

# The Michael Cura Defibrillator Appeal

For Schools, Businesses,  
Communities and Sports Clubs



# Fundraising Pack



[www.calonhearts.org](http://www.calonhearts.org)



# Who is Michael Cura?



On July 21, 2016, Michael died during a school organised cycling pilgrimage to Santiago de Compostela in Spain. Despite being physically fit, Michael suffered from an undiagnosed heart condition and died completely unexpectedly and tragically from a suspected heart attack.

Michael was 16 years old and thoroughly enjoying his life; full of dreams and ambitions and getting ready to embark on a career in healthcare with his plan of taking up medicine in university. He loved serving God as an altar server since he was seven, first at the Sacred Heart Parish in Morriston, Swansea, and then at the Cathedral Church of St. Joseph's in Swansea. He enjoyed working with children in his role as a **Volunteer Youth Helper** with the HCPT, a charitable organisation that gives life-changing pilgrimage holidays to Lourdes, France for disabled and disadvantaged children and adults.



As is so often the case, his family learned a great deal more about him from the stories of friends and those who knew him in different ways. They talk of his gentleness and unfailing consideration for others, of those qualities that earned him the description of being a true gentleman.

Others saw in him the simple faith that made his life so worthwhile, so fulfilled and so rewarding. He demonstrated so naturally his belief in Christian values and morality and for those who recognise him only from his duties as an altar server no one could have doubted his absolute sincerity.

Perhaps what illustrates his qualities better than anything was the account of one of his fellow helpers on an HCPT trip to Lourdes when Michael gave his own shoes to a young pilgrim whose shoes were wet. What most touched that witness was that Michael continued the journey barefoot and without complaint.



Maybe that was what he was all about... only very much more.





With a very kind donation from the parents of Michael Cura of £8,209.15 in memory of their 16 year old son Michael, Calon Hearts will be able to support schools, businesses, sports clubs and communities throughout the country that needs a defibrillator





# THANK YOU DIOLCH

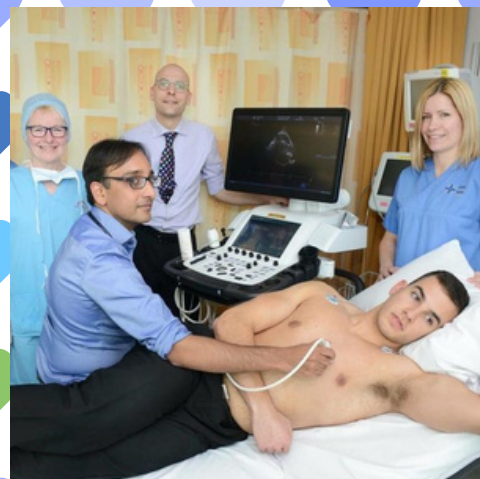
First and foremost, thank you for choosing to support Calon Hearts. We would not be able to carry out our work without people like you.

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.

We're proud to say that every penny raised in your community stays in your community, 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!





# FUNDRAISING WISH LIST

- |    |         |   |
|----|---------|---|
| 1. | £70     | Pair of defibrillator adult training pads |
| 2. | £250    | Defibrillator replacement battery         |
| 3. | £280    | Subsidised heart screening over 26 yrs    |
| 4. | £650    | Charity grant defibrillator               |
| 5. | £1200   | Public access defibrillator               |
| 6. | £2,500  | ECG Machine                               |
| 7. | £7,200  | Full screening day                        |
| 8. | £40,000 | Echo cardiogram machine                   |

**SAVING A LIFE = PRICELESS**





# #CYCLE 4 MICHAEL

**Get involved in our Cycle challenge in memory of Michael Cura to raise money for accessible Defibrillators in Schools/ Businesses/ Sports Clubs & Communities**

*CAN YOU AND YOUR SCHOOL/ LOCAL BUSINESS/ COMMUNITY GET TOGETHER FOR A SPONSORED BIKE RIDE IN MEMORY OF MICHAEL CURA IN OUR MISSION TO MAKE SURE EVERY FACILITY IN THE COUNTRY IS EQUIPPED WITH A DEFIBRILLATOR AND CPR TRAINING?*

**IF YOUR COMMUNITY NEEDS A DEFIBRILLATOR GIVE US A CALL TODAY 02922402670**



# ORGANISING YOUR EVENT

- 1** Decide what kind of event you want to do, or how you want to go about raising funds. Do you want to do something in your sports club or at school? Do you want to do something solo or do you want to get your friends together for a race?
- 2** Think about where you could hold your event. Where is a good cycle path near you? Or alternatively, you could cycle at the gym?
- 3** When will you hold your event? Think about whether it's better to hold your event on a weekend or weekday. Allow yourself enough time to properly plan your event to get the most out of it. Consider whether other events or national holidays may clash with your event.
- 4** How can you make the most out of your fundraising? You may want to set yourself a target amount of how much you want to raise to keep you focused, 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.





# ORGANISING YOUR EVENT

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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 the Michael Cura Appeal.

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.

# DON'T FORGET

**Why not check out our handy checklist to make sure you have everything you need**

- ☐ Print off the sponsorship form in this pack and raise as much money as possible for Calon Hearts.
- ☐ Download your posters and sponsorship form supplied in this pack.
- ☐ 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 @CalonDefibs
- ☐ For more information go to [calonhearts.org/get-involved/fundraise](https://calonhearts.org/get-involved/fundraise) or call our team on 02921 661420

## SET UP A JUST GIVING OR GOFUNDME PAGE

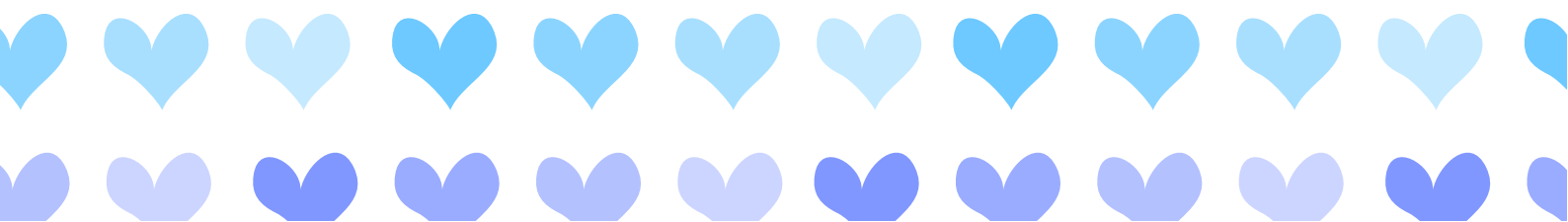
[www.justgiving.com](https://www.justgiving.com)

[www.gofundme.com](https://www.gofundme.com)

### IT'S AS EASY AS 1, 2, 3!

It only takes a few minutes to set up a JustGiving or GoFundMe page, and they are ideal for teams and individual fundraising. They are free for you to set up.

Getting sponsored for your activity or event couldn't be easier; with one click share options you can email friends and family directly about your page. Go one step further and link it to your social media and send out some buzz about your awesome event in your community.





# PAYING IN YOUR RAISED FUNDS



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



Online with your credit or debit card at  
[calonhearts.org/ways-to-make-donations/donate/](https://calonhearts.org/ways-to-make-donations/donate/)

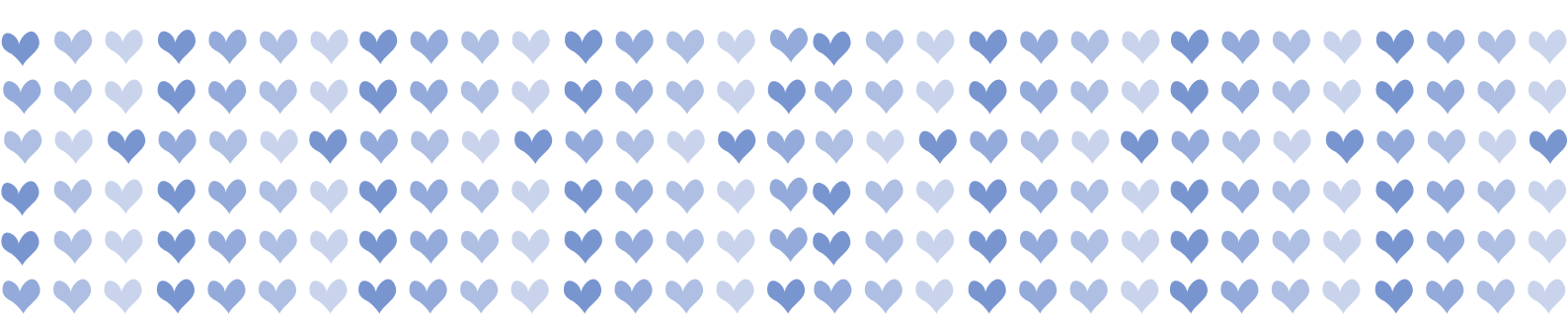


With the bank  
Sort code 23-05-80  
Account number 48384366  
Account name Calon Hearts  
Please use a reference so we know how to allocate  
your donation



Send a cheque by post  
Please make cheques payable to Calon Hearts Head Office

Send your cheque to Calon Hearts, White House Cottage,  
The Cathedral Green, Llandaff, Cardiff, CF5 2EB



# WE'RE FUNDRAISING FOR THE MICHAEL CURA APPEAL ON BEHALF OF CALON HEARTS!

**Event:**

**Where:**

**When:**

**Time:**



**CALON HEARTS**

THE HEART SCREENING AND  
DEFIBRILLATOR CHARITY

CHARITY NO: 1193404





# Sponsorship and Gift Aid Form



Your name	Event name
Address	Event date
	Total amount raised
Postcode	Date paid to us
Telephone	How was it paid? <input type="checkbox"/> Cheque enclosed <input type="checkbox"/> Over the phone
Email	<input type="checkbox"/> Paid online <input type="checkbox"/> Other

SPONSOR FULL NAME	HOME ADDRESS	POSTCODE	AMOUNT	DATE PAID	GIFT AID (TICK)	TICK IF YOU DON'T WISH TO HEAR ABOUT CALON

**If you are a UK taxpayer, Calon Heart Defibrillators can reclaim the tax you have paid on every donation you make. For every £1 you give, we can claim up to 25p from HMRC at no extra cost to you**

By ticking the Gift Aid box, I confirm that I want to treat all donations I have made to Calon Heart Defibrillators for the last 4 years and any future donations I may make, as Gift Aid donations until further notice. I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year that is at least equal to the amount of tax that all the charities I donate to will reclaim on my gifts for that tax year, and understand that other taxes such as VAT and Council Tax do not qualify.

*giftaid it*



Once you have collected your sponsorship money, please return this form so we can claim Gift Aid to White House Cottage, The Cathedral Green, Llandaff, Cardiff, CF5 2EB. Please make cheques payable to Calon.

*Thank you*



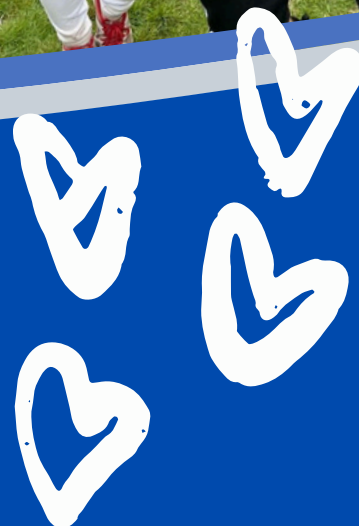
# CALON HEARTS

THE HEART SCREENING AND  
DEFIBRILLATOR CHARITY

CHARITY NO: 1193404



## THANK YOU DIOLCH O GALON



Head office WALES: White House Cottage, The Cathedral Green,  
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02922 402670

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020 8191 2661

[www.calonhearts.org](http://www.calonhearts.org)

   @CalonHearts

Registered charity no 1193404