

## A small tick is a big deal

We all have something that gets us going in the morning. A passion or hobby that makes us smile.

### Imagine if it was taken away.

For Kieran, Hina and Scarlett, it almost was. Their lives might look different on paper, but they have one thing in common — each nearly lost their life to heart and circulatory diseases.

Thanks to research, Kieran, Hina and Scarlett have a future to look forward to. They are the lucky ones. But every day, thousands of families are left devastated by conditions like heart failure, stroke and vascular dementia.

Today, we'd like you to help us beat the heartbreak sooner by adding Gift Aid to your donations. All it takes is a simple tick.

## Say 'Yes' to Gift Aid

If you're a taxpayer, the government can add 25% of your donation's value on top of your donation. That means more hours in the lab, more greenlights for pioneering research projects and more lives saved.

### This is at no extra cost to you.

So, for every £1 we receive in donations, we get an extra 25p.



It will not affect your personal tax payments. All you need to do to enable the government to give us this money is tick the box.

**Please add Gift Aid. Help us give more people like Kieran, Hina and Scarlett a longer, happier future and the chance to enjoy all the things that make them tick.**



# What makes you tick?



**For Hina,  
it's cooking  
delicious  
family feasts**



**For Kieran,  
it's heading  
outdoors  
and hiking  
for miles**



**For Scarlett,  
it's seeing  
how high she  
can swing  
and how soft  
she can land**