

# The Big Red Heart Appeal

## FUNDRAISING PACK






**CALON HEARTS**  
SCREENING AND DEFIBRILLATORS UK

CARDIAC ARREST HAS NO BOUNDARIES  
NO: 1193404



# The Big Red Heart Appeal

## Go Red for Heart Month

-  Heart Month takes place in February, and we're encouraging the entire nation to support the Go Red initiative, raising funds to contribute to our work providing heart screenings accessible to anyone in the UK.
-  Every three minutes in the UK, somebody loses a loved one to a heart or circulatory disease. These diseases can strike unexpectedly, causing devastation within families. But with your support this Heart Month, we can change this.
-  Your support during Heart Month can make a difference. Whether it's organising red-themed events, like red cakes and costumes, or participating in red-faced running challenges, there are various ways to raise funds. Join us in Going Red for Heart Month this February, and together, we can help save lives by keeping more hearts beating across the UK.

**#HeartMonth**



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## THANK YOU!

♥ **First and foremost, thank you for choosing to support Calon Hearts. We would not be able to carry out our work without people like you! We've put together this pack to help you make the most of your fundraising efforts. From fundraising ideas to tips and advice, we've got you covered.**

♥ **Calon Hearts doesn't receive any government funding, which means we rely solely on kind donations from our generous supporters such as yourself as well as our fundraising events.**

♥ **Every penny you raise will go towards funding public access defibrillators, heart screening sessions and CPR training throughout the UK, so you really will be making a difference and helping us save lives!**

**#HeartMonth**



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## GET A DEFIBRILLATOR FOR ONLY £845



**Let us know what you are planning and we can send you fundraising materials**

**#HeartMonth**



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## FUNDRAISE FOR A HEART SCREENING



**£180** per adult 16 years and over  
**£695** per child up to 15 years  
**£7,200** for 90 people (16 year olds+)

**Heart screening reduces the risk of cardiac arrest by 89%, by detecting heart abnormalities that can then be treated.**

**#HeartMonth**



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# FUNDRAISING WISHLIST



**A**    **£47**

**Two replacement defibrillator pads**



**B**    **£70**

**Two defibrillator adult training pads**



**C**    **£200**

**Two hour of CPR & defibrillator training for up to 50 people**



**D**    **£294**

**Defibrillator replacement battery**



**E**    **£1,495**

**Public access defibrillator**



**F**    **£2,500**

**ECG Machine**



**G**    **£7,200**

**Full screening day**



**H**    **£30,000**

**Echo cardiogram machine**

**#HeartMonth**



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# ORGANISE YOUR GO RED EVENT

- ♥ **Think about where you could hold your event. Community centres are a good idea to get the local community involved. Alternatively, you may want to hold your event at home, school or your workplace.**
- ♥ **When will you hold your event? Think about whether it's better to hold your event on a weekend or weekday. Consider whether other events or national holidays may clash with your event.**
- ♥ **How can you make the most out of your fundraising? You could charge an entry fee for your event or hold a raffle/auction. You may want to set yourself a target amount of how much you want to raise to keep you focused, but remember to be realistic with your target.**
- ♥ **Spread the word and make sure everyone knows about your event. You can use our empty belly poster on the next page, create your own posters and ask shops, restaurants, gyms and other local businesses to display them. Social media is also a great way to get the word out about your event.**
- ♥ **Let us know! We would love to hear about you organising a Go Red event for us, please tag us on social media [#BigRedHeartAppeal](#).**



**#HeartMonth**



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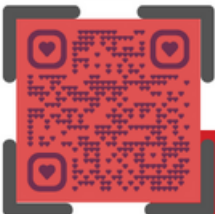
# SPONSORSHIP FORM FOR

I'M HOPING TO RAISE  
FOR CALON HEARTS

£



NAME	AMOUNT	GIFT AID	FULL ADDRESS



calonhearts.org  
02922 402670

Please scan the QR  
Code to donate online!



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**NAME**

**AMOUNT**

**GIFT AID**

**FULL ADDRESS**

NAME	AMOUNT	GIFT AID	FULL ADDRESS



For every £1 you donate, we can claim an extra 25p at no extra cost to you. If you are a UK tax payer you can Gift Aid your donation.



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# GO RED EVENT IDEAS

## Quiz Night

The pub, village hall, local sports centre and your best mate's garden are all venues suitable for hosting a quiz. Decide what's the best option for you and get working on those questions. Will the theme change by round or will your quiz be more specific, with all questions about a particular band, film or book? You host the night and guests pay to play.



## Raffle

A raffle is great to have at a fundraising event. Just charge a fee for tickets and the winner gets a prize. This could also work as a standalone fundraising activity at work or with friends. Just be aware of offering that unwanted Secret Santa gift you got last year as a prize. Your friends may recognise it!



## Auction

Do you have a well-stocked record collection you're willing to let go of for a good cause? Or the contacts to get your hands on some sought after sports memorabilia? Then an auction could be the fundraising activity for you. You could even make your auction a more casual affair by auctioning off your skill set. Could an evening of waiting on your friends help you raise funds?



## Bake sale

Make like Mary Berry and bake your way to fundraising success. Whether you run the event at work, school or your home be sure to find out about any dietary requirements or perhaps just favourites first to maximise sales.

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## GO RED EVENT IDEAS

### Football match

Even if you don't score, this is one match that guarantees you'll reach your goal in 90 minutes. If you've got smaller numbers, why not opt for a game of 5-a-side? Raise funds by charging a player fee and why not let spectators donate to take part in a penalty shootout at the end of the match?



### Coffee morning

Most people rely on a coffee to get them through the day so hosting a coffee morning is a great way to fundraise. Charge people to attend, supply cakes for people to buy, run a raffle/auction on the day and maybe even book in some people who are selling nice products so guests can peruse whilst they enjoy their coffee.



### Themed party

Host a party on a national day such as Halloween, Valentine's etc. or maybe even give a nod to a particular decade and invite guests to dress accordingly. Charge guests to attend and host a raffle or auction on the evening to stack up your fundraising.



### Host a ball

This is a great opportunity to have fun while you fundraise. Book a venue (hotel, sports club) and sell tickets to your friends, family and colleagues. The ticket price should more than cover the food you need and then host raffles, an auction and games like heads or tails on the night.



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# MAKING THE MOST OUT OF YOUR EVENT

- ♥ **Get in touch with local businesses to see if they can help you by sponsoring you or donating a raffle/auction prize. You may also be able to get your venue at a reduced cost or even free since it's for a charity event. Get your friends and family involved if you like, and decide who who is going to be responsible for each task.**
- ♥ **Social media is a fantastic way to spread the word about your event. You can also set up an online sponsorship page using websites like JustGiving.**
- ♥ **We can arrange some balloons, buckets, collection tins and t-shirts if you need them, please email [info@calonhearts.org](mailto:info@calonhearts.org) or call 02922 402670.**
- ♥ **Once your event is over, please collect the money you have raised and send it in to us. If you would like us to feature you on our website and social media channels, don't forget to tag us! Please send us any photos you have, so we can thank you for all your hard work.**
- ♥ **Let us know! We would love to hear about you organising a Go Red event for Calon, please tag us on social media [#BigRedHeartAppeal](https://www.instagram.com/BigRedHeartAppeal).**

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## **PAYING IN YOUR RAISED FUNDS**



**Over the phone with your credit or debit card, please call 02922 402 670**



**Online with your credit or debit card  
at [calonhearts.org/donate](https://calonhearts.org/donate)**



**By bank transfer  
Account name: Calon Hearts  
Account number: 48384366  
Sort code: 23-05-80  
Please use a reference so we know  
how to allocate your donation**



**Send a cheque by post  
Please make cheques payable to  
Calon Hearts.  
(Please include your full name,  
address and email if you wish for us  
to Gift Aid your donation)**

**Send your cheque to:  
Calon Hearts, White House Cottage,  
The Cathedral Green, Llandaff,  
Cardiff, CF5 2EB**

**#HeartMonth**



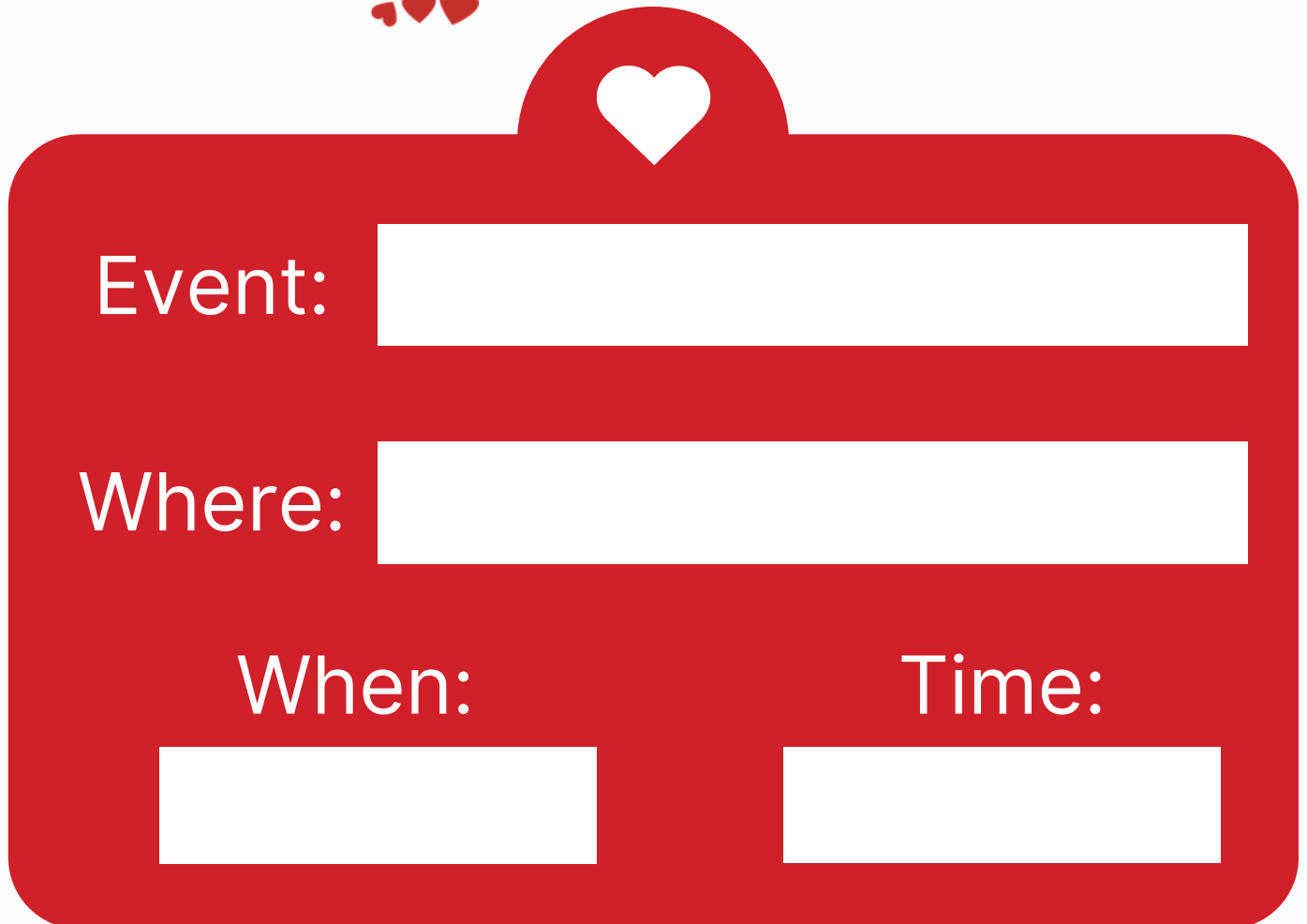
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# WE'RE FUNDRAISING FOR



**CALON HEARTS**  
SCREENING AND DEFIBRILLATORS  
CHARITY NO: 1193404



Event:

Where:

When:

Time:

# #BIGREDHEARTAPPEAL

# The Big Red Heart Appeal

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CHARITY NO: 1193404



# THANK YOU VERY MUCH!

**Calon Hearts White House  
Cottage, The Cathedral Green,  
Llandaff, Cardiff, CF5 2EB  
02922 402 670  
www.calonhearts.org**

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