CALON HEARTS
THE HEART SCREENING CHARITY
REGISTERED CHARITY NO. 1193404

FUNDRAISING PACK

Go Yellow.
Screen Early. Save Lives.



INTRODUCTION

Welcome to the ‘Go Yellow’ for Ben and Kory Fundraising Pack

This October, we’re asking you to ‘**Go Yellow’** and fundraise in memory of Ben McDonald and Kory Russell, two young men who tragically lost their lives to sudden cardiac death aged just 25.

Their families are determined that Ben and Kory’s legacy should help save other lives by raising awareness of the importance of heart screening and supporting the work of Calon Hearts.

Whether you wear yellow, organise an event or take on a challenge, this pack has everything you need to get involved.

By Going Yellow for Ben and Kory, you’ll be helping keep their memory alive while giving others the chance of a healthier future.

Go Yellow. Screen Early. Save Lives.



BEN AND KORY'S STORY

Ben McDonald and Kory Russell were both just 25 when their lives were tragically cut short following cardiac arrests after half marathons.

Ben, from the Vale of Glamorgan, died after completing the Cardiff Half Marathon in 2018. Funny, generous, caring and adventurous, he loved the outdoors, especially bodyboarding, snowboarding and kayaking. His family established a heart screening fund in his memory.

Seven years later, Kory, from Sully, collapsed after completing the Royal Parks Half Marathon in London. Fit, active and a former competitive swimmer, he was kind, driven, fiercely proud of his Welsh roots and had an infectious smile.

Today, their families are determined that something positive should come from their devastating loss. '**Go Yellow'** keeps Ben and Kory's legacy alive by helping more young people access potentially lifesaving heart screening.





Kory Russell and Ben McDonald

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ARRANGE YOUR OWN EVENT



Get creative and organise your own event to support the '**Go Yellow**' campaign!

Whether it's a cozy coffee morning, a lively quiz night, a daring sports challenge, or a family fun day, the possibilities for fundraising are as endless as your imagination.

Here's how to get started.

1. Pick the perfect date and venue – Choose a time and place that works best for your event.

2. Set a fundraising target – Aim high and share your goal to inspire support.

3. Promote your event – Use our posters, social media templates, and other resources to get people excited.

4. Collect donations – Gather contributions on the day or through our easy-to-use online fundraising platform.

Need a little extra inspiration or advice? Our team is here to guide you every step of the way.

Together, we can make a real difference!

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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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EVENT IDEAS

LACE UP YOUR TRAINERS
Whether you're taking on your first 5K, tackling a marathon, or simply walking a mile, every step can help save lives. Choose a distance that suits you, set yourself a fundraising target and ask friends, family and colleagues to sponsor your challenge. It doesn't matter how far or how fast you go – what matters is getting involved and making a difference.



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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FUNDRAISING IDEAS

Schools and offices can get involved in the ‘Go Yellow’ campaign too!

Here are a few ideas to get started.

Schools - Organise a non-uniform day where students wear yellow and make a small donation to participate. Alternatively, host a cake sale with heart-themed treats to raise funds

Offices - Consider setting up a salary sacrifice scheme where employees can donate a small portion of their salary to Calon Hearts each month, which can be cancelled at anytime.

It’s an easy and effective way to make a lasting impact.

Encourage participation by sharing stories of how Calon Hearts has saved lives and why their support matters.
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FUNDRAISE FOR A FULL HEART SCREENING DAY



Imagine turning your '**Go Yellow**' fundraising into a whole day of potentially lifesaving heart screenings.

Raising £6,000 could fund a FULL DAY of screening, giving up to 90 people the opportunity to have their hearts checked for conditions that could put them at risk of sudden cardiac death.

Your fundraising could cover:

- Venue hire
- Specialist equipment and medical supplies
- Professional staff and cardiologists
- Heart screening for up to 90 people
- Follow-up support for anyone identified as being at risk

Make £6,000 your 'Go Yellow' goal.

Together, we can keep Ben and Kory's legacy alive by helping other young people get screened early.

SCAN FOR INFO

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FUNDRAISING WISHLIST

PRODUCT	PRICE
The Cardiac Science Powerheart Pad Bundle	£168
The ZOLL AED 3 Defibrillator Battery Pack	£169
DefibCaddy External Locked Defibrillator	£599
Mindray BeneHeart C1A Semi Auto Defibrillator	£699
ECG Machine	£5,000
Full Day Screening	£6,000
Echo Cardiogram machine	£60,000+



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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

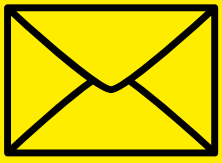
BY BANK TRANSFER



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:
18c High Street
Llandaff
Cardiff
CF5 2DZ

THANK YOU FOR YOUR SUPPORT

Your incredible support is what makes it all possible. Every pound you raise helps to educate others about heart health and helps to save lives.

If you have any questions or need advice, don't hesitate to reach out to our fundraising team – we're here to help you every step of the way.

You can phone us on 02922 406 270,
or email us at info@calonhearts.org.

On social media, you can find us posting on:
Instagram or Facebook (@CalonHeartsUK).

Thank you.



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WE'RE FUNDRAISING FOR

CALON HEARTS
THE HEART SCREENING CHARITY
REGISTERED CHARITY NO. 1193404

Event:

Where:

When:

Time:

Sponsorship Form

Event: _____

Date: _____



Name	Address	Amount	Gift Aid?
John Smith	123 Madeup Road	£10	✓
	Total amount raised		

Your donations will directly support Calon Hearts' mission to save lives through vital heart health initiatives, including providing defibrillators, heart screenings, and support for families affected by heart conditions. Your personal information will only be used for processing this sponsorship and enabling us to claim Gift Aid where applicable. Calon Hearts will never share your details with third parties without your consent.

If I have ticked the Gift Aid box, I confirm that I am a UK taxpayer. I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year, it is my responsibility to pay any difference. Calon Hearts will claim 25p on every £1 donated.

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THANK YOU VERY MUCH!
DIOLCH O GALON!

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