



The British Heart Foundation is the nation's heart charity with 420 employees, most working at the Head Office in London together with 5 regional offices and home based employees.

The British Heart Foundation met their new target of 13% take up within 5 days of this year's campaign, using a concerted team effort from many varied departments and 'walking the talk' for Payroll Giving.

This entry was chosen as runner-up for the Most Successful campaign as the judges thought it was an extremely well conceived and thoughtful campaign and a good model for any organisation to follow.