



CALON HEARTS UK
THE HEART SCREENING AND DEFIBRILLATOR CHARITY

The
**Big Red
Heart
Appeal**
2025

Go RED for
Heart
Month

Fundraising Pack

Introduction

Welcome to the **Calon Hearts Fundraising Pack!**

Thank you for choosing to help save lives and raise awareness about heart health in Wales. We would not be able to carry out our work without people like you. Whether you're organising a small event or launching a large campaign, this pack will guide you through the process and provide you with all the resources you need to make your efforts a success. 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 donations from supporters and money raised through our fundraising events. Every penny you raise will go towards funding public access defibrillators, heart screening sessions and CPR training throughout the UK, so you really will be making a difference and helping us save lives.



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Heart Month

Heart Month is the perfect time to raise awareness and fundraise for Calon Hearts. This February, we are encouraging individuals, schools and businesses to get involved in spreading the message about heart health.

Ideas include

- Hosting a “Red Day” where participants wear red to show their support.
- Organising a bake sale, sponsored walk or non uniform day.
- Host a coffee morning or a ball.
- Sharing educational materials about heart health in your workplace or friends groups.

Your fundraising efforts during Heart Month will help provide life-saving heart screenings, place defibrillators in communities and support education and training on heart health.



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Forever in Our Hearts Campaign

Located in Thornhill Cemetery, the **Forever in Our Hearts campaign** offers families a special way to remember loved ones. This campaign supports Calon Hearts' work in helping to prevent sudden cardiac deaths and raising awareness.

Here's how you can help

- Purchase a handmade heart which will be planted in the garden for the month of February. At the end of the month you can collect it and take it home as a keepsake.
- Host a fundraiser in memory of a loved one.
- Spread the word about the campaign through your networks.



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Charity of the Year

Choosing Calon Hearts as your Charity of the Year is a brilliant way for businesses, schools, and organisations to make a lasting impact. Together, we can save lives and raise awareness about heart health in your community.

What you'll gain

- **Dedicated support** – Our fundraising team will provide all the tools and guidance you need to succeed.
- **Engagement opportunities** – Inspire your employees or students with heart health awareness campaigns.
- **Recognition** – We'll give you a big shoutout on our social media channels to celebrate your efforts!

We'll work closely with you to create an exciting plan filled with events and challenges throughout the year. Let's make a difference, together!



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Arrange Your Own Event



Get creative and organise your own event to support Calon Hearts!

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 friendly team is here to guide you every step of the way. Together, we can make a real difference!

Fundraising Ideas

Schools and offices play a vital role in supporting Calon Hearts. Here are a few ideas to get started.

Schools

Organise a non-uniform day where students 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.



Buy a Defibrillator

In a heart emergency, a defibrillator can mean the difference between life and death. Calon Hearts is proud to provide access to high-quality, cost-effective defibrillators, along with training to ensure they're used with confidence.

Buying or fundraising for a defibrillator for your community, school, or workplace is a meaningful way to champion heart health and make a life-saving impact.

Costs start at just **£895**, including the defibrillator, professional training, and ongoing maintenance support.

Interested in purchasing or fundraising for a defibrillator? Get in touch with us today to find out how you can help protect lives in your local area.



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Fundraise for a Heart Screening Day



Heart screenings save lives by detecting hidden conditions that could lead to sudden cardiac arrest. Each heart screening day costs **£7,200** to organise, which includes:

- Venue hire.
- Equipment and medical supplies.
- Professional staff and cardiologists.
- Enough screening time for up to 90 people.
- Follow up care for individuals identified as at risk.



Consider hosting events such as charity runs, auctions or raffles to reach your goal.

By fundraising for a heart screening session, you are directly contributing to this life-saving service and ensuring that these screenings remain accessible to everyone in need across Wales and the UK.



Every donation counts towards providing this critical and life saving service.

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Sponsorship and Donations

Sponsorship forms are a super handy way to gather donations! We've included a template at the end of this pack for you to print and share. Ask friends, family, and colleagues to chip in – every little bit helps and gets us closer to saving more lives.

Donation Methods

Whether it's sponsorship money or a one-off donation, every contribution makes a difference and helps us continue providing life-saving heart screenings. Here's how you can send your support.

Over the phone

Have your credit or debit card handy and call **02922 402 670**.

Bank Transfer

Use these details to transfer funds directly to Calon Hearts.

Account Name: **Calon Hearts**

Sort Code: **23-05-80**

Account Number: **48384366**

Online Donations

Visit our website at **www.calonhearts.org** to set up a fundraising page or make a direct donation.

Cheque

Make cheques payable to Calon Hearts and send them to:
Calon Hearts, Temple Court, 13a Cathedral Road, Cardiff, CF11 9HA.

The logo for The Big Red Heart Appeal 2025. It features a large red heart shape. Inside the heart, the text "The Big Red Heart Appeal" is written in white, with "The" in a smaller font above "Big". Below "Appeal", the year "2025" is written in a small font.

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Thank you for your support

We've packed this fundraising kit with everything you need to make your event a huge success:

- Posters and flyers to spread the word.
- Social media graphics and ready-to-use messaging templates.
- Sponsorship forms and collection envelopes.
- Balloons to brighten up your event!

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 X (@CalonHearts) and Instagram (@CalonHearts). You can also keep up to date via our Facebook page (/CalonHeartsUK).

Thank you.

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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.

