

British Heart Foundation, Compton House,
2300 The Crescent, Birmingham Business Park B37 7YE

T 0300 330 3322 E willpower@bhf.org.uk

W www.bhf.org.uk



Mrs Personalised
1 Sample Road
Sample Town
Sample Shire
SS1 1SS

I hope my girls grow up to live in a world with less heart disease, less stroke, less vascular dementia. With less heartbreak. A gift in your Will can help make this happen.

<Date>



Dear <Personalised>,

We all have people in our lives who inspire us to do what we do, and who motivate us to do it better.

For me, it's my two daughters, Ursula and Romy. They are the inspiration and the motivation for my work, every day, as a BHF-funded researcher.

My girls are still very young (twelve and nine years old), but they are growing up in a world where rates of heart and circulatory diseases are still far too high – the cause of more than 1 in 4 deaths in the UK, in fact.

As a BHF-funded researcher, I'm working to keep my girls and future generations safe from these killers. And I'm very grateful to you for saying that you might be able to help.

Every day in my lab, I see the incredible impact of gifts in Wills. That's because these gifts fund half of the BHF's research grants, and all of my work. This potentially life saving research quite simply wouldn't be happening without people like you.

A gift to the BHF in your Will could help continue the push for powerful new treatments and more effective cures. **Ultimately, you could help create a world with less heartbreak.**

And we're already making huge progress.

My colleagues have prepared a Research Update with the very latest news about life saving projects on <area>: the area that's of special interest to you. We've also made a website for you, where you can learn more about Will Power and the impact these most generous gifts have.

So I hope you can take a moment to go online and discover how you could help beat heartbreak forever: bhf.org.uk/keep-future-generations-safe

Continued...

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We are very excited and happy to know that our dad could actually help save lives.**

Ursula, aged 12



My project is just part of this story. My brilliant team is examining the link between high blood pressure and one of our society's most significant health problems: obesity.

Obesity might be causing high blood pressure by damaging the lining of blood vessels. And that makes heart disease more likely. That's why I'm aiming to understand exactly how blood vessel lining gets damaged. That could reveal ways to repair them – and protect people from heart disease.

Gifts in Wills from people like you made my project possible. **That just shows you, <Personalised>, how Will Power is saving the next generation from the terrible threat of heart and circulatory diseases.**

Every day, at work, I'm doing all I can to make sure my daughters grow up in a world with less heartbreak. And, naturally, I think of Ursula and Romy when I'm making big decisions in my life, too.

So when it comes to the incredibly important decision of who to include in your Will, you would of course want to put your loved ones first.

As a father, I'd do the same. My girls are my everything: I want them to be looked after. But once you have taken care of your loved ones, I hope you also might be able to find room in your Will to remember the BHF.

The amazing thing is, your gift would also be a way of looking after your loved ones in years to come – because it could help fund the research breakthroughs that keep them safe from heart and circulatory diseases.

I would also really appreciate it if you could let the BHF know your thoughts about your Will on the enclosed response form.

The BHF make my work possible. Support from them has defined my career and given me everything I need – the time, the staff, the equipment – to focus all my efforts on beating heartbreak forever.

But I know that support really comes from people like you, <Personalised>, so thank you. I'm very grateful.

With my best wishes,

Adam Greenstein

Dr Adam Greenstein
BHF-funded researcher

P.S. Don't forget to go online to get the latest updates on life saving research funded by gifts in Wills. It shows you the wonderful impact that a gift in your Will could have on the people you love.

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I'm so proud
of Dad!**

Romy, aged 9

Find out more about the impact of gifts in Wills on your personal website:

bhf.org.uk/keep-future-generations-safe

**“
I'm proud to be doing research that could beat heartbreak and keep my girls safe, but I wouldn't be able to do it without support from the BHF.**

