

# BREW 'N' BAKE



**FUNDRAISING PACK**



**CALON HEARTS UK**  
THE HEART SCREENING AND DEFIBRILLATOR  
CHARITY

CHARITY NUMBER - 1193404

# BREW 'N' BAKE

## TAKE PART IN A TEA AND CAKE PARTY DURING JUNE IN AID OF CALON HEARTS

**This June, why not gather your colleagues, friends or family for a morning or afternoon of tea and cake. It's a great way to bring people together in a relaxed environment whilst making a positive impact on the community. Catch up, eat lots of cake and raise funds all whilst having a good natter.**

**Your participation will help to raise funds to contribute to our work providing heart screenings accessible to anyone in the UK**

**Join us and together, we can help save lives by keeping more hearts beating across the UK**

**Every three minutes in the UK, somebody loses a loved one to a heart or circulatory disease. These devastating diseases can strike unexpectedly. But, through your fundraising efforts we can change this.**

# BREW 'N' BAKE

**A BIG THANK YOU  
FROM US!**



**First and foremost, thank you for choosing to host a Brew 'n' Bake in aid of Calon Hearts. It's people like you that allow us carry out our work! We hope this pack helps you make the most of your fundraising efforts.**

**We don'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!**

# BREW 'N' BAKE EVENT IDEAS

## TEA AND CAKE PARTY

Host a 'tea and cake' party at work, with your friends or at home with all your family. Get every attendee to make a donation and if hosting at a local café, why not ask if they'll donate all proceeds?



## AFTERNOON TEA

Why not reach out to local businesses to see if they would host an afternoon tea for you at a discounted rate? Sell tickets to your colleagues, friends and family and take the stress out of baking everything yourself.



## THEMED TEA PARTY

You could host a 'Mad Hatter's' style theme party, getting your guests to dress up in fancy dress and charging a fee to do so. Incorporate Alice in Wonderland styled bakes to really impress your guests.



## BAKE OFF

Ask people to bring along their best bakes and then have everyone round to try each one and vote for their favourite. You could charge the judges to vote, or even sell the the treats in a bake sale.



# **PREPARING FOR YOUR BREW 'N' BAKE FUNDRAISER**

**Think about where it is that you're going to be holding your Brew 'n' Bake event. You could host it at work, or you could take your fundraising efforts to a local café or pub.**

**When will your event be? Will it be during working hours if being held for your colleagues, or would the weekend be more fitting?**

**Make sure you're organised. How can you make the most out of your event? Ensure you have enough coffee and cake supplies for your attendees. Reach out to small businesses to see how they can help. Most of all, have fun!**

**FUNDRAISE! Spread the word and make sure everyone knows about your event. Social media is also a great way to get the word out. Hold a raffle, a quiz night or even a bake sale.**

**Let us know! We would love to hear about your Brew 'n' Bake, please tag us on social media #BrewNBake**

**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.**

# FUNDRAISE FOR A HEART SCREENING



ENING



**£180** per adult 16 years and over  
**£695** per child up to 15 years  
**£7,200** for full day screening up to 90 people - £80 per person

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

For more info, head to [calonhearts.org/screening-explained-and-faq](http://calonhearts.org/screening-explained-and-faq)

Email [info@calonhearts.org](mailto:info@calonhearts.org) or call 02922 402670



# CHARITY GRANTS AVAILABLE FOR DEFIBRILLATORS



**Apply for a  
defibrillator today!**

**Call 02922 402670  
or email [info@calonhearts.org](mailto:info@calonhearts.org) for  
more info**

# 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**





# A CHECKLIST FOR MAKING THE MOST OUT OF YOUR EVENT

## PLANNING



Choose how, where and when you'll be hosting

Join our social media pages for tips and advice

Get friends/colleagues on board to help with the baking and organising

## ON THE DAY



Make sure your decorations and signage is ready.

Place your money box and QR codes in places where they are visible!

Smile and thank your participants for their efforts!

## PROMOTING YOUR EVENT



Personalise your posters and send them out to local businesses. Send out invites in advance.

Personalise your fundraising page and be sure to share it across social media.

## AFTER YOUR EVENT



Don't let any goodies go to waste! Box up any leftovers for guests to takeaway in exchange for a donation.

Pay in your donations.

Send a follow up 'Thanks!' to your attendees.

# TOP TIPS FOR PROMOTING YOUR EVENT

1

If you really want your Brew and Bake event to draw attention, why not make it a themed event or even add a competition?

2

Perhaps you may know a local celeb or MP? You could invite them along to your event and include them in photography for social media (with their permission!)

3

Do you have a fundraising target in mind? Be sure to include this in your promo to grab attention and encourage people to donate.

4

Share the reason you're hosting your event! Personal stories are popular with the media. People want to know your inspiration for fundraising.

5

Write a press release with details of your event and send it to local newspapers and radio stations to build coverage.

6

Advertise your event across your social channels, including key details. Don't forget to tag us!

7

Think outside the box and look for ways to raise awareness of your event, such as with posters, in newsletters and with emails.

8

Word of mouth! Don't forget to shout about your event to your friends, family and colleagues.

9

Take lots of pics on the day and be sure to share them across your social media pages! Ensure you get a variety of different shots.

10

Following on from your event, write a statement to thank everyone and to let all involved know how much you raised.

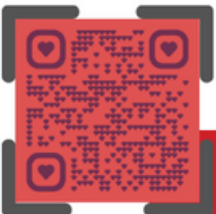
# SPONSORSHIP FORM FOR

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!



**CALON HEARTS**  
SCREENING AND DEFIBRILLATORS UK  
CARDIAC ARREST HAS NO BOUNDARIES  
NO: 1193404

**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.**



**CALON HEARTS**  
**SCREENING AND DEFIBRILLATORS UK**  
*CARDIAC ARREST HAS NO BOUNDARIES*  
NO: 1193404

# 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**

# IT'S TIME FOR A BREW 'N' BAKE TEA PARTY... YOU'RE INVITED!



Event:

Where:

When:

Time:

**DONATE HERE**



**BREW 'N'  
BAKE TEA  
PARTY  
THIS WAY**





**CALON HEARTS UK**  
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*BREW 'N' BAKE*  
*TEA PARTY*





I'm hosting  
this Brew 'n'  
Bake tea  
party for...



**CALON HEARTS UK**  
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# THANK YOU VERY MUCH FOR YOUR SUPPORT!



Calon Hearts White House  
Cottage, The Cathedral Green,  
Llandaff, Cardiff, CF5 2EB  
02922 402 670  
[www.calonhearts.org](http://www.calonhearts.org)

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