



Dunelm and British Heart Foundation Partnership Surpasses £1 Million Milestone in Support of Lifesaving Research

Partnership allows customers to give furniture and mattresses a second life, supporting a more circular economy

Dunelm, the UK's leading homewares retailer, is proud to announce that its long-standing partnership with British Heart Foundation (BHF) has now raised over £1 million to support vital research into heart disease, stroke, vascular dementia and other life-threatening conditions.

Since 2016, Dunelm customers have been able to donate pre-loved furniture and mattresses to BHF, helping to divert over 215 tonnes of items from waste streams and giving them a valuable next-life. This initiative supports the transition to a circular economy, where resources are kept in use for as long as possible rather than being disposed of.

BHF offers free collection of furniture, mattresses and other household items, provided they are in a saleable condition and, where applicable, still have the fire label attached. Every donation helps fund lifesaving research and contributes to a more sustainable future. In its last financial year alone, Dunelm customers helped raise over £250,000 for BHF.

To further support customers in responsibly disposing of bulky items, Dunelm partners with Clearabee, offering a convenient recycling service for items that cannot be collected by BHF. For a fee, Clearabee will collect and aim to recycle as much waste as possible — diverting 95% of all collected items from landfill.

As part of its Good & Circular approach to sustainability, Dunelm also runs a popular textile takeback scheme across 175 Dunelm stores, where customers can take back unwanted textiles. The scheme currently collects c.120 tonnes of unwanted textiles for reuse or recycling each month, and collected a total of almost 1,500 tonnes in the last financial year alone, a 24% increase on the previous year.

You can read more about our sustainability initiatives in Dunelm's [2025 Sustainability Report](#).

Christina Downend, Head of Responsible Sourcing at Dunelm, said:

"We're incredibly proud of our partnership with the British Heart Foundation and the impact it's had — both in supporting lifesaving research and helping our customers make more sustainable choices. We remain committed to being good and circular across our business, and this partnership demonstrates how small actions can lead to big change."

Karen O'Donoghue, Head of Retail Partnerships at British Heart Foundation said:

"We are delighted to celebrate this milestone in our partnership and are incredibly grateful to Dunelm and their customers for supporting British Heart Foundation. Every donated item plays a vital role in funding lifesaving research into cardiovascular disease."

"Reaching the £1 million mark is a powerful reminder of what's possible when businesses embrace the circular economy and communities unite behind a meaningful cause."

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About Dunelm

Dunelm is the UK's market leader in homewares with a purpose 'to help create the joy of truly feeling at home, now and for generations to come'. Its specialist customer proposition offers value, quality, choice and style across an extensive range of more than 100,000 SKUs, spanning multiple homewares and furniture categories and including services such as Made-to-Measure window treatments.

The business was founded in 1979 by the Adderley family, beginning as a curtains stall on Leicester market before expanding its store footprint. The business has grown to 202 stores across the UK and Ireland and has developed a successful online offer through [dunelm.com](https://www.dunelm.com) which includes home delivery and Click & Collect options. 159 UK stores now include *Pausa* coffee shops, where customers can enjoy a range of hot and cold food and drinks.

From its textiles heritage in areas such as bedding, curtains, cushions, quilts and pillows, Dunelm has built a comprehensive offer as The Home of Homes including furniture, kitchenware, dining, lighting, outdoor, decoration and DIY. The business predominantly sells specialist own-brand products sourced from long-term, committed suppliers.

Dunelm is headquartered in Leicester and employs c.12,000 colleagues.