Fundraising “How To” Guide

Registered Charity Number 1120557
Each year one in every 133 babies in the UK is born with a heart condition, a total of 5000 per year.

For many parents the knowledge that their new baby has a heart defect will cause distress and they will often need support and information.

The Children’s Heart Federation is the leading children’s heart charity in the UK dedicated to helping children with congenital or acquired heart disease and their families in the UK and Ireland. We are a parent lead charity and support 21 children’s heart organisations.

We aim to improve the quality of life of children and young people living with heart disease by providing information and working to gain recognition of their needs and ensure adequate resources are available to meet them by:

- Providing parents with information and support via our free infoline
- A grant programme for heart child families who can’t afford vital services
- Organising once in a lifetime trips for heart children and their families
- Providing heart children with blood monitoring machines to save them from making regular distressing visits to hospital

Our vision is of a society in which all children with congenital heart disease have both their medical and social needs met so that they can live life to the full.

£5000 Provides 10 families with vital respite care and family support.
Covers the costs of running our infoline for one month, supporting many parents when they need someone to talk to.

£2000 Will cover the cost of purchasing medical equipment for a heart family, dramatically reducing the number of visits that the child need to make to hospital.

£670 Will enable a family to stay together when their child is in hospital.

£300 Will make it possible for heart families to meet and share their experiences.

£100 Will buy a Molly’s Dolly – a sweet rag doll used to help heart children understand their scars after surgery.

£25
A Heart Family’s Story

First-time parents describe the immense highs and extreme lows of having a baby with a heart condition

Alicia was born five weeks premature by emergency Caesarean section. She was our first baby and although her birth was a little frightening, being rushed into theatre and everything happening so quickly gave little time for panic. Alicia looked like a little doll; she was tiny, just 4lbs 4oz. The next morning the doctor told us she had a heart murmur. We didn’t worry too much at this stage, just hoped for the best. I was still dazed by her early arrival.

As Alicia’s heart murmur didn’t resolve itself, we began to go through a series of tests and visits to various departments within the maternity hospital and the children’s hospital.

It is difficult to describe the emotions you go through as new first-time parents when you are told there is something wrong with your baby; from immense highs to extreme lows and worries about the future and what it will mean for your baby. All the time, streams of visitors want to welcome your beautiful baby, while you are still trying to come to terms with the uncertain news.

The doctors told us that Alicia would need to have a temporary operation when she was big enough and then probably at around 20 months. Alicia had her first operation at four months old and a further operation in August 2001. Any parent who has been in this situation will say handing over your baby to the anaesthetist and surgeon and their team is very difficult.

What do you do during those awful hours when your child is in theatre and you are just waiting for some news, any news? When you are finally reunited, there is an array of tubes and monitors all over them, not to mention a large wound on their chest. For us, these have become mercifully distant memories but ones we cannot ever forget. We are always aware of what many other families are going through and who find themselves in a similar situation to ours.

Through the charities and support groups that belong to the Children’s Heart Federation, there are many families who are willing to share their experiences and help, working to ensure children with congenital heart defects are able to receive the best practice and care for their child’s condition.

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Getting Started

Planning
Planning is essential. Look at your fundraising target and the amount of time you have, and then break down your sponsorship target into manageable bite-size chunks.

Start by making a list of absolutely everyone you could target to help you:

Events
1. Choose a date and venue
Will you hold your activity at home, at the office, in the garden or somewhere a little different? Think about what time of the year is best and find out what else is going on in the local area.

2. Plan your theme
Take a look at our A–Z of fundraising in this guide or why not plan something completely original!

3. Set your fundraising target
Set your donation or entry fee for the event and plan some fundraising activities such as tombolas, raffles and auctions to raise even more money.

4. Invite your guests
The more guests you have, the more you can raise for heart children! Email, phone and send out the details of your event to all your friends, family and colleagues.

5. Promote your event
Put up posters in your local area or contact local papers for coverage if you want even more people to join you. We can supply you with promotional materials.

6. Get some help
Ask local shops, pubs and restaurants to donate prizes or display posters. Friends, family and colleagues will often enjoy helping out, donating or sharing ideas.

7. Collect donations from your guests
Ask your guests to agree to Gift Aid on your sponsorship form. This will enable us to claim an extra 28 per cent on every pound raised at no extra cost to you or the person making the donation.

8. Thank your guests
Everyone who comes to your event will be making a difference to heart children, so let them know how much they have helped to raise.
**Getting Companies Involved**

**Your company** - Many companies are willing to match funds raised by staff members for charity. You could double the amount you raise in one go! You could also try putting a collection box at reception along with a picture and details of your endeavour.

**Colleagues** - Your workmates can be a valuable source of support when fundraising. They provide a perfect audience for office-based activities such as cake sales, loud sock day, tasteless-tie day and fantasy football leagues.

**Internal publicity** - Most companies have extensive internal communications - intranet, email, in-house publications - so if your company is supporting you, try to maximize your fundraising by telling everyone what you’re doing.

**Local businesses** - Businesses can be approached for raffle / auction prizes or as sponsors for an event. Check if you can involve staff or circulate posters or leaflets at the company premises.

**Be Creative**

**Give something up**
Quit smoking, drinking, biting your nails or anything else you can think of in return for sponsorship.

**Practical activities**
Offer services or sell your skills in exchange for a donation. Do something; DIY, housekeeping, babysitting or gardening or make something; jewellery, clothes or any other craft can be sold at work.

**Newsletter**
Why not produce your own newsletter so you can tell everyone you know about your challenge!

**Collection Boxes**
The Children’s Heart Federation can supply collection boxes for your fundraising. You can arrange to collect on the street (remember to keep it legal), in the foyer of a shop, in a supermarket or at a shopping centre but you must remember to ask permission from the manager.

**Nominate CHF as your company “charity of the year”**
Continued corporate support ensures the security of the leading UK children’s heart charity.
Check if your company operates a nominated charity scheme, if they do, make sure to mention Children’s Heart Federation. Many of our largest donations can be traced back to an individual who did just this.
Visit [www.chfed.org.uk/corporate](http://www.chfed.org.uk/corporate) for more information on company partnerships and corporate fundraising.

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**“Bring a Bear” Days are our biggest annual fundraising event**
Each year during May’s Children’s Heart Week, everyone is invited to “Bring a Bear” to work or school in exchange for a donation. CHF “Bring a Bear days” represent a fun and easy way to raise much needed funds to support the work of the Children’s Heart Federation.
Visit [www.chfed.org.uk/bringabear](http://www.chfed.org.uk/bringabear) for everything you need to hold your own CHF “Bring a Bear Day”

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Why not consider making a personal contribution via a monthly direct debit. Sponsors will be impressed if they see you’re contributing too! This is easy to set up and is a quick and effortless way to add to your sponsorship total.
[www.chfed.org.uk/donate](http://www.chfed.org.uk/donate)
Publicise Yourself

Generating publicity about yourself and your fundraising is a great way to boost your sponsorship and get support.

When do I need to publicise what I am doing?
As soon as you start fundraising you can begin to generate interest.

Who do I target?
Your main audience will be your local papers and local radio. If you have set up an online presence with JustGiving or VirginMoneyGiving, you could also involve related websites.

What do I say?
Local papers are always interested in local stories but they can’t print everything so to ensure your story gets noticed remember to include extraordinary or unusual facts. Remember to mention the Children’s Heart Federation and our contact details. This means that others can join in too!

How do I contact the media?
The quickest and easiest way to contact the media is by email or telephone. Prepare a press release which you can email to the news desks at your local paper or planning desks at your local radio station. You should send your press release 7–10 days before a fundraising event then follow up with a phone call.

Writing a press release
Simply follow the format opposite. Remember to stick to the facts and avoid flowery prose!

Example Press Release
(Insert date in top left corner and attach picture if possible)

HEADLINE (should be catchy and localized to capture attention)
1st paragraph: needs to say why, what, when, where and who
2nd and 3rd paragraphs: more details and, if possible, a quote
4th paragraph: information about fundraising for the Children’s Heart Federation including what CHF does and contact details for CHF.

Now insert contact information: your details/name/organisation/tel number/email

Notes to editors
The Children’s Heart Federation is the leading children’s heart charity in the UK dedicated to helping children with congenital or acquired heart disease and their families in the UK and Ireland. We are a parent lead charity and support 21 children’s heart organisations.
For more information about the Children’s Heart Federation call: 0207 422 0630 or visit the CHF website at www.chfed.org.uk

Other Ways to Gain Publicity:

Letter to your local Newspaper
This should be addressed to the editor and look like any other letter you would write, with the words ‘For publication’ at the top. Remember to include all the details and include a telephone number or e-mail address so that people can contact you.

Say it with a picture
A photograph can bring your press release to life. Invite your local paper to come to your event and take a photo, or set up your own picture for your staff newsletter or website etc.

Local radio
This is another great way of getting your message across. If you are lucky enough to get an interview or a mention of your activities over the airwaves, try to remember to keep it simple. In an interview you will probably not be able to make more than THREE points.

Social Networking services such as Facebook and Twitter offer a free and easy way to spread the word about your fundraising.
A-Z of Fundraising Ideas

Auction of promises, Abseil
Bring a Bear Day, Barbecue
Car boot sale, Coffee morning
Dress down day, Dog walking
Employer's support, Easter egg hunt
Fantasy Football, Fun Run
Guess the amount, Garden party
Hold a tabletop sale, Head shave
Indian head massage, Ice-cream sales
Jewellery-making, Jazz night
Karaoke, Kiss-a-thon, Knit-a-thon
Line dancing
Murder mystery evening
Nominate CHF for charity of the year
Obstacle race, Pub quiz night, Picnic, Party!
Quizzes, Quilting
Rotary club support
Sponsored horse ride / swim / walk
Treasure hunt, Ten pin bowling
Use every opportunity!
Valentine ball
Wine tasting, Write to everyone
Xmas party, Xmas raffle
Young and old - organise a family event
Any clothes day

We're Here to Help

We have lots of fundraising materials to help you generate as much interest as possible.

- Posters
- Leaflets on CHF services
- Badges
- Sponsorship Forms

To order materials or for any assistance with fundraising you can visit:

www.chfed.org.uk/fundraising

or contact us at:

fundraising@chfed.org.uk

0207 422 0630
By law the CHF Charity Registration Number (1120557) must appear on all posters and advertisements that invite people to participate in or assist with your fundraising. Use of the CHF logo and charity number must be approved in advance.

If you organise an event that involves the public in any way, you must make sure that you are covered by suitable Public Liability Insurance. Be sure to check if your existing policy covers you for any activities you will be organising.

Collections
It is illegal to collect money in a public highway or street without a valid licence from your local authority. Licences are normally only allocated to registered charities. A licence is also required to request money on a house-to-house basis. Be sure to check any details with your local authority as guidelines differ from area to area.

Licenses
A Public Entertainment Licence is required if 2 or more people are performing.
Inside event - If the venue has a licence you are covered, if not you must apply 3 months in advance of your event. Contact your local authority for more information.
Outside Event - Only needed if musical entertainment/performances are taking place. If you're expecting a large crowd, remember the police and again contact your local authority.
An Occasional Liquor License is required if you are holding your event at an unlicensed venue. Contact your local Magistrates Court to obtain one. The only exception to the rule is when alcohol is not being sold and no indirect charge is being made for it (the ticket price cannot be increased to cover the cost of alcohol). You can avoid this issue by either holding your event on licensed premises or by asking a local pub to organise a bar at your venue.

Safe Events
It's important to make sure that everyone's going to be safe while having fun.
Make sure that children are safe and that you do not allow them to ask for money or collect money alone or without an adult.
You must comply with the Health and Safety at Work Act 1974 and all other relevant subordinate legislation – CHF cannot accept responsibility for accidents, so make sure that your event is safe for all concerned.
If you are going to be carrying money around take care with personal security. Always use a safe route and always be accompanied and/or carry a personal alarm.
Make sure that no-one is fundraising, working or spectating in an unsafe environment. Assess the risks involved and make sure that they are eliminated or minimised to an acceptable level, particularly in the case of children. Remember that the Health and Safety Act applies to volunteers as well as employees.
CHF does not encourage particularly hazardous activities including hang gliding, parascending, microliting, abseiling, parachuting, assault courses or bungee jumping.
If sub-contractors or facilities are used, make sure that they have the requisite experience and insurance facilities.
When you’re done. . .

Please make sure that the money you raise reaches Children’s Heart Federation as safely and quickly as possible.

Always have two people in charge of counting and banking any cash you collect.

Make cheques payable to ‘Children’s Heart Federation’. We also welcome online donations through www.chfed.org.uk.

Funds collected via Justgiving and VirginMoneyGiving pages are deposited directly into our accounts. There is no need to count any change if you fundraise this way!

Contact us with a brief description of where and how the money was raised. We welcome any images or any funny or unusual stories about the event. You may even find yourself featured on the CHF website or in one of our eNewsletters.

Direct online donations can be made through the CHF website at:
www.chfed.org.uk/donate

Giving this way means that we can immediately put your money into action, helping heart families across the UK.

don’t forget that if you are a taxpayer, you can Gift Aid your donation, which means that for every pound you give to CHF, we will receive an extra 28 pence from the taxman - at no extra cost to you.

Anyone who pays UK tax can make donations under the Gift Aid scheme. You will pay tax on your income, your pension and your savings, so most people qualify. Any donations to CHF can be under Gift Aid, as long as you pay the same amount - or more - in tax that is being reclaimed on your donation in the financial year.

If you give £5 a month to CHF this would amount to £60 in one financial year. If these donations were under Gift Aid, CHF would be able to reclaim £16.80 in the year.

What you need to do
Whenever you make a donation to CHF please remember to tick the Gift Aid Box. This will enable us to reclaim the tax on your donation from the tax man.

However large or small, your contribution will help us make an incredible difference to the life of a heart child

Best of Luck from everyone at the Children’s Heart Federation