

We protected tiny hearts...
from **Kawasaki Disease!**

**In partnership
with the
World Heart
Federation!**

**Kawasaki
Disease into
Adulthood – a
podcast series**

**Societi's
World Heart
Day Virtual
10K**

Reaching the RCGP conference

**Thank you to
our fabulous
partners!**



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A snapshot of the impact YOU helped us to make!

We are so proud to have been able to work with phenomenal supporters and magnificent partners together on our World Heart Day campaign. Here is a snapshot at the impact we made together. Just take a look:

Thank you to every single one of our Super Societi social media sharers for making our World Heart Day campaign reach further than ever before! Thanks to YOU, our Kawasaki Disease awareness raising messages reached over **650,000 social media accounts** - phenomenal!



During World Heart Day, we increased our **Facebook and Instagram following to more than 2,000 and 3,000 respectively** – that's a LOT of people to interact with and share our posts!

This year we were super active on social media, with more than **50 posts shared across the different channels** on World Heart Day alone! We achieved **659 more content interactions** than most other charities or similar organisations on Facebook and a **whopping 4000 more on Instagram**.

We **raised over £3,000** thanks to the phenomenal efforts of our donors, fundraisers and supporters this World Heart Day, all whilst getting Kawasaki Disease known right across the UK, and beyond! The funds raised over the World Heart Day campaign mean we were able to **reach the RCGP annual conference and speak to hundreds of GPs!**



This year **Societi's Virtual 10k went global!** Throughout our World Heart Day campaign period, Societi's logo has been on display on vests, hoodies and t-shirts across the globe, raising awareness of Kawasaki Disease in at least **nine different countries** worldwide!

Across our World Heart Day campaign, including social media, our supporter organised events, our Virtual 10k, our media release and our attendance at the RCGP conference, **TOGETHER** we have reached an estimated **three quarters of a million people!!** That's a hugely significant amount of people who now know Kawasaki Disease!



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**Stronger together - in partnership with the
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**WORLD HEART
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World Heart Day is a global campaign that gives us such a tremendous opportunity to raise awareness of Kawasaki Disease and protect tiny hearts working alongside extraordinary partners and superstar supporters. **29 September - World Heart Day**, is such an extremely important date in our calendar and, this year it was **bigger than ever!**

Once again we worked with our wonderful partners at the **World Heart Federation** to deliver a campaign with a focus on **Kawasaki Disease into adulthood**. Too many children affected by Kawasaki Disease receive a late diagnosis which can increase the risk of long-term heart damage. **28% of all affected children will suffer some heart damage** - children grow into adults... and so treatment and management of the effects of Kawasaki Disease into adulthood is so very important to us. We need all healthcare professionals to **KNOW** and **UNDERSTAND Kawasaki Disease**, because knowing and understanding how to care for hearts that have been affected by Kawasaki Disease is essential.

Together we worked throughout the whole of September, to raise awareness. We published a **media release**, **encouraged supporters** to hold a coffee and cake morning and wear red, **released an expert led podcast series** for clinicians and shared our **family podcast series**. We also held our **annual virtual 10k** as well as **fundraising** to make Kawasaki Disease visible to the many **GP's attending the RCGP Conference**.

We are so grateful to EVERYONE who made our World Heart Day campaign so successful and so high impact this year. **THANK YOU!**

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A huge THANK YOU to the fabulous Hinch family for their exceptional support!



Sophie Hinchliffe – also known as **‘Mrs Hinch’**, famous for her online cleaning tips, and her husband Jamie, generously gave their **extraordinary support** to Societi’s World Heart Day campaign, after their son was affected by Kawasaki Disease earlier this year.

After he was initially misdiagnosed, being sent home with antibiotics, the Hinch family want to ensure that other families and doctors know the signs and can **recognise Kawasaki Disease quickly**. Thankfully he made a full recovery.

Getting Kawasaki Disease known and ensuring rapid treatment will help protect tiny hearts across the UK. The **fantastic Hinch family** used their combined following of nearly **six million people** to help raise awareness of Kawasaki Disease on World Heart Day. They shared our posts and insta stories which had a phenomenal effect on our ability to get Kawasaki Disease known. **Our Instagram reach alone grew by an eye-watering 28,000 percent!!** **THANK YOU so much** to the Hinch family for their ongoing support. We look forward to continuing to work in partnership with them!

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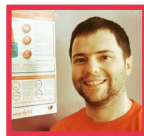
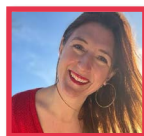
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World Heart Day Podcast Series – Kawasaki Disease into Adulthood



As part of our drive to ensure doctors and health professionals **THINK Kawasaki Disease**, we produced a suite of **five podcasts** for release on World Heart Day based on the theme of '**Kawasaki Disease into Adulthood**'.

Our 'umbrella episode' in this series features an interview with leading UK clinicians **Dr Tom Johnson** and **Professor Rob Tulloh**. They talk about the challenges faced by cardiologists with patients with both a known and unknown history of Kawasaki Disease and issues such as the transition of care from child to adult services.

The other episodes in the series feature four incredible supporters, **Rosie, Kris, James** and **Massoud**, all of whom have been affected by Kawasaki Disease and have lived with the effects into adulthood. Each supporter **superbly tells their story**, highlighting the issues they have faced and the challenges they have overcome.

We are so **grateful to our experts and to our supporters** for their generosity in sharing their time, knowledge and their stories contributing to create such **incredibly important resources**. Having shared them across our social media channels, **they've been heard hundreds of times** already – that's **hundreds more doctors thinking about Kawasaki Disease** and gaining an understanding of the implications of Kawasaki Disease into adulthood! **Just fantastic.**

You can listen to our Kawasaki Disease into Adulthood podcast series [here](#).

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World Heart Day Podcast Suite – Family Stories

KAWASAKI DISEASE

Sian's story

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Thanks to the support and generosity of **five remarkable supporters**, we were also able to produce and release a suite of **family story podcasts** in the run up to World Heart Day. These podcasts focus on the **acute periods around Kawasaki Disease** including issues around diagnosis and feature stories from supporters whose families have been affected. The stories highlight issues, challenges and insights into what can be an extremely difficult time. The podcasts will be **available to the hundreds of families** who are affected by Kawasaki Disease every year, giving **hope, comfort and strength**.

Sharing family stories is also an extremely powerful way to raise awareness of Kawasaki Disease. It is our hope it will help grow understanding, awareness and knowledge about Kawasaki Disease and protect the tiny hearts of the future.

Huge thanks to **Sian, Alister, Manda, Laura** and **Olivia** whose stories are unique, powerful and will make a **huge difference** to others experiencing a diagnosis of Kawasaki Disease in many so ways and raising much needed awareness.

You can listen to our family story podcasts [here](#).

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The Societi Virtual 10k goes truly international!



Of course, the annual **Societi Virtual 10K** was yet again a huge feature of our World Heart Day campaign and, being our **5 YEAR ANNIVERSARY** we wanted it to be the best yet!

Our supporters did NOT disappoint, taking the Societi Virtual 10K **right across the Globe!** The marvellous **Tim Doggett** of the **Chemical Business Association** took his virtual 10K across **FIVE different countries** from America to Thailand and everywhere in between – just phenomenal! The wonderful **Gayle** completed her 10K on the way up **Mount Kilimanjaro** – you can find out more about that over the page! And of course, there's the wonderful **Kevin** who continued his challenge of completing all **214 Wainwrights** in the Lake District. **WOW!!** And, it doesn't stop there. Societi Active committee member, **Vikki**, took her 10K to the **Brecon Beacons**, taking some simply stunning photos.

A HUGE Thank you to EVERYONE who has supported Societi, taken part in our Virtual 10K, **raised much needed funds** for Societi Foundation and **raised awareness of Kawasaki Disease** in your communities across the UK – and across the world!! **We are so very grateful to every single one of you!**

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Gayle scales new heights!



If you've followed Societi for any length of time, you'll probably know the name **Gayle!** Societi Active committee member, serial marathon runner, fundraising extraordinaire and all round tremendous human being, Gayle continues to astound us with everything she does to raise awareness of Kawasaki Disease. And this year was no different! Not content with a simple virtual 10K around her hometown, **Gayle scaled none other than Mount Kilimanjaro instead!**

Towards the end of World Heart Day the AMAZING Gayle and her crew reached the summit, all sporting **Societi t-shirts**. The climb was a gruelling **5895 metres** through all seasons of weather. What an extraordinary effort, HUGE congratulations to you all for reaching the top. If you'd like to watch our Supporter Spotlight video of Gayle's climb, you can do so [here!](#)

Gayle's **continuous determination and drive** to support Societi and raise awareness of Kawasaki Disease is hugely appreciated. We are so grateful to have such a fabulous supporter. **THANK YOU!**

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YOU helped us hit our target to reach **HUNDREDS** of **GPs** at the **RCGP** annual conference in **Glasgow!**



As part of our World Heart Day campaign, we asked our supporters to help us hit our target to enable us to reach the **RCGP conference** – a conference attended by **around 1,200 GPs**, giving us the opportunity to meet them and talk to them about Kawasaki Disease. Our supporter survey feedback, told us we must **get more GPs to know Kawasaki Disease**. So many families experience delays in diagnosis at the early stage, including with their GP.

We hadn't budgeted to go to this conference – and they involve a host of costs, like booking our exhibition space and getting our great 'gear' to the conference venue. So, we launched a **FUNDRAISER** to help and there were so many of you who answered our call. **YOU fundraised and donated** and helped us reach our target meaning that **HUNDREDS more GPs** will now know Kawasaki Disease! **THANK YOU** for helping to protect tiny hearts!

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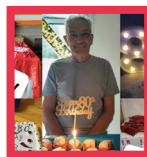
Superstar Supporter's fantastic fundraisers

We're so grateful to everyone who raised funds and awareness of Kawasaki Disease in the lead up to World Heart Day. There were so many amazing events planned and every single one took us one step closer to reaching our target and getting to the RCGP conference. We had some brilliantly unique events and 'firsts' for Societi Foundation. Here are just some of them:



Charity music night - Societi supporters **John** and **Jack** organised a **charity music night** in London. The sell out event featured improvised sounds with electronica and Jazz with Gaz Williams, John Biddulph and Steve Davis, who has replaced snooker with sound!

Edinburgh Kiltwalk - **Aileen and family** took on the **Edinburgh Kiltwalk** in Societi t-shirts to raise funds and awareness of Kawasaki Disease. A HUGE well done to Aileen and Finlay, who completed the **5 mile** 'Wee Wander' and to Claire and Alan, who completed the 'Mighty Stride' - A whole **21 MILES!!**



An 80th birthday party - For his **80th birthday**, **Peter** asked for donations to Societi Foundation instead of presents. We are **so thankful** to Peter for his generosity and to his daughter **Marie**, and all their **family and friends** who raised almost **£1,000** through the birthday celebrations!!!



The Serpentine Swim - A HUGE WELL DONE to our very own **Ria** who swam the **half mile in the Swim Serpentine** challenge to raise funds for Societi, and awareness of Kawasaki Disease. We are **super proud** of Ria and **thankful to all who donated!**



Thank you to absolutely everyone who organised events for World Heart Day - **wear red days, coffee mornings, bake sales** - all raising awareness of Kawasaki Disease and all of them helping to **protect tiny hearts!**

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Huge thanks must go to all our **phenomenal partners** for all their support throughout the year enabling such **success** in our World Heart Day campaign. These **brilliant organisations** have shared aims with Societi Foundation and are essential in helping us to **get Kawasaki Disease known** across the UK and beyond.

This World Heart Day was one of the **best yet** and we are **extremely grateful** to all our **amazing partners** who support us, helping us to make our campaign the **extraordinary success** it was this year.

Thank you to EVERYONE who took our awareness raising messages and shared them as their own and to those who, within their places of work and business, got involved in **raising awareness of Kawasaki Disease** with their staff and their wider networks.

With such **powerful partnerships**, we will get Kawasaki Disease known and we will **protect tiny hearts** from the life long damage that Kawasaki Disease can cause.

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