



PACK FOR GOOD

MAKE PACKING EASIER
BY DONATING UNWANTED STUFF



2018 University Campaign Evaluation & Impact Report

Bangor University





INTRODUCTION

The BHF University campaign has grown significantly since its launch in 2011 with just one University on board, to over 100 in 2018. Pack for Good is also run with over 40 companies, in over 35 cities, at 220 properties and with 14 Councils across the UK.

The campaign continues to be a great success in terms of providing much needed stock for our network of over 740 shops, as well as providing a free collection service to Universities, Local Authorities and landlords.

The BHF campaign aims to reduce complexity whilst actively contributing to University waste diversion, carbon reduction targets and CSR targets including charitable giving within your communities.

In 2016 we rolled out a microsite for our partners to have faster access to a range of digital tools and assets for their on campus promotion, as well as a comprehensive toolkit to run a successful campaign year on year.

In 2017 we were selected as Unite Students official charity stock donation partner; we continue to have a successful national partnership across the country.

In 2018 the BHF University Executives have had a social media presence bringing the campaign to life digitally. Most commonly used is twitter, the team have been working in conjunction with new and existing partners to help promote, raise awareness and thank students. Tweets are picked up using the #packforgood and there have been occasions where the main @TheBHF has retweeted.



PAST CAMPAIGN ACTIVITY

Bangor University Sustainability Lab, CIWM Cymru and the British Heart Foundation (BHF) ran two successful re-use workshops in Cardiff and Bangor in June 2014. As a result Bangor University teamed up with the British Heart Foundation (BHF) Furniture & Electrical store in Wales to support hall renovations at Bangor University in 2015.

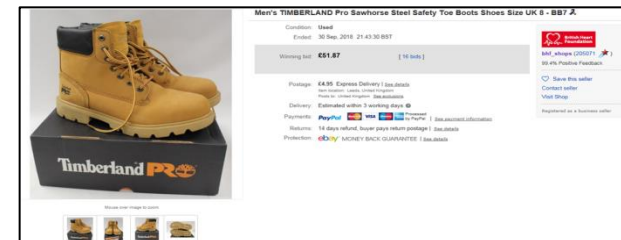
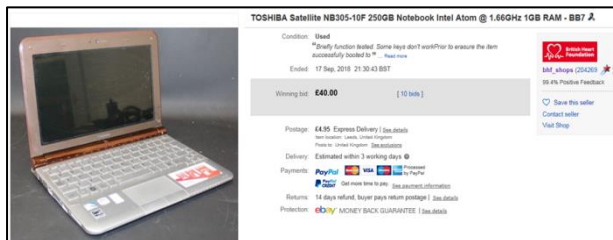
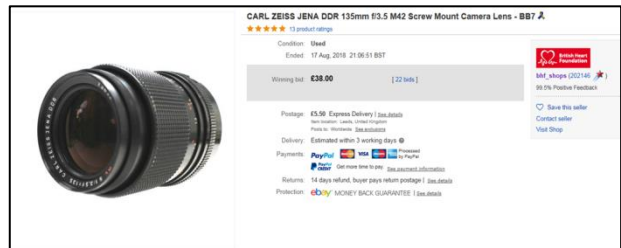
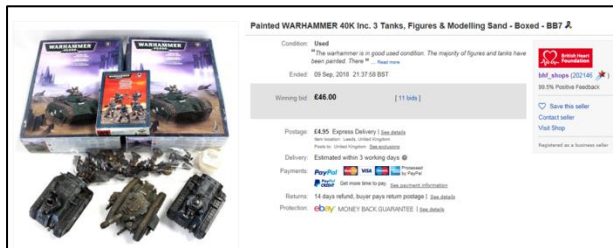
The Pack for Good Campaign was rolled out across both Bangor University and IQ Students in early 2016.

City	University	2017 Total	2016 Total	2015 Total	2014 Total	2013 Total	2012 Total
Bangor	Bangor University	1130	1311				
Bangor	Private Halls (IQ)	194	172				



2018 CAMPAIGN ACTIVITY

Some great Items donated during the campaign this year, below are two items specifically that we collected from Bangor University that were sent on to the BHF Ebay shop to be sold at a higher value than our local store can sell which adds great value to the Campaign.



During 2018 we also arranged a Furniture collection to collect 23 Coffee Tables which has raised £230



Volunteers, Events, Social Media and Press

During 2017/2018 campaign we have supported Bangor Universities with several events such as Waste Awareness week.

In November we attended the Halls to Home event with our interactive stand to talk to students about what to do when leaving halls. We also set up three specific collection days around main move out weekends for both undergraduate and postgraduate students. These events took place in June, July and September 2018 with a total of 187bags donated during these events.



There has also been a lot of support and advertisement of the Pack for Good campaign and BHF involvement on campus via twitter during 2018.



Further events including CPR training has been booked in for later in 2018 as the 2018/19 campaign starts to ramp up for another year.

CAMPAIGN STATISTICS 2018

Bags Donated

Scheme	Site Name	Location	Bank Type	Asset Code	T Code	2018 P1	2018 P2	2018 P3	2018 P4	2018 P5	2018 P6	2018 Total	Interim
Bangor University	Ffriddoedd Village	Main Campus	Clothing Bank	CL3180	BB7	42	112	699	57	28	53	991	43
Bangor University	Ffriddoedd Village	Main Campus (2)	Clothing Bank	CL3539	BB7	0	7	58	0	0	0	65	0
Bangor University	Ffriddoedd Village	Halls Reception	x2 Lrg Donation Boxes	40586517	BB7	18	26	0	40	31	2	117	0
Bangor University	St Mary's Village	Reception Ground Floor	x2 Lrg Donation Boxes	40586516	BB7	0	0	173	33	22	26	254	0
Bangor University	St Mary's Village		Clothing Bank	CL3540	BB7	0	13	147	77	24	107	368	0
Bangor University	Garth Hall	Main Entrance	x1 Lrg Donation Box	40590500	BB7	0	1	37	19	33	63	153	0
Prodigy Living	TY Willis House	Reception	x2 Donation Boxes	40586759	BB7	2	9	41	0	19	13	84	51
						62	168	1155	226	157	264	2032	94

Collection timeframe	Number of bags	Value of bags*
Interim data (1 st Oct 2017 – 31 st March 2018)	94	£1,316
Campaign data (1 st April – 31 st Sep 2018)	2032	£28,448
Total	2,126	£29,764

Environmental impact

Equivalent of 17 Tonnes of items diverted from the waste stream



Your donations have helped save 173,090 kgs of CO2 greenhouse gas emissions



Your donations have saved the weight of 2.8 elephants in waste going to landfill



Furniture and Electrical items

Furniture and Electrical items donated value £230.00

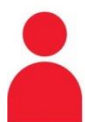


Total raised for the British Heart Foundation

Based on estimated £14 bag value, the total raised in monetary terms for the British Heart Foundation: **£29,994**



ABOUT THE BRITISH HEART FOUNDATION



AROUND 7 MILLION
people living with heart and
circulatory disease in the UK

Heart transplants. Clot busting drugs. Pacemakers. Breakthroughs born from visionary medical research. Research you fund with your donations.

Heart and circulatory diseases kill 1 in 4 people in the UK. They cause heartbreak on every street. But if research can invent machines to restart hearts, fix arteries in newborn babies, build tiny devices to correct heartbeats, and give someone a heart they weren't born with - imagine what's next.

We fund research into all heart and circulatory diseases and their risk factors. Heart attacks, heart failure, stroke, vascular dementia, diabetes and many more. All connected, all under our microscope. Our research is the promise of future prevention, cures and treatments.



We aim to invest
£100 million each year
into new life saving
research

Every University that partners with us in our 'Pack for Good' campaign enables our shops to receive a regular supply of donations during the summer period, a time typically, when donations can be lower than in other seasons. Also, where we have built strong, long term relationships with our University partners leading to events, furniture donations, Fresher's week or Green week events, we are able to extend the donations coming into our shops and in turn the funds raised towards our life-saving work.

The promise to protect the people we love. Our children. Our parents. Our brothers. Our sisters. Our grandparents. Our closest friends.

**You and the British Heart Foundation.
Together, we will beat heartbreak forever.**



HOW YOUR DONATIONS MAKE A DIFFERENCE

We estimate that a bag of donations from a student could be worth as much as £14.

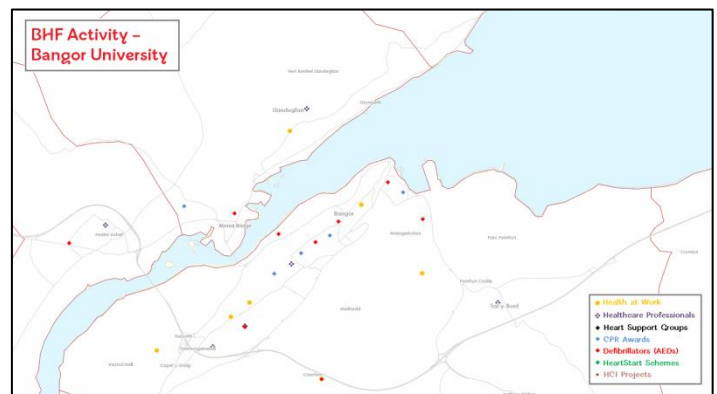
- 10 bags could nurse a broken heart by funding a full day's BHF Heart Nursing care. In this time a Heart Nurse could care for up to six patients to help them manage their condition and prevent further hospital re-admissions.
- 100 bags could help find a cure by funding one of our young scientists for seven days. We currently provide the salaries for around 500 post-doctoral scientists who work in research team's right across the UK on projects to better understand how to diagnose, prevent, treat and cure heart disease.
- 1000 bags could Help 40 young heart patients to gain independence, new skills and confidence whilst meeting other young heart patients.



YOUR LOCAL COMMUNITY

We understand the importance of local communities and want to share with you some of the fantastic things the BHF has funded within your Universities' local area in the last 12 months.

- ♥ 0 Heart Start Schemes
- ♥ 71 Defibrillators Awarded
- ♥ 8,793 Free Heart Health Resources
- ♥ 14 Establishments CPR trained
- ♥ 2 BHF Retail shops



- ♥ UNIVERSITY FUNDING – University of Swansea, Cardiff University and Cardiff Metropolitan University with funding totalling £5,392,109
The University of Manchester and Manchester Metropolitan University totalling £19,724,666 The University of Liverpool totalling £1,338,354



THANK YOU

On behalf of everyone at the BHF we would like to thank you for your support. Your ongoing support and end of year campaign along with all the Universities, Councils & Private student hall providers across the UK; it is making a real difference in beating heartbreak forever.