

# FUNDRAISING PACK



**IN MEMORY OF  
BEN MCDONALD**

**#HALF4HEARTS #GOYELLOWFORBEN**

**#HALF4HEARTS #GOYELLOW**

**TO REDUCE THE RISK OF  
SUDDEN CARDIAC DEATH IN THE  
YOUNG**



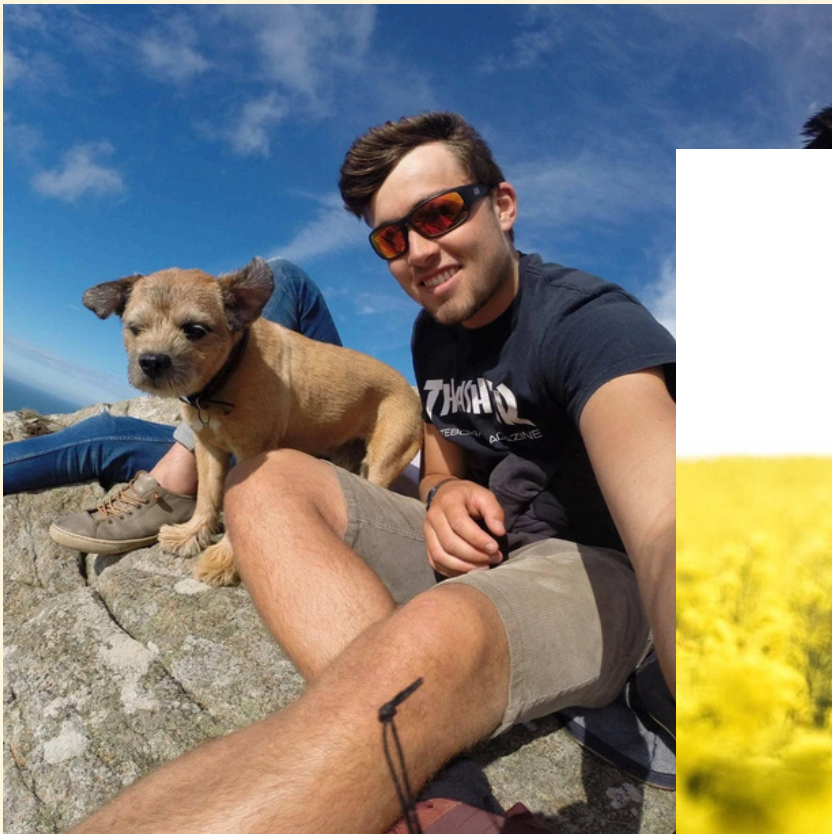
**CALON HEARTS UK**  
THE HEART SCREENING AND DEFIBRILLATOR  
CHARITY

CHARITY NUMBER - 1193404

# IN MEMORY OF BEN MCDONALD

Every year in the UK at least 620 young people die suddenly from an undiagnosed heart condition. Calon Hearts, the Heart Charity for Wales, has set up the Ben McDonald Heart Screening Fund Appeal, to check as many young people before they become another devastating statistic. Heart screening will identify most cardiac abnormalities so that conditions can be managed, and has been shown to lead to an 89% decrease in sudden cardiac death. We have, through our heart screening sessions, helped to identify life threatening conditions that have saved lives.

**“We chose Calon Hearts because we believe in the work that they are doing to install defibrillators across Wales and to offer heart screening. Ben was also so proud to be Welsh!”**



# IN MEMORY OF BEN MCDONALD

Ben's family said: "On the 7th of October 2018 our world was completely turned upside down when our brother Ben McDonald died at the finish line of the Cardiff Half Marathon. He was 25 years old, fit and healthy, and his death has left our family shattered. If you didn't know Ben then you need to know he was amazing! He was funny, generous, caring, effortlessly cool, adventurous and always smiling, an incredible son, brother, uncle grandson and friend. If you didn't have the chance to meet him then you missed out on someone really special."



Sadly, Ben's family and hundreds of other families have suffered these tragic losses and all they now have is a legacy. We need your help to reduce this suffering and turn their horrific experiences into positive change. Encourage your family, friends, colleagues to have their heart screened. We cannot hold these heart screening sessions without generous donations. Please help to support our work and donate in memory of Ben.



# DIOLCH! DIOLCH! DIOLCH! DIOLCH!

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 and our own fundraising events.

We're proud to say that every penny raised in Wales is spent in Wales, so you know that you will really be making a difference and helping us save lives.

Once again, we couldn't do our lifesaving work without you, so thank you. We can't wait to help you get started!

# DIOLCH! DIOLCH! DIOLCH! DIOLCH!



Product	Price
Pair of defibrillators adult training pads	£70
Defibrillator Replacement battery	£250
Charity Grant Defibrillator	£850
Public Access Defibrillator	1400
ECG Machine	£5,000
Full Day Screening	£6,500
Echo Cardiogram machine	£50,000



VISIT THE LINK BELOW  
TO DONATE  
**[CALONHEARTS.ORG/DONATE](https://calonhearts.org/donate)**

# ORGANISE YOUR EVENT



1

What kind of event you want to do, or how you want to go about raising funds. Do you want to do something in work or at school? Do you want to do something solo or do you want to get your friends together for a quiz night, sports match or group challenge?

2

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 place of work.

3

When will you hold your event? Is it better to hold your event on a weekend or weekday? Allow yourself enough time to plan your event to get the most out of it. Consider whether other events or national holidays may clash with your event. Perhaps you could even plan to coincide your event with a holiday, for example, Halloween events can be fun!

4

How can you make the most out of your fundraising? Will you charge an entry fee or hold a raffle/auction? Bake sales are always popular but you could raise funds by selling other things too. You may want to set yourself a target of how much you want to raise to keep you focussed, but remember to be realistic with your target.

5

Spread the word and make sure everyone knows about your event. You could create posters or leaflets 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.

# ORGANISE YOUR EVENT



6

You may want to contact your local newspaper or radio station to garner a bit of publicity for your event. Let them know what you're doing and why you're supporting Calon Hearts.

7

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 is going to be responsible for each task.

8

Social media is not only a fantastic way to spread the word about your event, but you can also set up a fundraiser on Facebook so people can donate that way. Or, you can set up an online sponsorship page using websites like JustGiving and Virgin Money Giving.

9

We can arrange some bucket collections and tins if you need them, as well as Calon Hearts information flyers, t-shirts, and other merchandise. Email us at [info@calonhearts.org](mailto:info@calonhearts.org) and we'll see what we can do.

10

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 send us any photos you have, so we can thank you for all your hard work.







CARDIFF  
UNIVERSITY  
PRIFYSGOL  
CAERDYDD



CARDIFF  
HALF MARATHON  
HANNEN MARATHON  
CAERDYDD

# HALF4 HEARTS

IN MEMORY OF BEN MCDONALD

#GO **YELLOW** FOR BEN

Every year in the UK at least 620 young people die suddenly from an undiagnosed cardiac condition. By taking part in Half 4 Hearts you can do your bit to reduce that number and help us save lives.



**RUN**



**JOG**



**WALK**

**ARE YOU RUNNING A  
MARATHON THIS OCTOBER?  
OR ANY SPORTS EVENTS?**

Take part in our Half4Hearts appeal in memory of Ben McDonald to help us raise money for heart screenings all over Wales.







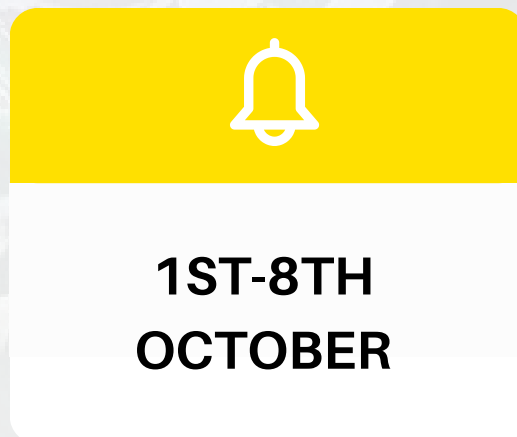
**CALON HEARTS UK**  
THE HEART SCREENING AND DEFIBRILLATOR  
CHARITY  
CHARITY NUMBER - 1193404

# #GOYELLOW

## IN MEMORY OF BEN MCDONALD



**JOIN US  
THIS OCTOBER**



**AS WE  
#GOYELLOW**



**TAG US USING THE HASHTAG  
#GO YELLOW FOR BEN**



# FUNDRAISING IDEAS



Sign up to the  
Welsh Three  
Peaks



Organise a mini  
tournament



Sign up to our  
Santa Dash Fun  
Run



Organise a sports  
game



Sign up to a  
Triathlon



Offer sport  
coaching



Attempt to break  
a world record!



Organise a sports  
event



Challenge  
yourself



Complete a  
swim-a-thon!



Take part in  
Half4Hearts



Do a 24 Hour  
Sports Challenge!

# CHECKLIST

**make sure you have everything you need using  
our handy checklist!**



Print off the sponsorship form below and ask family and friends to sponsor you!



If you would like a custom poster for your event, please don't hesitate to get in touch and we'll design one for you! [info@calonhearts.org](mailto:info@calonhearts.org)



Arrange your event, spread it far and wide across Wales. Get as many people involved as you can.



Check out Instagram, Pinterest and other social media for other great fundraising ideas. Don't forget to share your photos with us @Calonheart

For more information go to  
[calonhearts.org/fundraise](https://calonhearts.org/fundraise)  
or call our team on 02922 402670



# SPONSORSHIP

## COLLECTING YOUR SPONSORSHIP

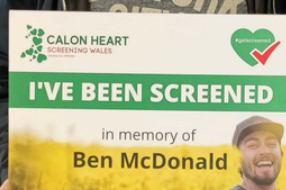
### SET UP A JUST GIVING PAGE

It only takes a few minutes to set up a Just Giving Page, not only are they free but you can fundraise as an individual or a team!

### PRINT OFF OUR SPONSORSHIP FORM

Ask your friends and family to donate using the Calon Hearts sponsorship form provided in this fundraising pack.

SHARE YOUR STORY ON JUST GIVING!







Please support my fundraising in memory of Ben McDonald

My fundraising target: £



Please scan the QR code to donate online

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.

giftaid it

[illegible]





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# PAYING IN YOUR FUNDS

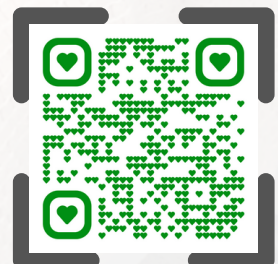
## WAYS TO PAY IN YOUR RAISED FUNDS

Over the phone with your credit or  
debit card on 02922 402 670

Through the bank with a reference  
Calon Hearts  
A/c No 48384366  
Sort Code: 23-05-80

A Cheque through the post payable  
to Calon Hearts

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



# WE ARE FUNDRAISING FOR



**CALON HEARTS UK**  
THE HEART SCREENING AND DEFIBRILLATOR  
CHARITY  
CHARITY NUMBER - 1193404

Supporting the Ben McDonald Half4Heart  
and #GoYellowforBen Appeal

**DATE:**

**TIME:**

**EVENT:**





**THANK YOU SO MUCH!  
DIOLCH O GALON!**



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THE HEART SCREENING AND DEFIBRILLATOR  
CHARITY

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**@CalonHearts**

Registered charity no 1193404