 Fiona suffered a major setback. While at home, her arm went weak. Fiona recalled hearing another Patient Champion describing the symptoms of stroke and called out to her family for help. Her son, Darradh, age 16, had completed a F.A.S.T. course in transition year and immediately sprang to action.

“In the middle of the chaos, Darradh calmly got me and sat me down and did the F.A.S.T. test. He spoke to the emergency call taker on the phone.”

The ambulance arrived and Fiona was in hospital within 13 minutes. In hospital, Fiona discovered she had a hole in her heart which a clot had passed through, causing the stroke.

“I didn’t think I could have a hole in my heart, as I had gone through so many other tests. I couldn’t believe it was happening to me. I was in a daze. I honestly didn’t think another thing could happen to me but it did... I was terrified. Once you have a minor stroke, another big one could be coming any second. It’s frightening. You have no control over it, it comes without warning.”

Fiona left hospital and normal life resumed. She accessed various Irish Heart Foundation stroke supports including the Young Stroke Support Network.

Speaking about her experiences, Fiona advocates for other heart and stroke patients to join the Irish Heart Foundation’s Patient Champions programme:

“Everyone comes to the Irish Heart Foundation with different talents and different skills. When I spoke at an event, a doctor was writing down notes and at the end said: ‘I’m going back to my patients with a totally new angle. You said things I wouldn’t even think of – it’s helpful and really practical.’ This is when you can really see the value of doing the programme and being included to help others.

“You don’t expect to get the friendships out of the Patient Champions programme. You get so much out of it. It’s very rewarding. I found things a lot easier to get through by having them there.”





# We empower

## Our health promotion and prevention work in 2024

Under the Irish Heart Foundation’s Strategic Plan (2021-2024), we aim to empower patients and the public by working with them to provide the tools and information they need to lead heart-healthy lifestyles and make informed decisions about their health. Over the lifetime of our strategy our focus is on:

- **Evidence-based interventions:** The development, validation, funding and scaling up of high-impact interventions in the community to support people at high risk of heart disease or stroke.
- **Health promotion programmes** in primary and post-primary schools that focus on health literacy and place all children on the path to healthier and longer lives.
- **Awareness of health risks:** A 50% reduction in undiagnosed high blood pressure through national awareness campaigns.
- **A 25% increase in the out-of-hospital cardiac arrest survival rate** through greater awareness and training in CPR and automated external defibrillator (AED) use.



Mobile Health Unit attending the Clonmany Agricultural Show, Donegal

## 2024: What we achieved

### Health Check Service

The Mobile Health Unit is a free nationwide service that raises health awareness about high blood pressure and the risk factors associated with heart attack and stroke. The service is focused in underserved communities where the risk of heart disease and stroke is greatest. Throughout 2024, the Mobile Health Unit performed over 6,000 health checks in 26 counties. An evaluation of the Mobile Health Unit, conducted by South East Technological University, was launched this year. Key findings showed nearly 40% of participants reported having no prior awareness of their blood pressure levels, and almost a quarter of participants were signposted to their GP based on the results of their blood pressure check.

Over six months, the health check nurses completed over 700 health checks for HSE staff members in 50 locations. This was the first year a separate question

on vaping was captured in the lifestyle assessment questions, providing invaluable information on the new risk to cardiovascular disease.

With the support of the HSE, the ‘Farmers Have Hearts’ programme continued in 2024, providing comprehensive cardiovascular disease risk assessments carried out by the Mobile Health Unit in over 20 marts across the country. This programme is tailored to address the health inequalities among farmers in Ireland. The health check service was awarded a grant by the Department of Agriculture Food and Marine to perform health checks at three agricultural shows, including the Ploughing Championships. Nearly 1,000 checks were completed which further contributed to identifying members of the agricultural community with silent symptoms of cardiovascular disease and also offered these members guidance on prevention.





← Mobile Health Unit at Daybreak, Banagher, Offaly



→ Deb Mangone, Pfizer with Janis Morrissey, Irish Heart Foundation and the Mobile Health Unit



↑ Mobile Health Unit at the Breffni Family Resource Centre, Carrick-on-Shannon, Leitrim

## High-Risk Prevention programme 2024

The Irish Heart Foundation's High-Risk Prevention programme works with patients living in disadvantaged areas who are at high risk of heart disease and stroke. This programme has been designed to address health inequalities by helping patients to improve their health and wellbeing by making positive changes to their lifestyle.

Thanks to funding received from the HSE, we expanded the programme to four communities in 2024. These communities are North City Dublin, West Dublin, North county Wicklow and Wexford county.

Four health promotion practitioners have been working across these areas, engaging with primary care and community stakeholders. To date we have received over 150 referrals of patients at risk of developing cardiovascular disease. Our team has worked with these patients in supporting them to change their health behaviour and reduce their risk of heart disease and stroke.

In 2024 we have also been working with the University College Dublin (UCD) school of medicine and the Coombe Hospital on adapting the High-Risk Prevention programme for mothers who experienced high blood pressure in pregnancy. This element of the programme will aim to improve the health outcome

of mothers while also strengthening the knowledge base and awareness of the long-term effects of high blood pressure in pregnancy within primary care.

## Slí na Sláinte and Physical Activity Report 2024

At the Irish Heart Foundation, we promote the health benefits of physical activity through printed and online information, and programmes that align with the new national physical activity guidelines launched in 2024 by the Department of Health.

Our Slí na Sláinte programme involves working with the HSE to create signposted walking routes and encourages people in community and workplace settings to increase their physical activity by using these routes.

With HSE support, we conducted 13 consultations in workplaces and six in community settings, focusing on enhancing walking opportunities. Collaborative efforts with county councils led to the maintenance of existing community walking routes, ensuring accessibility and safety for users. Two new walking routes were also developed at HSE sites, complementing the maintenance of original HSE routes.

In 2024, 293 individuals participated in online training courses designed to promote active living.



← Irish Heart Foundation Slí na Sláinte Programme

## Happy Heart Healthy Eating Award 2024

The Irish Heart Foundation runs this flagship health promotion programme in partnership with the HSE Healthy Eating Active Living programme.

The aim of the Happy Heart Healthy Eating Award programme is to support healthcare services and enable:

- the healthier choice to be the easier choice for staff and visitors
- catering facilities in healthcare services to ensure healthy options are provided and promoted
- food and beverage provision to be aligned with the HSE Nutrition Standards for provision of food and beverages to staff and visitors in healthcare settings.

The workplace is an ideal setting for promoting healthy eating as many people are now eating one (if not two) meals in work every day.

In 2024, 26 healthcare sites across Ireland achieved the Happy Heart Healthy Eating Award and 47 healthcare facilities currently hold active certificates, positively influencing the daily food environment of almost 50,000 staff across the country.

## Health information 2024

The Irish Heart Foundation is committed to making accurate health information available to everyone in Ireland in an inclusive, easy-to-understand and accessible way. With these objectives in mind, the health information team achieved a lot this year.

A new process for content development was initiated that emphasised the role of the patient and the public in developing content. Armed with the new process and related templates, we set about developing the following information resources for patients and the public:

- We developed a heart failure symptom checking tool as part of our contribution to the EU-wide campaign on heart failure, in consultation with a heart failure patient and a heart failure nurse.
- Recognising the need for an all-encompassing resource for stroke survivors, their families and carers, the health information team led the development of a patient-facing guide through recovery and rehabilitation after stroke. This was a joint endeavour with key stakeholders – a panel of stroke survivors and carers and a panel of medical reviewers including a stroke consultant, two physiotherapists, a speech and language therapist, a psychologist, a dietitian and a physical activity specialist. 'Step by step through stroke' is now published and we plan to disseminate it to our Stroke Connect Service members and stroke rehabilitation units across Ireland.
- We teamed up with a panel of cardiomyopathy patients to co-develop a new patient information resource on cardiomyopathy.





↑  
Brigid Sinnott from the Irish Heart Foundation instructing a CPR lesson

## Resus 2024

2024 has been another busy and impactful year in terms of resuscitation training.

The National Ambulance Service Out of Hospital Cardiac Arrest Register (2023) showed a significant improvement in survival rates. Of the 2,857 people who suffered an out-of-hospital cardiac arrest where resuscitation was attempted, 240 people (8.4%) survived, compared to 206 people (7.3%) in 2022. The Register also showed that 11% of all patients were defibrillated before the arrival of emergency services, an increase of 10% on the previous year.

While all this progress cannot be accredited to training only, training does play a huge role in ensuring that members of the public can recognise a cardiac arrest and start CPR immediately. Research shows that the earlier CPR and AEDs are deployed, the better chance a person has of surviving a cardiac arrest.

Community First Responders (CFR) are making a difference to survival within communities. The Register showed that 24% of cases that received their first shock by CFRs were later discharged from hospital alive. We continue to work closely with

the National Ambulance Service in supporting CFR groups and in participating in the implementation of the Out of Hospital Cardiac Arrest strategy.

We are aware that survivors and co-survivors of cardiac arrest need support. So, following a focus group with young survivors, we have added more information to our website and offer counselling sessions if required.

We continue to support resuscitation officers in our hospital system with their training programmes. Following our introduction of the Resuscitation Quality Improvement (RQI) programme in 2023 to hospitals across Ireland, we are delighted that this year the National Rehabilitation Hospital was the first hospital to implement the RQI programme, leading the way in administering high-quality CPR to improve outcomes for survival in a cardiac arrest emergency. We also continue to support 28 hospital sites with Advanced Cardiac Life Support (ACLS) training programmes – this year 5,170 healthcare staff were trained in ACLS. We have sold and distributed 128,332 training products and trained a total of 70,000 people in CPR across all our courses.

## Children and Young People 2024

Our main goal is to make healthy choices a part of every day for children, placing them on the path to healthier, longer lives. We work with children and young people, teachers, parents and schools to ensure we design programmes that are fun and empowering.

Moving and being active are so important for children’s heart health, concentration, mood and overall wellbeing. Bizzy Breaks are short and fun activities that help children to:

- break up the school day with movement
- improve concentration and focus
- reach their recommended 60 minutes of physical activity a day
- bring stillness and calmness into every day
- build healthy habits for life.

This year we were approached by Active School Flag (an initiative of the Department of Education and Healthy Ireland) to deliver four weeks of movement

breaks for their ‘Active Every Day Challenge’.

Over four weeks:

- 150,797 children took part from 779 primary schools and 25 special schools
- Together, children moved along to 357 hours of Bizzy Breaks videos in 1,808 classrooms. The videos were viewed 11,600 times.

In addition, 24,000 children are being supported with the printed ‘Let’s Get Active’ challenge, a four-week physical activity challenge which focuses on the importance of being active and building heart healthy habits for life.

This year we launched a new teacher portal for our post primary programmes (CPR 4 Schools and Y-PATH ‘PE 4 ME’) using a dedicated learning management system, offering updated training and resources for schools. We would like to thank the incredible teachers who are delivering these programmes in schools across Ireland.

### Teachers told us:

*“I like the resources, it’s really good that these lessons are being done in primary school, giving children information for life.”*

*“Anything that gets pupils interested in movement is brilliant. They all enjoy moving. It improves their mood, gives them head space, helps concentration, helps coordination and is a good enjoyable event in their lives.”*





CPR 4 Schools

CPR 4 Schools is the Irish Heart Foundation’s national programme of CPR training for post-primary schools in Ireland. Our aim is to train as many students as possible in good quality CPR with continued opportunities for practice throughout their school life. CPR 4 Schools offers an opportunity for all young people to learn and practise CPR and AED use, to recognise the signs of a stroke and to help someone if they are choking. In just one 60-minute class, a group of students can be trained in these life-saving skills.

The CPR 4 Schools programme spreads beyond the school into the community where we are creating a generation of lifesavers and CPR champions. We already know the training provided is saving the lives of students, parents, teachers and members of the community. Every second matters, which is why we are committed to providing free training to all schools, students and staff.

Thanks to our participating schools, over 350,000 young people have the opportunity to learn CPR. This equates to 90% of Irish post primary schools who are dedicated to learning this vital skill. This year we delivered 57 awards to schools and individuals who have gone above and beyond to spread CPR awareness, deliver training and who stepped in to help in emergencies.



← Liam Cooke, teacher and CPR coordinator, Teresa Donnellan, Principal, Deirdre O'Brien, teacher and CPR coordinator from St Claire's College, Cavan



↑ Kingswood Community College

CPR Awards testimonials

*“At Kingswood Community College, all of our students undergo CPR training as part of the CPR4 Schools programme... Delivered by staff members trained through the programme, this vital training equips our students with life-saving skills. All of our staff receive training in CPR4schools programme in August at the start of our school year. The impact of the CPR training extends beyond knowledge: it instils confidence, responsibility, and the ability to respond effectively in critical situations, empowering our students to make a difference in their communities.”*

**Deborah Dunne, Principal, Kingswood Community College, Dublin.**

*“CPR training has been a key element in our school for a number of years but has refocused this year with some of our students being called into action in a real-life situation. Everyone involved sees the immediate value of this training. We are in this for the long haul – for the benefit of ourselves, our school, our families and our wider community.”*

**Liam Cooke, teacher and CPR coordinator, St. Claire's College, Cavan.**



Y-PATH ‘PE 4 Me’

This year we relaunched our Y-PATH ‘PE 4 Me’ programme. Our PE programmes are aimed at training PE teachers to help children and young people to understand and find movement they enjoy, laying the foundations for active lives.

← Y-PATH PE journal for students to explore what movement means to them

World Health Organization Schools Health Literacy Project

Health literacy is a skill that helps people to find, understand and use health information, and improving health literacy is a cornerstone of the Irish Heart Foundation’s work.

We are delighted to receive funding from the RTÉ Toy Show Appeal grant to support this work. This year we

co-designed the following with young people as part of our schools health literacy programme:

- idea workshops for school projects
- a financial literacy workshop
- a video creation project
- movement breaks
- an outdoor movement space.

↓ Students playing in outdoor movement space, Donahies Community School, Dublin





# “If something is new, or feels not right, get it checked...”

**Karen Berry, a primary school secretary living in county Galway had been experiencing fatigue and breathlessness for a few months before realising it could be serious.**

Karen, who walked and cycled regularly, recalls noticing symptoms a few times – like when she was breathless walking up the steps in a hotel. At the time, she laughed off her breathlessness, thinking she was unfit. She often noticed she would fall asleep when sitting on the sofa during the day and, a few times, people told her she looked unwell.

Karen was at home with her husband and children one day when she fainted. She had previously suffered a bad concussion and, because of this, Karen consulted her doctor who sent her for an assessment in hospital. At no stage did Karen or her doctor think her symptoms could be heart related.

At the hospital, Karen's blood pressure and lifestyle were assessed and the results of the assessment highlighted a heart murmur that Karen hadn't been aware of.

Karen then had an echocardiogram – a test where a probe is moved over your chest to check the way your heart is working and to look for any problems. As it was late in the evening, Karen was told to go home after her echocardiogram, but she was called later that night and asked to return to the hospital where doctors wanted to do more tests the next day.

Karen wasn't worried and returned to the hospital where she had an angiogram and a transesophageal cardiogram. When the consultant came to see Karen that afternoon, he explained that the mitral valve of her heart was badly damaged and she would need surgery to fix it.

“It all happened very quickly, but I'm happy with the suddenness of it as I didn't have time to worry,” Karen explains.

Karen was given information booklets explaining her condition and was transferred to the cardiothoracic ward where she underwent open heart surgery. She spent three weeks in hospital.

She said she felt the hospital was a very difficult place to be as she was surrounded by people who were very sick and heard families being called to



say goodbye to their loved ones. Karen said she felt helpless and sick. However, she feels this was greatly helped by the hospital staff who went above and beyond to help people, patients and their families alike. They also spoke with Karen's husband to prepare for when Karen would go home and what support would be needed.

Information was shared with Karen, including a recommendation to join the Irish Heart Foundation's Heart Support Network and to see a psychologist.

“Brigid Sinnott in the Irish Heart Foundation checked in regularly when I came home and shared all of the possible supports with me. Even though my physical recovery was going well it did hit me psychologically and it was great to be able to access a psychologist and counselling,” says Karen.

As Karen was fitted with an annuloplasty ring she now carries a medical device card which details the name of the surgeon, date of her operation and the hospital, which gives great reassurance if anything happens.

“I know I am so lucky to be here,” says Karen.

Karen shared her story as part of the Irish Heart Foundation's Her Heart Matters campaign.

“If something is new, or feels not right, get it checked. Mine came out of the blue. I didn't want to waste time going to the doctor with tiredness or breathlessness but every concern is valid,” says Karen.

She also encourages women to speak to each other about their heart health and other conditions:

“I go away with my friends every year, and we speak about breast cancer, perimenopause, menopause, HRT. Now I share about heart disease too.”



# We care

## Our patient support work in 2024

Under the Irish Heart Foundation's Strategic Plan (2021-2024), we aim to care for each and every heart impacted by cardiovascular disease through online, telephone and community-based support programmes. Over the lifetime of our strategy our focus is on:

- **Service development:** Continuing to develop the quality and breadth of our services so that we are the primary source of information for those living with heart conditions or stroke.
- **Improving accessibility** so that our services are available to all.
- **Heart support:** Maximising the numbers participating in our **self-management support programme** for heart failure patients.
- **Developing and extending our network** to support people living with other heart conditions.
- **Stroke support:** Working to ensure that everyone who requires our **Stroke Connect Service** can avail of it and to continue to develop long-term community supports for stroke survivors at every stage of their life.



## 2024: What we achieved

Our national patient support services have been designed to address the significant psychosocial needs of cardiovascular patients living in the community. With these services, our goal is to deliver person-centred support for information and education, as well as emotional, community and peer support.

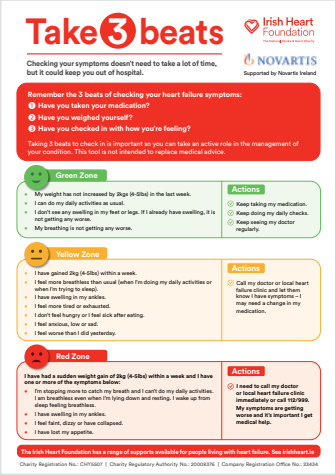
We offer the following support services:

- support calls through our Heart and Stroke Connect services
- short-duration interventions meeting specific needs
- counselling
- the Irish Heart Foundation's Nurse Support Line
- online support
- peer-to-peer phone and face-to-face support
- Young Stroke Support Network
- Stay Connected newsletter.

All this work is underpinned by a dedicated team of professional staff, nurses and over 100 volunteers, including many heart patients and stroke survivors.

↑  
Marie O'Brien, TA Head Cardiovascular, Novartis, Dr Angie Brown, Consultant Cardiologist and Medical Director, Irish Heart Foundation and Dr Emer Joyce, Consultant Cardiologist at the Mater Hospital and Chair of the Irish Heart Foundation's Heart Failure Council





↑  
Our 'Take 3 Beats' resource created for heart failure patients

Stroke Connect Service

The Stroke Connect Service is a phone-based support service that provides weekly calls to stroke survivors and their carers who can avail of them for up to eight weeks. In 2024, we received 1,350 referrals to our national stroke support service

Overall, we have 1,608 unique members accessing our face-to-face groups, Young Stroke Support Network (YSSN), Stroke Connect Service and online support. Approximately 2,335 hours of hybrid support was delivered across these services in 2024.

Heart Failure Service

The purpose of this service is to support the non-clinical, psychosocial needs of heart failure patients. Each new referral receives an assessment of needs, a heart information pack via email or post, and an entry to our phone support service. These calls focus on wellbeing, social support, information and education.

The service also provides information support to repeat key educational messages in cardiac community teams and heart failure clinics.

There is an option to access online or face-to-face monthly support in two locations at present (Dun Laoghaire and Blanchardstown Library in county Dublin), with plans to expand to three new locations in 2025 (Waterford, Cork and Monaghan).



↑  
Heart Failure Awareness Week 2024

Heart Connect Service

The main purpose of the Heart Connect Service is to reiterate health messages from heart failure clinics in a series of monthly calls. These calls focus on areas such as identifying the signs and symptoms of heart failure and medication adherence, while also providing social support, information and signposting.

In 2024 our Heart Connect Service saw:

- 54 counselling referrals for heart failure patients
- 12 people fully discharged
- 208 assessment of needs completed
- 454 follow-up calls completed
- 261 hours of support calls delivered to members living with heart failure.

In November 2024, we conducted a satisfaction survey with a sample of Heart Connect Service members who had concluded their calls in 2024. The survey found that 97% of people were satisfied with the service they had received.

Heart Failure Awareness Week 2024

During Heart Failure Awareness Week, we focused on a range of activities to educate and empower people living with heart failure. This included a digital campaign and the launch of a new heart failure resource called 'Take 3 Beats'.



←  
Members of the 'What's the Story?' online communication enhancement programme.  
  
L-R top row: Lisa Kenny, Doireann Gough, Orna Tully  
  
Centre: Eugene Kearney, Michael Lyons, Peter Connolly  
  
Bottom: Emer Terry, Paul Flinter, Will Cowan

Emotional and psychological support service

The psychological impact of heart disease and stroke is considerable and one of the highest unmet needs for our members and their families.

We offer six weeks of free professional counselling, peer-to-peer support and short-term psychoeducation and mindfulness courses to support improved mental health and wellbeing. Our staff are trained to escalate to the appropriate clinical service if someone needs more intensive support. In 2024, there were 313 referrals to the counselling service.

Peer-to-peer support

In 2024, there were 72 referrals to our 'Let's Talk' peer-to-peer support service which is delivered through the volunteer programme. This service matches trained volunteers with lived experience with members for mutual support and encouragement, delivered by phone.

Short-term interventions impact.

We delivered 11 short-term courses in 2024. Thirty-three people participated in three courses of the psychoeducation course 'ACTivate Your Life'. An evaluation showed that the majority experienced an increase in psychological flexibility, emotional wellbeing and their life satisfaction also improved.

This year, 24 people availed of our fatigue management course. Key evaluation findings

reported a significant reduction in fatigue and its interference with physical and emotional aspects of daily life.

We also delivered programmes in mindfulness, cognitive skills and a six-week pilot communication support group called 'What's the Story?'.

The combined satisfaction rate for all short-term interventions delivered in 2024 is 92%.

The Irish Heart Foundation Rhythm of Recovery choir

We see the power of music, singing and peer support as powerful agents for recovery in our services. In 2024, the Irish Heart Foundation choir grew to a total of 25 members. The focus is on using music and voice work to support rehabilitation and recovery in a welcoming and inclusive environment. The choir performed at several events in 2024, including The European Life After Stroke Forum in Dublin.



↑  
The Rhythm of Recovery Choir's live performance at the European Life After Stroke Forum Conference





**7,452** volunteer support hours provided through **online, phone** and in the **community**



**127** active volunteers



**937** calls made



**20,440** minutes of call support given



**65%** of volunteers have experienced heart issues or stroke in their family



Irish Heart Foundation has an **83% retention rate** for our volunteers

Nurse Support Line

Our dedicated nurses play a key role in the delivery of our supports. They reassure, educate and provide essential secondary prevention advice to our patients and members of the public.

In 2024 our nurses delivered over 1,000 hours of support on our stroke and heart connect services, in addition, they dealt with over 1,723 helpline calls. The nurses also delivered 912 hours of helpline support from January to mid-November 2024.

Our Nurse Support Line service has a 95% satisfaction rating.

Online support

Our online community continues to grow, and we have 5,197 members of our Facebook support groups:

- **Life After Stroke:** 1,836 members
- **Heart Support Network:** 2,719 members
- **Carers group:** 642 members

A total of nine online information talks were organised in 2024, including talks on exercise and heart failure, mindfulness and understanding medical terminology in heart failure.

There were also three live Zoom calls during Stroke Week which featured talks on fatigue, trauma and a stroke survivor’s account of recovery from a spinal stroke.

Online long-term support included exercise classes and the long-standing Monday Club, which provides social support and health information to older stroke survivors.

In 2024, 990 hours of Zoom support was delivered across our stroke services.

Nurse Support Line



Heart attack information event, Roscommon

Face-to-face support

We now have 22 face-to-face support groups around Ireland (20 for stroke and two for heart conditions). In 2024, 115 new members transitioned from the Stroke Connect Service to face-to-face groups.

New model of peer-led meet-ups

In early 2024, we piloted a new model of face-to-face meet-ups, starting with our Young Stroke Support Network and cardiac support members in local coffee shops and libraries.

In partnership with CRY Ireland, we also held the 18th annual memorial service for families who have lost a young person to sudden cardiac death or sudden adult death syndrome in Monkstown church, Dublin.

Young Stroke Support Network (YSSN)

In 2024, 112 new members joined our working-age network of stroke survivors, bringing the membership to 205 active members. This service offers face-to-face and online peer support and a gym programme (based in Kilmainham, Dublin). In 2024, we expanded the face-to-face peer support to Cork.

A key part of the service is the ‘Return to Work’ programme, which is a six-week programme delivered online.



Dundalk Stroke Support Group volunteers Carmel, Catherine and Elizabeth along with Katie Woods, Irish Heart Foundation stroke coordinator

Volunteer programme

The heart of our patient support service is our incredible network of volunteers. In 2024, 127 Irish Heart Foundation volunteers logged an impressive 7,452 hours of volunteering across our patient support services, with 59 new volunteers trained and onboarded in 2024.

The primary areas of activity were telephone support volunteering, e-volunteering, and community in-person support. In 2024, we developed a new role for a peer meet-up volunteer. We are proud of our volunteer retention rate of 83% and a satisfaction rating of 4.6 out of 5 (92%).

Heart conditions membership growth

Membership of the key heart conditions groups has increased from 560 at the end of 2023 to 737 in 2024. Demand for support from atrial fibrillation and heart valve disease patients grew significantly in 2024.

Patient service improvement groups

We are always seeking to enhance the quality and effectiveness of our patient support services. With this in mind, we regularly engage with service improvement groups of patients who share insights and feedback with us based on their own, first-hand experience of our service delivery. This ensures that our offerings continue to meet the needs of the patients who use them.





# We fund

## Our funding work in 2024

Under the Irish Heart Foundation's Strategic Plan (2021-2024), we aim to fund our mission through a mix of support from the general public, the corporate sector and the government.

## 2024: What we achieved

### Corporate partnerships

Meeting the needs of our corporate supporters and helping them achieve their environmental, social and governance (ESG) goals creates a win-win situation for both the Irish Heart Foundation and our partners.

By promoting active lifestyles within workforces, we contribute to a healthier, more sustainable world. Engaging with non-profits and charities not only provides emotional benefits, but also strengthens community bonds. Together, we also strive to protect the environment and mitigate health impacts from pollution. Our triple-locked status with the Charities Institute Ireland ensures companies of our commitment to good governance.

In 2024, we partnered with nearly 100 companies to deliver physical activity challenges, activating staff and raising significant funds. Noteworthy supporters include Bon Secours Tralee, Assess Ireland, AIB – Finance and Leasing, Vistra Alternative Investments, MCM Engineering, Apple, Ipsen Manufacturing, KBC Ireland and Lafferty.

Sincere thanks to Daybreak, with whom we are celebrating eight years of partnership. In 2024, 164 Daybreak stores joined the '30 for 30 Challenge', encouraging staff and retailers to commit to 30 minutes of daily exercise in September while raising essential funds.



Mireya Gines and Judith Gilsenan, Irish Heart Foundation with Molly Byrne, Daybreak at the launch of Daybreak's '30 for 30 Challenge'

We extend our thanks to Fane Valley for their support in our first year of partnership. Staff across the country engaged in health checks, CPR training and organised events like abseiling challenges and bake sales.

We've received wonderful support from pharmaceutical companies:

- AstraZeneca, Avanos Medical, Daiichi Sankyo and Ipsen part-sponsored our 'Stroke Study Day' for healthcare professionals.
- Novo Nordisk supported counselling for cardiovascular patients.
- Novartis funded the reprint of the 'Heart of Our City' booklet and Ipsen sponsored the 'Step by Step through stroke' booklet.
- Pfizer donated towards our Mobile Health Unit, and has also supported our counselling and heart failure services.
- Sanofi supported our Irish Inherited Cardiac Conditions Network (IICCN) conference.



Irish Heart Foundation staff Jean Maher, Helen Gaynor, Helena Heffernan and Martina Greene at the Irish Heart Foundation's Stroke Study Day.



→ Anne Riordan, Chupi Sweetman and Dr Angie Brown at the launch of the Chupi partnership



Chupi launched the limited-edition gold ring 'I carry your heart with me', donating €100 to the Irish Heart Foundation for each sale in November and December.

We were honoured to be the charity partner for the Future Health Summit and look forward to continuing this partnership next year. Additionally, we began a relationship with Northern Trust's Women in Leadership committee to foster positive workplace changes.

Finally, we were so grateful to Credendo who kindly sponsored our first Golf Classic in many years. Held in Fota Island Resort in Cork, this event was a great success and plans are already afoot for next year when we hold our Cork Classic in Monkstown Golf Club on June 20 2025.

### Grants and Trusts

We secure funding from various trusts, foundations, and government bodies to deliver our essential services.

We would like to give special thanks to the Hospital Saturday Fund for their generous donation of €13,500, which enabled us to provide new AEDs and first aid kits to Irish Heart Foundation stroke support groups.

Our heartfelt gratitude also goes to the 2024 RTÉ Toy Show Appeal grants for their €40,000 contribution to our Health Literacy programme in DEIS Schools, which aims to improve the health and wellbeing of children in disadvantaged communities.

Additionally, we wish to acknowledge the support of the HSE. Section 39 and National Lottery funding plays a crucial role in sustaining the ongoing operations of our impactful stroke support groups across regional areas.

### Public Engagement

Throughout 2024, hundreds of communities and individuals from all across Ireland rallied together in various ways to support the Irish Heart Foundation. From cake sales to marathons and abseils to tractor runs, each effort, big or small, plays a vital role in our ongoing efforts to support hearts across Ireland. We extend our utmost appreciation to all involved.

The Dublin Marathon was another great success this year and 141 runners took to the streets of Dublin, raising an astonishing €238,000 for the organisation. It was fantastic to see so many of our staff and volunteers join our cheer squad again this year to support our runners and add to their race day experience.



↑ Adam Daunt Sheehan on a Kilimanjaro Hike for the Irish Heart Foundation



↑ Margaret Rogers, Hospital Saturday Fund presenting a cheque to Mireya Gines, Irish Heart Foundation



↑ Muireann Collins O'Regan, and Mark Murphy ahead of the Dublin Marathon



↑ Sarah Garvey and Ben Cushen ahead of the Dublin Marathon



← Pictured are members of the River Run House and Cottage, Tipperary presenting a cheque to Muireann Collins O'Regan, Fundraising Officer, Irish Heart Foundation





↑  
The Clarke family, Wicklow, who took part in the VHI Women's Mini Marathon

Women from all across the country came together on the June Bank Holiday weekend to take part in the VHI Women's Mini Marathon. This year, our awesome ladies raised over €45,000 for the Irish Heart Foundation.



↑ →  
Pictured L-R is Charlotte Conroy, Lorraine McCormack, Elena Tan and Lumi Ogunlowo who took part in the VHI Women's Mini Marathon



→  
Mary Sheehan after completing the VHI Women's Mini Marathon



↑  
Dogs enjoying the 'Walk 100km with your Dog' challenge

Thousands of people took part in our remote challenges in 2024, which saw supporters run 100 miles or kilometres in February, walk 100km with their dogs in June and tackle our 12 cold dips in December, all to raise funds in aid of those living with the effects of heart disease and stroke. These challenges have so far raised over €470,000.



← →  
Pictured L-R is Tina Cassidy Devaney, Sean Kennedy and Linda Rogan Savage taking part in the 12 Dips in December challenge

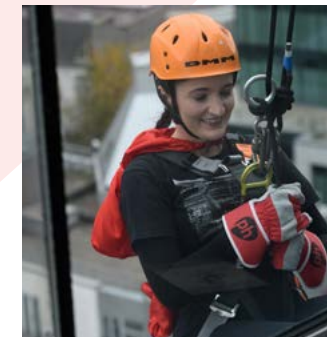


We continue to be amazed by the support we receive from our incredible supporters across the country. We are extremely grateful to everyone who gives up their time to support the Irish Heart Foundation.

A new addition to the calendar this year was our Heart Heroes Abseil Challenge which saw over 80 brave souls tackle a 60-metre abseil from the Generator Skyview Tower in Dublin's Smithfield. This year's event raised over €60,000.



↑ →  
Pictured L-R is Mike and Dec Walsh, Laura Kearns, Linda Early and Muireann Collins O'Regan, Jamie Conway and Emily Belton taking part in the Heart Heroes Abseil Challenge







→ Janis Morrissey, Director of Health Promotion, Information and Training, Irish Heart Foundation



← Maura Derrane, RTÉ Broadcaster and Dr Angie Brown, Consultant Cardiologist and Medical Director, Irish Heart Foundation

In collaboration with Pavee Point, a leading voice for the Traveller community in Ireland, and women in their community, we developed a booklet on women's heart health and menopause. This resource was developed specifically for Traveller women in a format and style that worked best for them. The booklet is being disseminated through Pavee Point's vast network.

Our Her Heart Matters roadshow (which ran for the first time as part of this year's campaign) allowed us to engage in person with women in their community, speaking with them directly about the campaign, and sharing information to support and empower them in prioritising their heart health. We had information stands in six shopping centres, in addition to our Mobile Health Unit visiting women's groups across the country throughout September.

Our Her Heart Matters community pack supported community women's groups to dedicate one of their meetings to heart health. Twenty-three groups requested a pack which included key resources and tips on how to get the heart health conversation started.

Alongside the community engagement element of the campaign, we ran a national media campaign. Fronted by Her Heart Matters ambassador, broadcaster Maura Derrane, the media campaign included radio, outdoor and digital activity. A strong PR campaign, which included the lived experiences of a number of women who were kind enough to share their stories to help us spread awareness of the risk of heart disease and stroke in women and the signs of symptoms to look out for, resulted in significant national and local media coverage.

We received 93 pieces of national and local media coverage, and a reach of 37 million was achieved, with Newstalk, Today FM, RTÉ radio, RTÉ News and the Irish Independent covering the campaign.

A number of influencers also shared the campaign message on social media adding to the reach and impact of the campaign overall.

To mark World Heart Day, we hosted the free '#HerHeartMatters: What every woman needs to know' webinar, which featured a panel of experts discussing heart health. 4,733 people registered for the webinar and received a recording of the event in the days following.

## Individual Giving

In 2024, more than 6,000 donors generously supported our life-saving work by making regular monthly donations. Monthly recurring donors allow us to commit to delivering vital programmes in communities all over Ireland. Monthly regular giving is of great importance to us as it allows us to plan for the future as we know there's a reliable source of income to count on.

During the year, our wonderful existing donors also answered our postal appeals and donated over €120,000. Not only that, they also helped to raise over €100,000 through our tax campaign where the Irish Heart Foundation can claim back tax on individual donations over €250. Around the country, people also kindly donated in gratitude for providing our life-transforming services, in celebration of their birthdays, anniversaries and in memory of their loved ones.

## Marketing and Communications

This year we were delighted to meet and chat with some amazing people living with a heart condition or recovering from a heart event or a stroke. Their openness and willingness to share their personal

stories to help us help others goes a long way, and is something we are truly grateful for. Our work and campaigns were all the better for being able to share their insight and true lived experience, be it as part of a health promotion or advocacy campaign, fundraising challenge, or to help drive donations – something we rely heavily on to help fuel our work.

Our key campaigns including the 'Before Damage is Done' blood pressure awareness campaign and our women's heart health campaign 'Her Heart Matters', included real life stories, which contributed to the significant national and local media coverage achieved, allowing us to spread these important messages to communities all over Ireland.

There continued to be strong media interest in our work across the board, with proactive and reactive engagement ongoing throughout the year.

As well as traditional and digital communications channels, we built on our community engagement this year, with activity including our 'Her Heart Matters roadshow' and community group packs. It was great to be out in communities and continuing the conversation about women's heart health.

## Our major campaigns

### Her Heart Matters

Our 'Her Heart Matters' campaign aims to increase awareness of the risk of heart disease and stroke in women, and to start a national conversation about women's heart health. The campaign encourages everyone to talk to the women in their life about heart health, share the campaign message and tips with them, and empower them to make small, sustainable lifestyle changes for the good of their heart health.

2024 was the third year in which we ran the campaign, this year supported by funding from the Department of Health Women's Health Task Force and the HSE as part of their delivery of Healthy Ireland, the national framework to support health and wellbeing in Ireland. Once again, the campaign ran throughout September which is Heart Month.

Collaboration and accessibility are so important to us as an organisation. As part of this year's campaign, we ran focus groups with women in disadvantaged communities, insights from which helped shape the campaign.

Key resources developed included infographics on 'symptoms of heart attack in women' and 'questions to ask your doctor', which were available in print and online. These were also included in our Her Heart Matters pack which was downloaded 9,221 times from our website.





↑ Sarah O'Brien, HSE, Janis Morrissey, Maura Derrane and Dr Angie Brown

↑ Dr Angie Brown, Maura Derrane, Karen Berry, Alana Kirk, Emma Balmaine and Dr Louise Fitzgerald at the '#Her Heart Matters 2024: What women need to know' webinar

## Before Damage is Done

High blood pressure is a silent killer and affects two out of three people over the age of 50, but because the condition is symptomless, half of people don't know they have it. If left untreated, high blood pressure can lead to stroke, heart failure and many other conditions.

The 'Before Damage is Done' campaign aims to drive awareness of the link between high blood pressure and heart disease and stroke. The campaign is a call to action to this cohort, encouraging them to get their blood pressure checked by their GP or local pharmacy.

This campaign was supported by Pfizer, the Irish College of General Practitioners and the Irish Pharmacy Union.

Through our partnership with Fleming Medical, the campaign was visible in pharmacies all across the country with point of sale material in pharmacy windows and stores. We also

developed a flyer providing guidance on how to monitor your blood pressure at home. This flyer was distributed through pharmacies across Ireland as part of the campaign.

Our Mobile Health Unit also visited community groups and provided free blood pressure checks and printed campaign resources.

Other resources included an informational video about taking your blood pressure at home as well as a flyer and a free downloadable support pack which offered users advice and tips about managing their blood pressure.

Alongside a radio campaign, there was strong media coverage resulting in 25 pieces of national and local coverage. Key media which featured the campaign included Newstalk, the Irish Independent and the Irish Examiner.

The campaign webpage received over 16,000 views and 1,625 people downloaded the free support pack.



↑ Dr Angie Brown, Consultant Cardiologist and Medical Director, Irish Heart Foundation



↑ Janis Morrissey, Director of Health Promotion, Information and Training, Irish Heart Foundation, Fadi Audah, Pharmacist at McCartan's Pharmacy, Raheny and Sarah Leadbetter, Pharmacy Field Business Developer, Fleming Medical

# We innovate

## Our innovation and transformation work in 2024

Under the Irish Heart Foundation's Strategic Plan (2021-2024), we aim to continue to innovate and transform our services through the increased use of digital platforms and approaches so that the quality, reach and cost-effectiveness of our digital work is optimised for those who need it most. Over the lifetime of our strategy our focus is on:

- **A user-centric approach:** Ensure that users of our service are at the centre of our planning, development and implementation of programmes and services across the organisation.
- Creating a **working culture** that encourages trial and learning based on evidence and analysis.
- **Patient support services:** Seek feedback from heart patients and stroke survivors and continuously review digital platforms to ensure we are using the best platforms for our services.
- **Accessibility:** Undertake a review of our website to assess the accessibility of our information and identify and implement improvements as appropriate.



## 2024: What we achieved

### Digital Transformation Project

The Digital Transformation project continued in 2024 with a main focus on an enterprise level CRM system provision. Following from last year's technical partner selection, the team and staff began the implementation of the CRM in January with an in-depth discovery phase with our partner, Bluelight. The project phases have continued through the year, meeting project plan milestones. The end of 2024 sees the first testing phases complete, and planning for training and UAT phases in QTR1 2025.

In parallel with the CRM Project work, the Irish Heart Foundation has also implemented further systems and upgrades in 2024:

- replacement HR system improving functionality and reducing cost at the same time
- implementation of Moodle Workplace LMS for volunteer training and Children and Young People team training programmes
- extra functionality to our accounts system.

These systems have introduced flexibility, efficiency and enhanced our digital capability.

Network and cybersecurity defences continue to be a priority.

We continue to review our practices to ensure we are resourced with the appropriate technology to meet the needs of the people we serve.



## Structure, governance and management

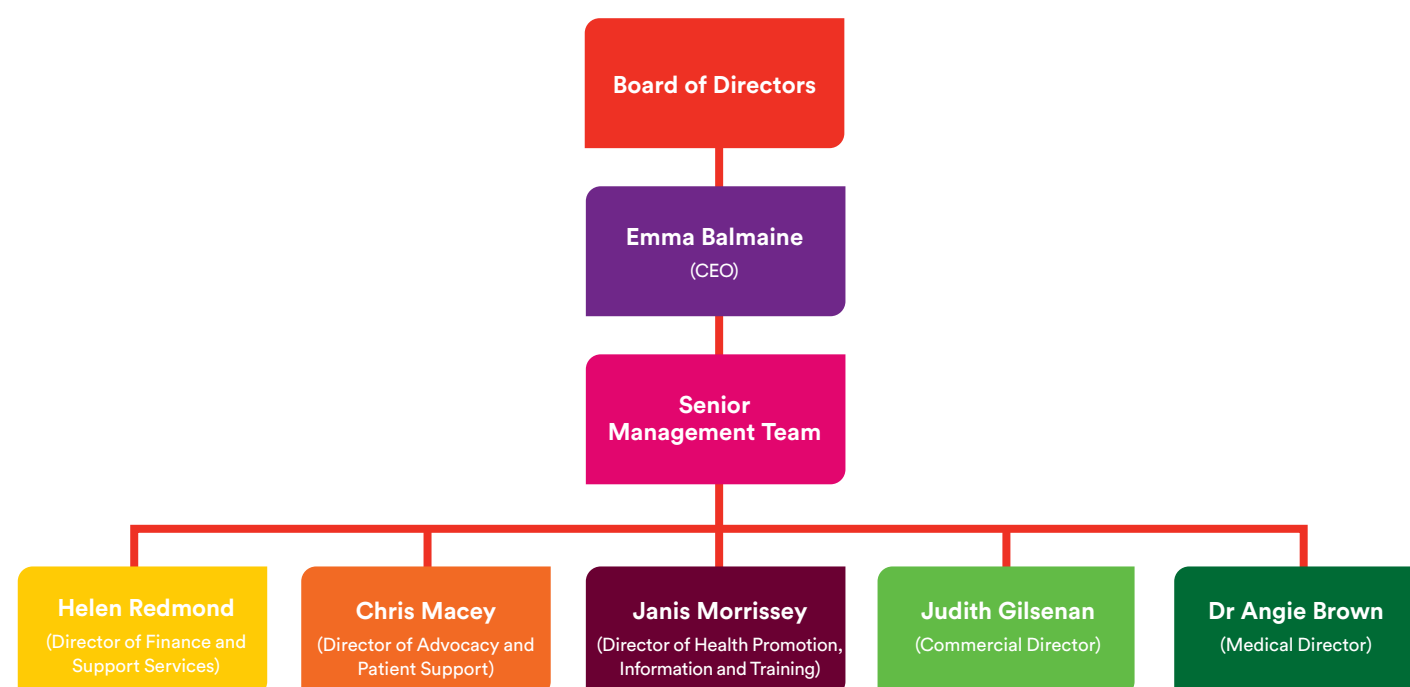
The Irish Heart Foundation (Foras Croí na h-Éireann), the 'Foundation' is constituted under Irish company law as a company limited by guarantee and is a registered charity. It is incorporated in the Republic of Ireland and the address of its registered office is: 17-19 Rathmines Road Lower, Dublin 6, D06C780. The Foundation is a public benefit entity.

### The Irish Heart Foundation is:

- a registered charity with the Charities Regulator (20008376)
- a registered charity with the Revenue Commissioners to receive tax exemption (CHY5507)
- registered with the Companies Registration Office (23434).



# Governance and management



The Irish Heart Foundation is led by a voluntary Board of directors which meets at least four times a year. In 2024, the Board met five times. Nominations of new directors are approved by the Board. Directors are appointed for a three-year term which may be renewed once, with the maximum term that a director can serve being six years.

When recruiting new directors, the Board aims to attract a diverse range of candidates. None of the directors or committee members receive fees for their time or reimbursements for any expenses incurred.

The roles, responsibilities and code of conduct of the Board and committees are all included in the Irish Heart Foundation's governance policy and manual. Responsibility for day-to-day management is delegated to the CEO, Emma Balmaine, who is supported by the Senior Management Team, staff and volunteers and the Irish Heart Foundation Councils.

## The Senior Management Team consists of:

- Director of Finance and Support Services, Helen Redmond
- Director of Advocacy and Patient Support, Chris Macey
- Director of Health Promotion, Information and Training, Janis Morrissey
- Commercial Director, Judith Gilsenan
- Medical Director, Dr Angie Brown.

The Foundation is 'Triple Locked' and complies with the Charities Governance Code, the Guidelines for Charitable Organisations on Fundraising from the Public and the SORP (FRS 102) accounting standard for charities.

# Board members

The board ensures that the activities of the Irish Heart Foundation are consistent with its charitable objectives as set out in its constitution. The Irish Heart Foundation is very grateful to the Board for their support and time in 2024.

- **Professor Emer Shelley**  
Chair of the Irish Heart Foundation and public health expert, retired 26 September 2024.
- **Cormac Kissane**  
Chair of the Irish Heart Foundation, solicitor and partner at Arthur Cox with over 25 years of experience advising companies and financial institutions on legal matters. Cormac commenced as Chair of the Irish Heart Foundation on 26 September 2024.
- **Wally Young**  
Public relations consultant and media trainer, retired 26 September 2024.
- **Professor Joe Harbison**  
Consultant in medicine for the elderly and stroke medicine at St. James's Hospital Dublin. Associate Professor of Gerontology at Trinity College Dublin, retired 26 September 2024.
- **Kevin Cardiff**  
Former senior civil servant, Kevin Cardiff served as Secretary General at the Department of Finance from 2010 to 2012. He has served in several audit committee roles and provides occasional consultancy services in the public and private sectors.
- **Jeanette Codd McDonagh**  
Solicitor and Head of Procurement and State Aid within NAMA.
- **Dr Catherine Conlon**  
Senior Medical Officer in Public Health.
- **Dr Walter Cullen**  
GP and Professor of Urban General Practice at University College Dublin, retired 27 June 2025.
- **David Dempsey**  
Senior Vice President and former Country Leader and General Manager at Salesforce Ireland. David is also a member of the Institute of Directors.
- **Professor Francis Finucane**  
Consultant Physician in Endocrinology and General Internal Medicine at Galway University Hospitals and a Full Professor of Medicine at University of Galway.
- **Joan O'Brien**  
Independent Non-Executive Director and member of the Institute of Directors. She is a certified chartered accountant with significant experience in the financial services industry.
- **Dr Anne Marie O'Flynn**  
Consultant Cardiologist at Mallow General Hospital.
- **Brian O'Sullivan**  
Former Senior Executive Director with international investment and underwriting experience.
- **Steve Carson**  
Public service media executive, Steve has held key leadership roles in UK and Irish media, and is currently Director of Video at RTÉ. He is a former vice-president of the European Broadcasting Union's Television Committee and chair of RTS Northern Ireland. Steve was elected to the Board on 9 December 2024.

Name	Meeting attendance in 2024	Length of service	Retired from Board
Professor Emer Shelley	4/4	Elected 22 Mar 2018	26 Sep 2024
Cormac Kissane (Chair)	2/2	Elected 26 Sep 2024	
Wally Young	2/4	Elected 27 Sep 2018	26 Sep 2024
Professor Joe Harbison	2/4	Elected 27 Sep 2018	26 Sep 2024
Kevin Cardiff	3/5	Elected 8 Dec 2022	
Jeanette Codd McDonagh	5/5	Elected 24 Mar 2022	
Dr Catherine Conlon	3/5	Elected 28 Sep 2023	
Dr Walter Cullen	4/5	Elected 27 Jun 2019	27 June 2025
David Dempsey	4/5	Elected 23 Jun 2022	
Professor Francis Finucane	5/5	Elected 24 Jun 2021	
Joan O'Brien	5/5	Elected 24 Jun 2021	
Dr Anne Marie O'Flynn	5/5	Elected 24 Jun 2021	
Brian O'Sullivan	5/5	Elected 7 Dec 2023	
Steve Carson	1/1	Elected 9 Dec 2024	

Board committees

In addition to the Board of directors, there are three sub-committees, each of which is chaired by a Director. These are the Audit and Risk Committee, the Governance, Nominations and Remuneration Committee, and the Quality and Safety Committee.

Audit and Risk Committee

The role of the Audit and Risk Committee is to supervise the financial affairs of the Irish Heart Foundation and ensure that they are conducted in an effective and business-like manner, and comply with all legal and regulatory obligations.

The Audit and Risk Committee meets quarterly (or more frequently) as required. It reviews actual income and expenditure compared to budget, the performance and risk profile of the Foundation's investment portfolio and monitors the adequacy of fundraising, cash flow and liquidity to meet foreseeable operating needs. It also reviews the risk register and monitors the implementation of plans to address specific identified risks.

The committee met four times in 2024.

Below are the members of the Audit and Risk Committee for 2024. The meetings of this Committee are also attended by the CEO, the Director of Finance and Support Services, the Commercial Director, the Medical Director, the Director of Advocacy and Patient Support and the Director of Health Promotion, Information and Training.

Name	Meeting attendance in 2024	Length of service	Retired from Board
Joan O'Brien (Chair)	4/4	Elected 24 June 2021	
David Dempsey	4/4	Elected 23 June 2022	
Kevin Cardiff	4/4	Elected 8 Dec 2022	
Brian O'Sullivan	2/3	Elected 7 Dec 2023	
Professor Emer Shelley	3/3	Elected 22 March 2018	26 Sep 2024
Wally Young	2/3	Elected 27 Sept 2018	26 Sep 2024



Governance, Nominations and Remuneration Committee

The role of the Governance, Nominations and Remuneration Committee is to review the Board composition, performance and succession planning, with diversity and inclusion at the forefront of decision-making. Its role also includes developing and reviewing governance policies and procedures, and ensuring compliance with the Charities Governance Code and other relevant requirements.

Name	Meeting attendance in 2024	Length of service	Retired from the Board
Jeanette Codd McDonagh (Chair)	4/4	Elected 22 Mar 2022	
Professor Emer Shelley	2/3	Elected 22 Mar 2018	26 Sep 2024
Professor Joe Harbison	2/3	Elected 27 Sept 2018	26 Sep 2024
Dr Walter Cullen	3/4	Elected 27 Jun 2019	27 June 2025
Dr Anne Marie O’Flynn	3/3	Elected 24 Jun 2021	
Professor Francis Finucane	1/1	Elected 24 Jun 2021	
Dr Catherine Conlon	3/4	Elected 28 Sep 2023	
Cormac Kissane	1/1	Elected 26 Sep 2024	

Quality and Safety Committee

The role of the Quality and Safety Committee is to oversee the quality and safety of all programmes and services, and to assist the Board in ensuring all programmes and services delivered are effective and of a high standard.

Name	Meeting attendance in 2024	Length of service
Dr Anne Marie O’Flynn (Chair)	1/1	Elected 24 June 2021
Dr Catherine Conlon	1/1	Elected 28 Sept 2023
Brian O’Sullivan	1/1	Elected 7 Dec 2023
Cormac Kissane	1/1	Elected 26 Sept 2024

Conflicts of interest

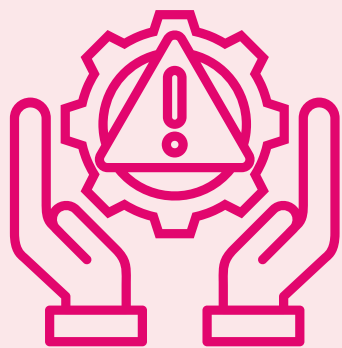
Where the Foundation enters into a contract or a financial or professional arrangement with any organisation or individual, and this matter appears before the Board for decision, any Board member who has an interest in or connection with that individual or organisation, either direct or indirect, must declare their interest to the Board.

Directors also complete a ‘Conflicts of Interest’ declaration annually and the Foundation maintains a register of Directors’ interests. ‘Conflicts of interest’ is a permanent agenda item at every Board meeting.

In 2024, no conflicts of interest were reported to the Board.

Safeguarding children and adults at risk of abuse

The Foundation supports people over 18 years of age living with stroke and heart conditions, and also works with children in schools and with the Youth Advisory Panel. As part of our work, our staff and volunteers interact with vulnerable adults in our patient support and health promotion services. The Foundation has policies and procedures in place to ensure it is compliant with the legal requirements and best practices in the safeguarding of vulnerable adults and children.



# Risk management

Effective risk management is fundamental to good governance and essential for an organisation to achieve its objectives. The Irish Heart Foundation has a robust risk management policy in place.

This policy details the processes for identifying and managing risks using a clear methodology and ranking system. It is dedicated to effectively managing the Irish Heart Foundation’s risk exposure and minimising its impact on achieving our organisational goals. Risk management is viewed as an integrated process crucial to the organisation’s overall success. The Senior Management Team informs the Audit and Risk Committee of the risks that arise in fulfilment of our mission and, following review by the Audit and Risk Committee, the Board approves the risk profile, including acceptable risk types and levels for the Foundation. The risk register provides details on risk mitigation measures and improvement plans where necessary.

These are the top five risks identified by the Irish Heart Foundation in 2024:

Risk	Mitigation measures
<b>Cyberattack/Information security risk</b> Risk of disruption to services or loss or compromise of data due to technology failure, a breach or a cyberattack.	<ul style="list-style-type: none"><li>• Auditable Phishing campaign and educational cyber training software for all staff.</li><li>• Regular GDPR training for all staff.</li><li>• Business continuity/disaster recovery in place.</li><li>• Multifactor authentication in place.</li><li>• Standard network security layers- a multi-layered approach.</li><li>• Penetration (PEN) testing.</li><li>• Independent cybersecurity audit (Mazars).</li></ul>
<b>Investments</b> Risk of exposure to financial markets due to inadequate monitoring of the investment policy and portfolio resulting in substantial loss.	<ul style="list-style-type: none"><li>• Overall objective is for capital preservation and growth over the investment period.</li><li>• Ongoing monitoring of investment, policy and performance by the Board with the Foundation’s investment advisors Goodbody.</li><li>• Monitoring of cashflow requirements by the Board to ensure there is adequate cash to meet the current and future spend requirements of the Foundation.</li></ul>
<b>Reserves and funding</b> The risk of insufficient reserves, due to business losses or mismanagement of funds, resulting in reputational risk or insolvency.	<ul style="list-style-type: none"><li>• Ongoing review of the reserves by the Board to ensure that there are adequate reserves for the Foundation.</li><li>• Focus in 2024 to secure funding for the patient support strategy from the HSE.</li><li>• Continued investment in the direct debit recruitment programme.</li></ul>
<b>Governance and reputational risk</b> The risk of the Foundation being exposed to legal, regulatory and reputational damage.	<ul style="list-style-type: none"><li>• Review of compliance and governance processes and procedures to ensure best practices are followed.</li><li>• Mazars, the Foundation’s internal auditors, are following a three-year audit programme to test key processes and procedures.</li><li>• Crisis communication plan is in place.</li><li>• Screening and selection process for all Board members to ensure the Foundation has the appropriate skillset for oversight of the organisation.</li></ul>
<b>People risk</b> The risk associated with recruitment, retention and loss of our key staff.	<ul style="list-style-type: none"><li>• Governance, Nominations and Remuneration Committee was expanded to include oversight of remuneration policies and practices in 2024. A benchmarking review of salaries and benefits was completed in 2024.</li><li>• Ongoing commitment to a flexible working environment.</li><li>• Ongoing training and development of all staff.</li><li>• Application by the Foundation for the Investors in Diversity Bronze Accreditation by the Irish Centre for Diversity.</li></ul>





# Financial Review

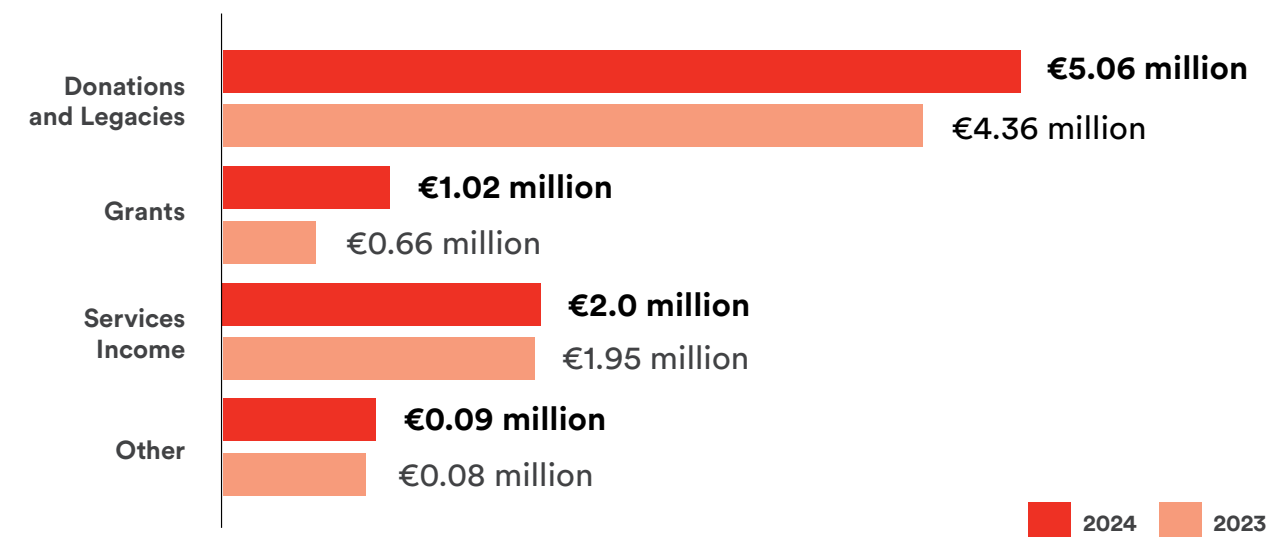
## Income

The majority of our income in the Foundation comes from the generous support of the general public, corporate sponsorships, fundraising events (predominantly online) and legacies within the Republic of Ireland.

In 2024, the Foundation's income was

## €8.17 million

an increase of 16% on the previous year,  
(2023: €7.05 million)



### Donations and legacies

Income from donations and legacies includes income from individual donors, corporate donors, trusts, foundations and events. Our donations and legacies increased by 16% (€0.70 million) in 2024. This was substantially attributable to an increase in event-given donations and bequests.

### Grants

In 2024, the Foundation received €1.02 million in grants (2023: €0.66 million). The increase is mainly due to a grant we received in 2024 for the High-Risk Prevention programme.

### Services income

Our services income in 2024 was €2.0 million (2023: €1.95 million). This income mainly relates to our CPR training certification programme.

### Other income

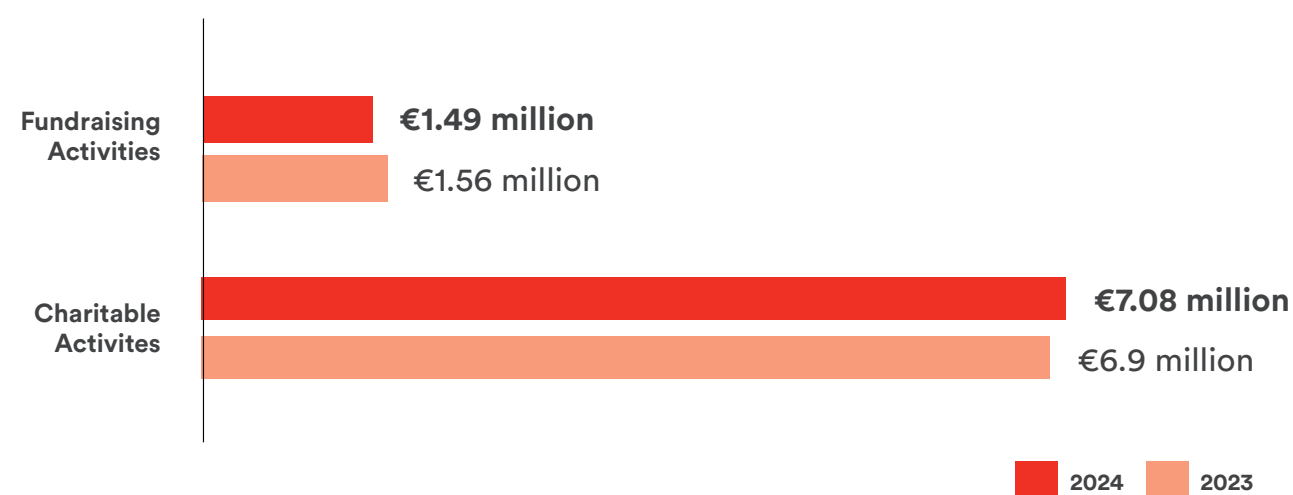
In 2024, the Foundation received €0.09 million (2023: €0.08 million).

# Expenditure

The Foundation's expenditure in 2024 was

## €8.57 million

an increase of 1.3% on the previous year,  
(2023: €8.46 million).

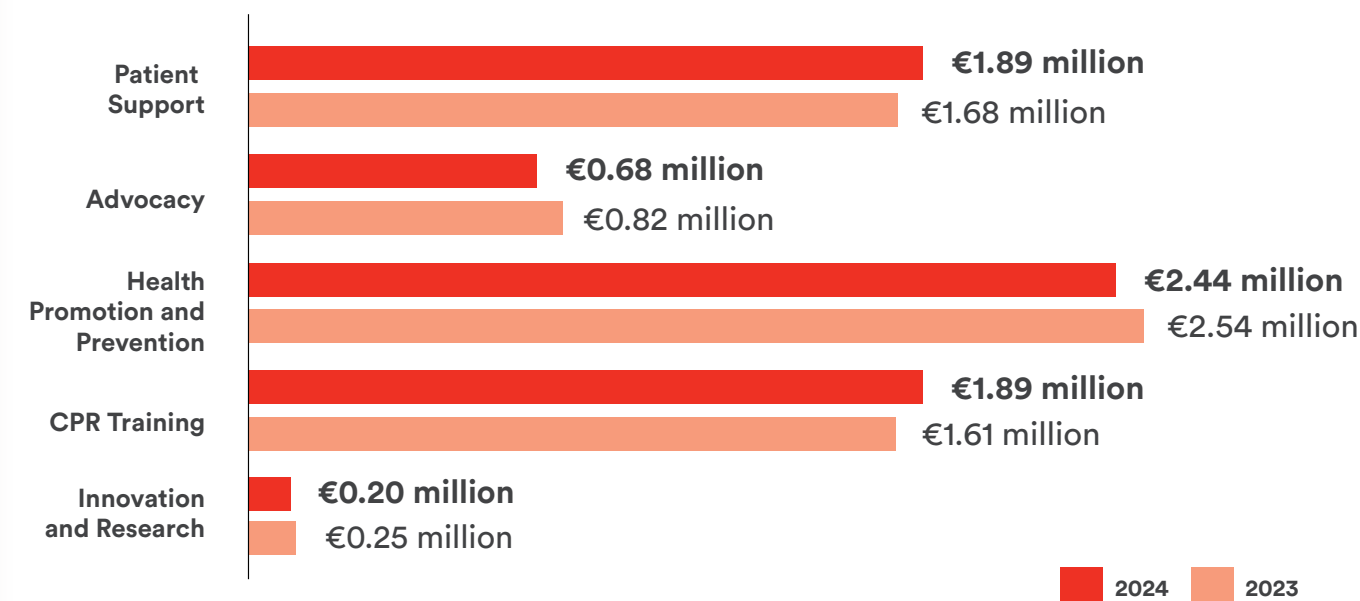


### Fundraising activities

The Foundation is highly dependent on donors, including the general public, as just 12.5% of our income in 2024 came from grants (2023: 9.36%). In 2024, we spent €1.49 million on fundraising compared to €1.56 million in 2023.

### Charitable activities

Expenditure on charitable activities in 2024 was €7.1 million, an increase of 2.9% on the previous year (2023: €6.9 million).



### Patient support

Patient support services expenditure increased from €1.68 million in 2023 to €1.89 million in 2024 (12.5% increase) due to the ongoing development and expansion of our heart and stroke services.

### Advocacy

Advocacy expenditure decreased from €0.82 million in 2023 to €0.68 million in 2024 (17% decrease). In 2023 we did a F.A.S.T campaign which was not repeated in 2024.

### Health Promotion and Prevention

Costs in 2024 decreased from €2.54 million in 2023 to €2.44 million (4% decrease).

### CPR training

CPR training expenditure increased from €1.61 million in 2023 to €1.89 million in 2024 (17% increase).

### Support costs

All the programmes above include an allocation of support cost. Support costs consist of an element of the costs of personnel and associated overheads of the CEO, finance, human resources, infrastructural support of facilities and information technology.

Also included are the governance costs of the annual external audit, internal audit and other legal and regulatory compliance requirements. These support functions play a crucial role providing core organisational support to ensure our services are delivered to the highest standards. The total support costs for the year were €1.09 million (2023: €1.11 million).



# Financial position, other matters and reserves policy

## Going concern

The financial statements have been prepared on a going concern basis under the historical cost convention as modified by the revaluation of investments. The Directors have reviewed the 2024 Statement of Financial Activities and Balance Sheet, the approved 2025 budget and cashflow projections for a period of at least 12 months from the date of approval of the financial statements.

The Directors are satisfied that the Foundation has adequate resources to continue in operational existence for the next 12 months. There is no material uncertainty that affects this assumption that the Foundation is a going concern.

## Reserves policy

It is important that the Foundation maintains sufficient reserves to ensure continuity of its services, especially as the majority of our income is fundraised, with limited guaranteed income.

Our reserves policy is based on a prudent assessment of the requirements of the Foundation in the event of unforeseen disruptions to our income. Our reserves comprise of unrestricted and restricted funds.

## Restricted funds

These funds are subject to specific conditions imposed by our donors and are within the overall objectives of the Foundation. Restricted reserves at 31 December 2024 are €0.56 million.

## Designated funds

These are unrestricted funds that are allocated by the Board to particular areas of planned expenditure. There are no designated funds for 2024.

## Reserves

At the end of 2024 the Foundation reserves, excluding restricted reserves and fixed assets, stood at €7.85

million. €4.2 million of this total will be held to cover the operational needs of the organisation, with the balance to be used to fund the Foundation's top three key projects.

The key projects are the patient support strategy, childhood obesity programmes and the hypertension awareness campaigns. As planned in 2024, the Foundation expenditure was higher than the income as the Foundation drew down on its reserves to fund its key projects. Over the next few years, the Foundation plans to close the gap between the cost of running the Foundation and all our programmes, and what we raise through fundraising and state support.

The current level of reserves will enable the Foundation to continue to deliver critical services to those affected by heart disease and stroke, despite uncertainties such as the impact of geopolitical events and conflicts.

## Investments

The overall investment strategy of the Foundation is long term capital preservation in real terms and to ensure that the funds not immediately required for operational purposes are invested. The Foundation had €7.62 million of investments at the year end and also €0.65 million in cash balances. The majority of cash is held in Foundation accounts with the Bank of Ireland. Goodbody act as the Foundation investment advisor.

The Foundation's overall investment policy objective is long term capital preservation in real terms targeting an average net return of 3% after inflation per annum and after all costs and charges; returns in individual years may vary but this is the average target return over the medium to longer term. The reference inflation rate over the medium term is the inflation rate as measured by the HICP index (Harmonised Indices of Consumer Prices for Ireland), measured as a longer-term trend over the investment horizon.

The investment advisor has a discretionary mandate for selection of underlying assets which reflect the investment objectives of the Foundation with its moderate risk profile and ethical investment requirements.

The Audit and Risk Committee determines the amount of investments to be held and regularly reviews cashflow forecasts to ensure adequate available liquidity to meet operational needs.

Liquidating investments can be achieved at short notice. The Audit and Risk Committee makes decisions on behalf of the Board on investment policies and reports to the Board on investment performance.

## Environmental and social reporting

The Foundation is acutely aware of the strong relationship between action on climate change and cardiovascular health. The Foundation:

- is a founding member of the Climate and Health Alliance Ireland (CHA) and hosts the secretariat for this organisation. In 2024, the CHA launched its report, prepared by the Economic and Social Research Institute, assessing the health impact of climate change in Ireland and the health benefit of addressing climate change.
- The CHA also partnered with the HSE to host a joint conference examining Ireland's transition to a sustainable, resilient healthcare system in the midst of a climate crisis.
- We also worked with the Department of Environment, Climate and Communications, developing a range of printable and online assets on two major air quality campaigns.

The Foundation has an ethical investment policy where it prohibits direct holdings in investments that would conflict with its values, such as tobacco and fossil fuel companies. We also work to ensure that our investments are directed, as far as possible, towards sectors with strong ESG credentials.

## Data protection

The Foundation has a qualified Data Protection Officer and the required processes and procedures are in place to ensure we are compliant with the GDPR legislation. All members of staff have been trained on GDPR and there is induction training for new employees. We are committed to maintaining a high standard in relation to data protection.

## Post balance sheet events

There have been no events subsequent the year-end that require any adjustment to, or additional disclosure in, the financial statements.

## Adequate accounting records

The Directors believe that they have complied with the requirements of Sections 281 to 285 of the Companies Act 2014, with regard to maintaining adequate accounting records by employing accounting personnel with appropriate expertise and by providing adequate resources to the finance function. The accounting records of the Foundation are maintained at 17-19 Rathmines Road Lower, Dublin 6.

## Relevant audit information

The Directors believe that they have taken all steps necessary to make themselves aware of any relevant audit information and have established that the Foundation's statutory auditors are aware of that information. Insofar as they are aware, there is no relevant audit information of which the Foundation's statutory auditors are unaware.


## Internal auditor

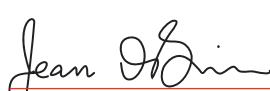
In 2022, the Foundation appointed Mazars to act as internal auditors as trusted independent advisors to protect the interests of the Foundation's stakeholders by providing assurance on the controls and mitigation of the risks of the Foundation.

## Auditor

In accordance with Section 383(2) of the Companies Act 2014, the auditor, KPMG, Chartered Accountants, will continue in office.

On behalf of the Board

  
Cormac Kissane  
Director

  
Joan O'Brien  
Director

30 June 2025

# Statement of Directors' Responsibilities in respect of the Directors' Report and the Financial Statements

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

Company law requires the Directors to prepare financial statements for each financial year. Under that law, they have elected to prepare the financial statements in accordance with FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland*.


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 Foundation and of its income and expenditure for that year. In preparing these financial statements, the Directors are required to:


- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- assess the Foundation's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and
- use the going concern basis of accounting unless they either intend to liquidate the Foundation or to cease operations or have no realistic alternative but to do so.

The Directors are responsible for keeping adequate accounting records which disclose with reasonable accuracy at any time the assets, liabilities, financial position, income and expenditure of the Foundation and enable them to ensure that the financial statements comply with the Companies Act 2014. They are responsible 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, and have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the Foundation, and to prevent and detect fraud and other irregularities. The Directors are also responsible for preparing a Directors' Report that complies with the requirements of the Companies Act 2014.

Legislation in the Republic of Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

On behalf of the Board

  
Cormac Kissane  
Director

  
Joan O'Brien  
Director

30 June 2025

## Independent Auditor's Report to the members of the Irish Heart Foundation

### Report on the audit of the financial statements

#### Opinion

We have audited the financial statements of the Irish Heart Foundation ("the Foundation") for the year ended 31 December 2024 set out on pages 65-80, which comprise the statement of financial activities, the balance sheet, the cash flow statement and related notes, including the summary of significant accounting policies set out in note 1. 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.

In our opinion:

- the financial statements give a true and fair view of the assets, liabilities and financial position of the Foundation as at 31 December 2024 and of its income and expenditure for the year then ended;
- the financial statements have been properly prepared in accordance with FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland*; and
- the financial statements 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 further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the Foundation in accordance with ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical

Standard 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 Foundation'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 presented in the Annual Report together with the financial statements. The other information comprises the information included in the Directors' Report, foreword, who we are and what we do section, 2024: our impact in numbers section, what our service users say section, corporate governance section, Directors and other information section, and Appendix: Breakdown of 2024 grants. The financial statements and our auditor's report thereon do not comprise part of the other information. Our opinion on the financial statements does not cover the other information and, accordingly, we do not express an audit opinion or, except as explicitly stated below, any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether, based on our financial statements audit work, the information therein is materially misstated or inconsistent with the financial statements or our audit knowledge. Based solely on that work we have not identified material misstatements in the other information.



Based solely on our work on the other information undertaken during the course of the audit, we report that:

- we have not identified material misstatements in the Directors' Report;
- in our opinion, the information given in the Directors' Report is consistent with the financial statements; and
- in our opinion, the Directors' Report has been prepared in accordance with the Companies Act 2014.

### Our opinions on other matters prescribed by the Companies Act 2014 are unmodified

We have obtained all the information and explanations which we consider necessary for the purposes of our audit.

In our opinion, the accounting records of the Foundation 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

The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by Sections 305 to 312 of the Act are not made. We have nothing to report in this regard.

### Respective responsibilities and restrictions on use

#### Responsibilities of Directors for the financial statements

As explained more fully in the Directors' responsibilities statement set out on page 62, the Directors are responsible for: the preparation of the financial statements including being satisfied that they give a true and fair view; 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; assessing the Foundation's ability to continue as a going concern, disclosing, as applicable, matters

related to going concern; and using the going concern basis of accounting unless they either intend to liquidate the Foundation or to cease operations, or have no realistic alternative but to do so.

### Auditor's responsibilities for the audit of the financial statements

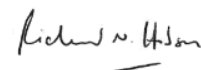
Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee 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 fuller description of our responsibilities is provided on IAASA's website at <https://iaasa.ie/publications/description-of-the-auditors-responsibilities-for-the-audit-of-the-financial-statements/>

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

Our report is made solely to the Foundation'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 Foundation'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 responsibility to anyone other than the Foundation and the Foundation's members, as a body, for our audit work, for this report, or for the opinions we have formed.

30 June 2025



**Richard Hobson**

for and on behalf of

KPMG

Chartered Accountants, Statutory Audit Firm

1 Stokes Place

St. Stephen's Green

Dublin 2

## Statement of Financial Activities

for the year ended 31 December 2024

	Note	Restricted funds 2024	Unrestricted funds 2024	Total funds 2024	Total funds 2023
		€	€	€	€
<b>Income</b>					
Donations and legacies	3(a)	360,289	4,697,803	5,058,092	4,364,296
Charitable activities	3(b)	1,023,195	2,002,820	3,026,015	2,607,664
Investment income	3(c)	-	86,691	86,691	80,599
<b>Total income</b>		<b>1,383,484</b>	<b>6,787,314</b>	<b>8,170,798</b>	<b>7,052,559</b>
<b>Expenditure</b>					
Charitable activities	4	(909,601)	(6,165,398)	(7,074,999)	(6,896,169)
Fundraising activities	5	(252,443)	(1,241,071)	(1,493,514)	(1,559,237)
<b>Total expenditure</b>		<b>(1,162,044)</b>	<b>(7,406,469)</b>	<b>(8,568,513)</b>	<b>(8,455,406)</b>
<b>Net gains on investments</b>	11	<b>-</b>	<b>669,589</b>	<b>669,589</b>	<b>829,285</b>
<b>Net income/(expenditure)</b>		<b>221,440</b>	<b>50,434</b>	<b>271,874</b>	<b>(573,562)</b>
Other movements directly through restricted funds	17	(70,000)	-	(70,000)	-
<b>Net movement in funds</b>		<b>151,440</b>	<b>50,434</b>	<b>201,874</b>	<b>(573,562)</b>
<b>Total funds brought forward</b>		<b>408,695</b>	<b>12,148,457</b>	<b>12,557,152</b>	<b>13,130,714</b>
<b>Total funds carried forward</b>		<b>560,135</b>	<b>12,198,891</b>	<b>12,759,026</b>	<b>12,557,152</b>

## Balance Sheet

as at 31 December 2024

	Note	2024 €	2023 €
<b>Fixed assets</b>			
Intangible assets	9	382,884	73,948
Tangible assets	10	3,966,902	4,070,609
		<b>4,349,786</b>	4,144,557
<b>Current assets</b>			
Investments	11	7,618,056	8,344,519
Stocks	12	-	30,036
Debtors	13	761,492	338,342
Cash at bank and in hand	14	645,083	602,932
		<b>9,024,631</b>	9,315,829
<b>Creditors: amounts falling due within one year</b>	15	<b>(615,391)</b>	(903,234)
<b>Net current assets</b>		<b>8,409,240</b>	8,412,595
<b>Net assets</b>		<b>12,759,026</b>	12,557,152
<b>Funded by:</b>			
Restricted funds	17	560,135	408,695
Unrestricted funds	17	12,198,891	12,148,457
		<b>12,759,026</b>	12,557,152

On behalf of the Board



Cormac Kissane  
Director



Joan O'Brien  
Director

## Cash Flow Statement

for the year ended 31 December 2024

	Note	2024 €	2023 €
<b>Reconciliation of net income/(expenditure) for the year to net cash used in operating activities</b>			
Net income/(expenditure) for the year		271,874	(573,562)
<i>Adjustments for:</i>			
Depreciation	10	113,436	135,370
Investment management fee paid out	11	47,555	45,965
Realised gains on investments	11	(213,275)	(163,044)
Unrealised gains on investments	11	(456,314)	(666,241)
Investment income	11	(86,691)	(80,599)
		<b>(323,415)</b>	(1,302,111)
(Increase)/decrease in debtors	13	(423,150)	56,428
Decrease/(increase) in stocks	12	30,036	(30,036)
Decrease in creditors	15	(287,843)	(493,963)
<b>Net cash used in operating activities</b>		<b>(1,004,372)</b>	(1,769,682)
<b>Cash flows from investing activities</b>			
Acquisition of intangible assets	9	(308,936)	(73,948)
Acquisition of tangible fixed assets	10	(9,729)	(23,942)
Disposal of investments	11	1,435,188	400,000
<b>Net cash from investing activities</b>		<b>1,116,523</b>	302,110
<b>Net increase/(decrease) in cash and cash equivalents</b>		<b>112,151</b>	(1,467,572)
Movement on restricted funds	17	(70,000)	-
<b>Cash and cash equivalents at beginning of year</b>		<b>602,932</b>	2,070,504
<b>Cash and cash equivalents at end of year</b>	14	<b>645,083</b>	602,932



## Notes

### forming part of the financial statements

#### 1. Accounting policies

##### General information

The Irish Heart Foundation (“the Foundation”) is a company limited by guarantee without share capital and is a registered charity. It is incorporated in the Republic of Ireland with registration number 23434. The address of its registered office is 17-19 Rathmines Road Lower, Dublin 6, D06 C780. The Foundation is a public benefit entity. The principal activities of the Foundation are discussed in the Directors’ Report.

##### 1.1 Basis of preparation

The financial statements have been prepared under the historical cost convention as modified by the revaluation of investments. The financial reporting framework that has been applied in their preparation is the Companies Act 2014, (“FRS 102”) The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Statement of Recommended Practice (SORP) FRS102 “Accounting and Reporting by Charities” which is considered best practice for charities in Ireland.

The presentation and functional currency of these financial statements is Euro.

##### Going concern

The financial statements have been prepared on a going concern basis. The Directors have reviewed the 2024 statement of financial activities and balance sheet, the approved 2025 budget and the cashflow projections for a period of at least 12 months from the date of approval of the financial statements. The Directors are satisfied that the Foundation has adequate resources to continue in operational existence for the next 12 months. There is no material uncertainty that affects the assumption that the Foundation is a going concern. Therefore, they continue to adopt the going concern basis in preparing the annual financial statements.

##### 1.2 Significant accounting estimates and judgments

In determining the carrying amounts of certain assets and liabilities, the Board makes assumptions of the effects of uncertain future events on those assets and liabilities at the balance sheet date. The Board’s estimates and assumptions are based on historical experiences and expectations of future events and are reviewed periodically.

##### 1.3 Income

Income is recognised in the Statement of Financial Activities only when the Foundation is legally entitled to the income, the amounts involved can be measured with sufficient reliability and it is probable that the income will be received by the Foundation. The substantial majority of income is received from the Republic of Ireland, with limited income received from the rest of the EU or from non-EU countries.

Income is analysed as restricted, unrestricted or designated. Restricted funds represent income recognised in the financial statements, which is subject to specific conditions imposed by the donors or grant making institutions. Unrestricted funds represent amounts which are expendable at the discretion of the Foundation, in furtherance of the objectives of the Foundation. Such funds may be held in order to finance working capital or for investment. Designated funds represent income received without any restriction, and subsequently allocated to a particular area of expenditure by the board.

##### Donations and Legacies

Donations and legacies are recognised in the period the Foundation is entitled to the resource, when receipt is probable, and when the amount can be measured with sufficient reliability.

Monetary donations from the public are recognised when donations are received. Tax refunds are recognised when they are received. Legacies are recognised when confirmation of unconditional entitlement to a specified amount is received.

Donations and sponsorships received from corporates are recognised on the same basis as grants from statutory sources.

##### Charitable activities

Income categorised under charitable activities is comprised of grants from statutory bodies and services income. Grant income is recognised when the entitlement to the grant is met. Income from grant agreements which are dependent on the performance of specific activities is recognised when the activity has been undertaken. Services income is recognised when the service has been provided. Income due but not yet received at the year end is included in debtors on the balance sheet and funds already received in relation to unfulfilled performance conditions are shown in creditors as deferred income.

##### Government grants

Income from government grants intended to compensate the Foundation for expenses incurred are recognised in the statement of financial activities on a systematic basis over the periods in which the Foundation recognises as expenses the related costs for which the grants are intended to compensate. The Foundation accounts for these government grants and the related expenditure on a gross basis in the statement of financial activities.

All statutory grants are subject to specific conditions and treated as restricted income.

##### 1.4 Expenditure

Expenditure is recognised when a legal or constructive obligation exists as a result of a past event, a transfer of economic benefits is required in settlement and the amount of the obligation can be reliably measured.

##### Charitable activities

Resources expended on charitable activities comprise all the resources applied by the Foundation in undertaking the work to meet its charitable objectives. This includes the direct costs of undertaking these activities and the support costs incurred to enable these activities to be undertaken. All costs of charitable activities are recognised on an accruals basis.

##### Fundraising activities

The cost of fundraising activities comprises costs incurred in fundraising, including the cost of advertising, publications, printing and mailing fundraising materials, staff costs, individual giving administration costs, and an allocation of support costs. All costs of fundraising activities are recognised on an accruals basis.

##### Support costs

Support costs consist of an element of the costs of personnel and associated overheads of the chief executive, finance, human resources functions, infrastructural support of facilities and information technology. Also included are the governance costs of the external annual audit, internal audit and other legal and regulatory compliance. Costs are allocated across the Foundation’s activities to fairly represent the cost of delivering those activities. Allocations are based on the number and cost of direct and indirect staff involved, the use of premises and the dependence on information technology infrastructure.

## 1.5 Taxation

The Foundation is a charity and is not liable to corporation tax. Irrecoverable value added tax is expensed as incurred.

## 1.6 Intangible assets

Intangible assets represent the development costs of computer software and are recognised when the related costs have been incurred. Intangible assets are stated at cost less accumulated amortisation. Amortisation is calculated to write off the original cost of the intangible assets, less estimated residual value, over their expected useful lives. Amortisation is charged on a straight-line basis from the year in which assets are put into use. No amortisation is charged on assets under development until the development process is complete and the assets are ready for use.

## 1.7 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less accumulated depreciation. Depreciation is calculated, by reference to original cost to write off the assets to their residual value over their estimated useful lives on a straight line basis at the following annual rates:

Buildings	2%
Office furniture	10%
Equipment	20%
Computer equipment	20%
Motor vehicles	20%

## 1.8 Basic financial instruments

The Foundation does not have any financial instruments that are not considered to be basic financial instruments under FRS 102.

### Investments

Investments are measured initially at cost and subsequently at fair value, with movements in fair value recognised in the statement of financial activities. Investment income is recognised in the year in which it is receivable.

### Trade and other debtors

Trade and other debtors are recognised initially at transaction price plus attributable transaction costs, and subsequently at amortised cost, less any provision for expected credit losses.

### Cash and cash equivalents

Cash and cash equivalents comprise cash balances and call short-term deposits.

### Creditors

Trade and other creditors are recognised initially at transaction price less attributable transaction costs, and subsequently at amortised cost.

## 1.9 Stocks

Stocks are stated at the lower of cost and net realisable value.

## 1.10 Employee benefits

The Foundation provides pensions to its employees under a defined contribution scheme.

All new eligible employees with effect from 1st January 2000 are included in the defined contribution scheme.

In relation to the defined contribution pension scheme, contributions are accrued and recognised as expenditure in the statement of financial activities in the period in which they are earned by the relevant employees.

Redundancy costs are recognised in the Statement of Financial Activities when there is a demonstrable commitment to termination.

## 2 Legal status of the Foundation

The Foundation is a company limited by guarantee and does not have share capital. At 31st December 2024, there were eleven Directors (2023: 12) whose guarantee is limited to €1.27 each. This guarantee continues for one financial year after directorship ceases.

## 3 Income

	2024 €	2023 €
<b>a) Donations and legacies</b>		
Donations	1,657,975	1,575,953
Legacies	964,539	727,174
Corporate events and activities	2,435,578	2,061,169
	<b>5,058,092</b>	<b>4,364,296</b>
	2024 €	2023 €
<b>b) Charitable activities</b>		
Grants-HSE and other statutory bodies	1,023,195	654,968
Services income	2,002,820	1,952,696
	<b>3,026,015</b>	<b>2,607,664</b>

### c) Investment Income

In 2024, the Foundation received €86,691 (2023: €80,599) of dividend and interest income from its investments (note 11).



#### 4 Expenditure on charitable activities

Analysis of expenditure on charitable activities	2024 Direct €	2024 Support €	2024 Total €	2023 Total €
Advocacy	598,415	77,001	675,416	817,820
CPR training	1,765,875	102,217	1,868,092	1,608,689
Health promotion and prevention	2,116,340	323,234	2,439,574	2,536,217
Patient support	1,505,013	386,358	1,891,371	1,680,583
Innovation and research	178,884	21,662	200,546	252,860
	<b>6,164,527</b>	<b>910,472</b>	<b>7,074,999</b>	<b>6,896,169</b>

Analysis of direct costs:	2024 Total €	2023 Total €
<b>Advocacy (i)</b>	<b>598,415</b>	<b>714,790</b>
<b>CPR training</b>	<b>1,765,875</b>	<b>1,482,220</b>
<b>Health promotion and prevention (ii)</b>		
Awareness and information	966,735	1,288,748
Community programmes	37,120	36,745
Health checks	609,312	404,966
Schools programme	292,294	319,570
Workplace	210,879	181,648
	<b>2,116,340</b>	<b>2,231,677</b>
<b>Patient support (iii)</b>	<b>1,505,013</b>	<b>1,312,485</b>
<b>Innovation and research</b>	<b>178,884</b>	<b>220,234</b>
<b>Total direct costs</b>	<b>6,164,527</b>	<b>5,961,406</b>

- (i) Decrease in advocacy expenditure is due to no F.A.S.T. campaign in 2024.
- (ii) In 2024 the Foundation spent €82,377 on the high blood pressure campaign (2023 €459,247)
- (iii) Patient support cost increased in 2024 as the Foundation increased its service programmes to heart and stroke patients.

#### 5 Fundraising activities

	2024 Direct €	2024 Support €	2024 Total €	2023 Total €
<b>Operating costs</b>	<b>1,312,943</b>	<b>180,571</b>	<b>1,493,514</b>	<b>1,559,237</b>
	<b>1,312,943</b>	<b>180,571</b>	<b>1,493,514</b>	<b>1,559,237</b>

Included in the above are costs related to the Direct Debit Donations Acquisition project which totalled €279,528 for 2024. (2023: €371,841).

#### 6 Support Costs

	Facilities and IT 2024 €	Other indirect 2024 €	Total 2024 €	Total 2023 €
<b>Charitable activities</b>				
Advocacy	30,351	46,650	77,001	103,030
CPR Training	40,290	61,927	102,217	126,469
Health Promotion and prevention	127,405	195,829	323,234	304,540
Patient Support	152,286	234,072	386,358	368,098
Innovation and research	8,538	13,124	21,662	32,626
Total support costs allocated to charitable activities	<b>358,870</b>	<b>551,602</b>	<b>910,472</b>	<b>934,763</b>
<b>Fundraising</b>	<b>71,174</b>	<b>109,397</b>	<b>180,571</b>	<b>176,868</b>
<b>Total support costs allocated</b>	<b>430,044</b>	<b>660,999</b>	<b>1,091,043</b>	<b>1,111,631</b>

Support costs consist of an element of the costs of personnel and associated overheads of the chief executive, finance, human resources functions (aggregated within “Other indirect” in the table above), infrastructural support of facilities and information technology. Also included are the governance costs of the external annual audit, internal audit and other legal and regulatory compliance costs.

Costs are allocated across the Foundation’s activities to fairly represent the cost of delivering those activities. Allocations are based on the number and cost of direct and indirect staff involved, the use of premises and the dependence on information technology infrastructure.

## 7 Statutory and other information

	2024 €	2023 €
Net income/(expenditure) for the year	271,874	(573,562)
<i>Stated after charging:</i>		
Directors' remuneration	-	-
Auditors' remuneration – fees (excluding VAT)	29,000	28,000
Depreciation of tangible fixed assets	113,436	135,370
Realised investment losses (note 11)	-	-
<i>Stated after crediting:</i>		
Realised investment gains (note 11)	213,275	163,044
Dividend and interest income	86,691	80,599

## 8 Wages and salaries

The average number of persons employed by the Foundation during the financial year is set out below:

	2024 Number	2023 Number
Charitable activities	63	55
Fundraising	11	8
Support	11	11
	85	74

The aggregate payroll costs, were as follows:

	2024 €	2023 €
Wages and salaries	3,968,004	3,504,190
Social insurance costs	433,471	384,280
Defined contribution pension scheme costs	232,410	221,871
Redundancy costs	3,588	-
	4,637,473	4,110,341

None of the Board members received any remuneration for their services or received any other benefits from the Foundation, and no Board member expenses have been incurred.

The number of employees whose remuneration (excluding pension costs) exceeded €60,000 is set out below:

	2024 Number	2023 Number
€60,000 - €70,000	9	7
€70,001 - €80,000	2	2
€80,001 - €90,000	-	1
€90,001 - €100,000	2	2
€100,001 - €110,000	2	2
€130,001 - €140,000	1	-

Included in the above are certain members of the key management team. The key management team includes the CEO, Director of Finance and Support Services, Director of Advocacy and Patient Support, Director of Health Promotion, Information and Training, Commercial Director and Medical Director. The total emoluments (including benefits and pension) paid in regard to the key management team in 2024 was €688,837 (2023: €697,208).

The CEO received a salary of €140,000 for 2024 (2023: €51,513). The outgoing CEO in 2023 received a salary of €98,949, plus 20% pension contribution. The amounts for 2023 reflect the time in service during that year.

## 9 Intangible assets

	CRM system
<b>Software</b>	
<b>Cost</b>	
At the beginning of the year	73,948
Additions in the year	308,936
<b>At end of year</b>	<b>382,884</b>
<b>Amortisation</b>	
At the beginning of the year	-
Charge for the year	-
<b>At end of year</b>	<b>-</b>
<b>Net book value</b>	
<b>At 31st December 2024</b>	<b>382,884</b>
At 31st December 2023	73,948

(i) No amortisation charge arose in 2024 on the Customer Relationship Management system (CRM) as the asset was not in use as at 31 December, 2024.



## 10 Tangible fixed assets

	Buildings €	Office furniture €	Equipment €	Computer equipment €	Motor vehicles €	Total €
<b>Cost</b>						
At beginning of year	4,486,062	225,950	75,379	68,873	79,865	4,936,129
Additions in year	-	3,641	-	6,088	-	9,729
<b>At end of year</b>	<b>4,486,062</b>	<b>229,591</b>	<b>75,379</b>	<b>74,961</b>	<b>79,865</b>	<b>4,945,858</b>
<b>Depreciation</b>						
At beginning of year	534,151	131,379	69,402	50,723	79,865	865,520
Charge for year	89,721	22,124	2,364	(773)	-	113,436
<b>At end of year</b>	<b>623,872</b>	<b>153,503</b>	<b>71,766</b>	<b>49,950</b>	<b>79,865</b>	<b>978,956</b>
<b>Net book value</b>						
<b>At 31st December 2024</b>	<b>3,862,190</b>	<b>76,088</b>	<b>3,613</b>	<b>25,011</b>	<b>-</b>	<b>3,966,902</b>
At 31st December 2023	3,951,911	94,571	5,977	18,150	-	4,070,609

The motor vehicle owned by the Foundation is a Mobile Health Check unit.

## 11 Investments

	Listed investments €	Bonds €	Cash held for investment €	Total €
Valuation at 1st January 2024	8,043,976	250,000	50,543	8,344,519
Disposals	(1,100,000)	(335,188)	-	(1,435,188)
Investment Management fee paid out	(47,555)	-	-	(47,555)
Realised gain	128,087	85,188	-	213,275
Unrealised gain	456,314	-	-	456,314
Investment income	86,691	-	-	86,691
Net transfers	(18,574)	-	18,574	-
<b>Valuation at 31st December 2024</b>	<b>7,548,939</b>	<b>-</b>	<b>69,117</b>	<b>7,618,056</b>
Valuation at 1st January 2023	7,213,737	250,000	416,863	7,880,600
Disposals	(400,000)	-	-	(400,000)
Investment Management fee paid out	(45,965)	-	-	(45,965)
Realised gain	163,044	-	-	163,044
Unrealised gain	666,241	-	-	666,241
Investment income	80,599	-	-	80,599
Net transfers	366,320	-	(366,320)	-
<b>Valuation at 31st December 2023</b>	<b>8,043,976</b>	<b>250,000</b>	<b>50,543</b>	<b>8,344,519</b>

## 12 Stocks

	2024 €	2023 €
CPR Kits	-	30,036
	-	30,036

## 13 Debtors

	2024 €	2023 €
General debtors	206,402	178,520
Prepayments	157,729	99,436
Other debtors	397,361	60,386
	761,492	338,342

All debtors fall due within one year

## 14 Cash and cash equivalents

	2024 €	2023 €
Cash at bank and in hand	645,083	602,932

## 15 Creditors: amounts falling due within one year

	2024 €	2023 €
Trade creditors	359,237	288,685
Accruals	88,675	105,059
PAYE/PRSI	112,598	106,330
Deferred income (note 16)	54,881	403,160
<b>Total</b>	<b>615,391</b>	<b>903,234</b>

## 16 Deferred income

	2024 €	2023 €
Deferred income at 1st January	403,160	480,101
Income deferred in period	54,881	400,000
Amounts released from previous reporting period	(403,160)	(476,941)
Deferred income at 31st December	54,881	403,160

The majority of deferred income relates to funds received from donors for specific activities with unfulfilled performance-related conditions and the income is recognised in the Statement of financial activities when the activity has been undertaken. The remaining deferred income relates to services income.

## 17 Analysis of charitable funds

### a) Movement in funds

The movements in funds classified in accordance with the Foundation's accounting policies are as follows:

	Restricted funds €	Unrestricted Funds €	Total 2024 €	Total 2023 €
<b>Total funds of the charity at beginning of year</b>	<b>408,695</b>	<b>12,148,457</b>	<b>12,557,152</b>	<b>13,130,714</b>
<b>Movement in funds</b>				
Net income/(expenditure) for the year	221,440	50,434	271,874	(573,562)
Other movements directly through restricted funds	(70,000)	-	(70,000)	-
<b>Total funds of the charity at end of year</b>	<b>560,135</b>	<b>12,198,891</b>	<b>12,759,026</b>	<b>12,557,152</b>



b) Analysis of net assets between funds

	Restricted funds €	Unrestricted funds €	Total €
Intangible fixed assets	-	382,884	382,884
Tangible fixed assets	-	3,966,902	3,966,902
Current assets	560,135	8,464,496	9,024,631
Creditors including deferred income	-	(615,391)	(615,391)
	560,135	12,198,891	12,759,026

18 Commitments

The Foundation had no commitments at 31st December 2024.

19 Related party transactions

The compensation of key management personnel is set out in note 8. There were no other related party transactions in 2024 or 2023.

20 Post balance sheet events

There have been no events subsequent to the year end that require any adjustment to, or additional disclosure in, the financial statements.

21 Approval of financial statements

These financial statements were approved by the Board of Directors on 30 June 2025.



Directors and other information

<b>Directors</b>	Professor Emer Shelley (retired 26 Sep 2024) Cormac Kissane (appointed 26 Sep 2024) Wally Young (retired 26 Sep 2024) Professor Joe Harbison (retired 26 Sep 2024) Kevin Cardiff Jeanette Codd McDonagh Dr Catherine Conlon Dr Walter Cullen (retired 27 June 2025) David Dempsey Professor Francis Finucane Joan O'Brien Dr Anne Marie O'Flynn Brian O'Sullivan Steve Carson (appointed 9 Dec 2024)
<b>Chief Executive Officer</b>	Emma Balmaine
<b>Secretary</b>	Helen Redmond
<b>Registered office</b>	17-19 Rathmines Road Lower Dublin 6 D06 C780
<b>Auditor</b>	KPMG Chartered Accountants 1 Stokes Place St Stephen's Green Dublin 2 D02 DE03
<b>Internal Auditors</b>	Mazars 3 Harcourt Centre 2 Harcourt Road St Kevin's Dublin 2 D02 A339
<b>Bankers</b>	Bank of Ireland 87-89 Pembroke Road Ballsbridge Dublin 4 D04 X738
<b>Solicitors</b>	Denis McSweeney Solicitors 40 Grand Canal Street Upper Dublin 4 D04 N8X3
<b>Investment Advisor</b>	Goodbody 2 Ballsbridge Park Ballsbridge Dublin 4 D04 YW83
<b>Company registration number</b>	23434
<b>Revenue charity number</b>	CHY5507
<b>Charity regulators number</b>	20008376



# Appendix



# Breakdown of 2024 grants

Grantors	Grant name/ project	Purpose	Term	Grant amount	Income for 2024
HSE	High-Risk Prevention programme	Health Promotion and Prevention	Jan-Dec 2024	400,000	400,000
HSE	Community and voluntary grant for older people	Patient Support	Jan-Dec 2024	5,000	5,000
HSE	Health and wellbeing	Health Promotion and Prevention	Jan-Dec 2024	250,000	250,000
HSE	Health and wellbeing	Patient Support	Jan-Dec 2024	37,000	37,000
HSE	Volunteer stroke scheme project	Patient Support	Jan-Dec 2024	42,000	42,000
HSE	Health and wellbeing	Patient Support	Jan-Dec 2024	40,000	40,000
HSE	Health and wellbeing	Patient Support	Jan-Dec 2024	6,000	6,000
Dept Environment	Burning Solid Fuels Campaign	Health Promotion	April-Dec 2024	50,000	50,000
Dept Environment	Vehicle Idling Campaign	Health Promotion	April-Dec 2024	50,592	50,592
HSE	Summer Outings	Patient Support	May-Dec 2024	800	800
HSE	Physical Activity	Patient Support	May-Dec 2024	1,850	1,850
HSE	Physical Activity	Patient Support	May-Dec 2024	780	780
Dept Health	Heart Month Campaign	Health Promotion and Prevention	Sep 2024	120,000	120,000
Dept Agri- culture	Farm Safety, Health and Wellbeing Projects 2024	Health Promotion and Prevention	2nd Sept 2024 to 15th Nov 2024	19,173	19,173
TOTAL					1,023,195







# Irish Heart Foundation

The National Stroke & Heart Charity

Irish Heart Foundation  
17-19 Rathmines Road Lower, Dublin 6, D06 C780  
01 668 5001  
[irishheart.ie](http://irishheart.ie)

Charity Registration No.: CHY5507  
Charity Regulatory Authority No.: 20008376  
Company Registration Office No.: 23434