

The Michael Cura Defibrillator Appeal

**For Schools, Businesses,
Communities and Sports Clubs**



Fundraising Pack

www.calonhearts.org

Michael's Story



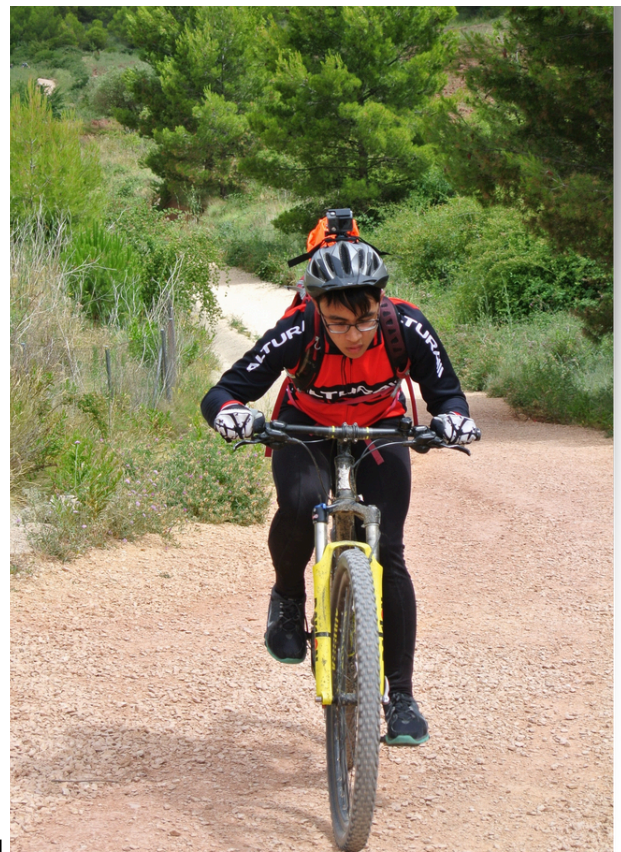
On July 21 2016, at just 16 years old, Michael died during a school organised cycling pilgrimage to Santiago de Compostela in Spain.

Despite being physically fit, Michael suffered from an undiagnosed heart condition and died completely unexpectedly and tragically from a suspected heart attack.

Michael was 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.





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!





#CYCLE4 MICHAEL



Get involved in our cycle challenge in memory of Michael 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 OR FIND INFO ONLINE CALONHEARTS.ORG/APPLY-FOR-A-DEFIB





ORGANISING YOUR EVENT

- 1** Decide what kind of event you want to do, or how you want to go about raising funds. Why not hold an event at your sports club or at school. Alternatively, you could hold a racing event with some friends.
- 2** Think about where you could hold your event. Think about where there could be some good cycle paths local to you, or alternatively, could you 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

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 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 channels are 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 such as JustGiving.

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 to arrange this.

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 the country. 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 @CalonHearts
- For more information go to calonhearts.org/get-involved/fundraise or call our team on 02922 402670

SET UP A JUSTGIVING PAGE

www.justgiving.com

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

It only takes a few minutes to set up a JustGiving page. They are free for you to set up and they are ideal for teams and individual fundraising as they are a super accessible way of contributing funds.

Getting sponsored for your activity or event couldn't be easier; with just one click, there are plenty of share options to help spread the news to your friends and family. You could even go one step further and link it to your social media profiles to keep the momentum going for your event.

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. | £895 | 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 |

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 Heart Screening

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:

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 UK
THE HEART SCREENING AND DEFIBRILLATOR
CHARITY

CHARITY NUMBER - 1193404

Time:

Where:

When:



CALON HEARTS
SCREENING AND DEFIBRILLATORS UK
CARDIAC ARREST HAS NO BOUNDARIES
NO: 1193404

WE RAISED

***FOR THE MICHAEL
CURA APPEAL IN
AID OF CALON
HEARTS***



Sharon 

**Sharon Owen
Charity Director**





THANK YOU FOR SUPPORTING THE MICHAEL CURA FUNDRAISING APPEAL DIOLCH O GALON

02922 402 670 www.calonhearts.org



CARDIFF: WHITE HOUSE COTTAGE, THE CATHEDRAL GREEN,
LLANDAFF, CARDIFF, CF5 2EB

   @CalonHearts

Registered charity no 1193404