



12 Portland Street, Walsall, WS2 8AB Tel: 01922 725050 www.heartcare.org.uk Registered Charity no 1109021

Fundraising Pack:



www.heartcare.org.uk

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Fundraising for Heart Care

Heart Care is a local charity that has been helping the people of Walsall and Sutton Coldfield for over 30 years. We provide a rehabilitation programme for people that suffer from heart and lung disease and also run a weight management programme. The West Midlands is the worst area in the country for adult obesity, which can lead to the development of heart disease. At Heart Care we are helping people to prevent and recover from these conditions using personalised exercise prescription but we need your help to enable us to continue to provide our unique service for the people of Walsall.

Heart Care continues to help thousands of patients with heart problems per year; we had 838 referrals in 2013 alone for our Cardiac Rehabilitation programme. The amount of people's lives Heart Care touches each year is huge and we are in constant need of fundraising efforts to support this.

Heart Care relies very heavily on fundraising and thus your contributions and help can mean the world of difference to our patients and the facilities we provide.

Fundraising Ideas

- Hold a quiz night
- Hold a bake sale

- Hold a tombola
- Have a dress down day at work
- Hold a collection
- Raffle a hamper
- Hold an auction
- Hold a charity dance
- Take part in a challenge event i.e. sponsored abseil
- Hold a sponsored walk
- Cycle for Heart Care in a challenge event

There are an infinite amount of possibilities, what we find is that individuals who are passionate about the fundraising activities they hold the most successful events. E.G cycling enthusiasts hold the best cycling events.

Planning

If you are thinking of putting on a fundraising event there are few steps you will need to follow:

1. Think of the type of event you would like to hold
2. Book or arrange a venue for your event
3. Select a date and time
4. Plan the ins and outs of the event
5. Promote the activity
6. Fundraise/ ask for sponsorship/ sell tickets for the event

Can you look after a donation tin?

Could you ask a business, local to you to have a Heart Care donation tin on their premises? Could you be the guardian of the tin and collect and return its contents to Heart Care?

Press

Heart Care is a very small charity but we do have some links with the local press and would be very happy to promote any fundraising and our charity with them. Please email the contact details provided and we can notify the press of any fundraising endeavours.

Social Media

A powerful avenue of promotion is social media; Heart Care has a Twitter and Facebook presence so please do not hesitate to promote any fundraising on your own pages and contact Heart Care to promote anything on our own pages.

We can also list events on the Heart Care website at www.heartcare.org.uk, we can also write blogs about the events you are holding please get in contact about anything you are doing.

Sponsorship forms paper

If you want to take part in or hold a challenge event and give the sponsorship raised to Heart Care we have hard copy sponsorship forms that we can fax, email or post to you. These have a gift aid option on the form enables us to claim back give aid of an extra 25p per pound collected if the person donating agrees and ticks the gift aid box.

Virgin Money Giving

If you want to hold your own fundraising event or challenge event please accompany this with a Virgin Money Giving page. Virgin Money Giving give all the money raised directly to Heart Care. It is a very powerful fundraising tool for those who use social media.

Even if you are holding an event like a charity ball a virgin money giving page to run alongside it might be a great avenue for those who cannot attend on the evening to show their support.

Heart Care is searchable as a named charity on virgin money giving. View on the link below and start fundraising.

<http://uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action?charityId=1008477>

Raffles

The Heart Care Christmas raffle forms a large part of Heart Care's annual fundraising and we also hold raffles at each of our fundraising events throughout the year. We are always very keen to find new raffle prizes, so if you have anything you would like to donate we would be very appreciative.

If you want to hold your own raffles in aid of heart care please get in contact with Sarah Jackson as there are gambling regulations that must be complied with.

Returning money

Once you have completed your activity please return the money to Heart Care ASAP. We can accept cheque or cash and can give you our account details if a transfer needs to be made. If someone wants to donate a cheque to your fundraising please make sure it is made out to Walsall Cardiac Rehabilitation Trust.

Health and Safety

Heart Care can provide guidance for health and safety of events but can take no responsibility for events organised externally by supporters. Please contact Sarah Jackson for details.

Other ways to Support Heart Care:

- Leave a gift in your will
- Set up a standing order
- Make a donation
- Follow us on Twitter
- Like us on Facebook
- Volunteer for Heart Care
- Join our fundraising group

Contact:

Sarah Jackson – Community Fundraiser

T: 01922 725050 174

07581468109

Email: heartcarefundraiser@hotmail.co.uk

sarah.jackson@walsallhealthcare.nhs.uk

www.heartcare.org.uk



