



CALON HEARTS UK
THE HEART SCREENING AND DEFIBRILLATOR
CHARITY

CHARITY NUMBER - 1193404



FUNDRAISING PACK



Tea @ 3

TAKE PART IN A TEA AND CAKE PARTY IN AID OF CALON HEARTS

Why not gather your colleagues, friends or family for a morning or afternoon of tea and cake. It's a great way to bring people together in a relaxed environment whilst making a positive impact on the community. Catch up, eat lots of cake and raise funds all whilst having a good natter.

Your participation will help to raise funds to contribute to our work providing heart screenings accessible to anyone in the UK

Join us and together, we can help save lives by keeping more hearts beating across the UK

Every three minutes in the UK, somebody loses a loved one to a heart or circulatory disease. These devastating diseases can strike unexpectedly. But, through your fundraising efforts we can change this.

Tea @ 3

**A BIG THANK YOU
FROM US!**



First and foremost, thank you for choosing to host Tea @ 3 in aid of Calon Hearts. It's people like you that allow us carry out our work! We hope this pack helps you make the most of your fundraising efforts.

We don't receive any government funding, which means we rely solely on kind donations from our generous supporters such as yourself as well as 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!

Tea @ 3

EVENT IDEAS

TEA AND CAKE PARTY

Host a 'tea and cake' party at work, with your friends or at home with all your family. Get every attendee to make a donation and if hosting at a local café, why not ask if they'll donate all proceeds?



AFTERNOON TEA

Why not reach out to local businesses to see if they would host an afternoon tea for you at a discounted rate? Sell tickets to your colleagues, friends and family and take the stress out of baking everything yourself.



THEMED TEA PARTY

You could host a 'Mad Hatter's' style theme party, getting your guests to dress up in fancy dress and charging a fee to do so. Incorporate Alice in Wonderland styled bakes to really impress your guests.



BAKE OFF

Ask people to bring along their best bakes and then have everyone round to try each one and vote for their favourite. You could charge the judges to vote, or even sell the the treats in a bake sale.

PREPARING FOR YOUR TEA @ 3 FUNDRAISER

Think about where it is that you're going to be holding your Brew 'n' Bake event. You could host it at work, or you could take your fundraising efforts to a local café or pub.

When will your event be? Will it be during working hours if being held for your colleagues, or would the weekend be more fitting?

Make sure you're organised. How can you make the most out of your event? Ensure you have enough coffee and cake supplies for your attendees. Reach out to small businesses to see how they can help. Most of all, have fun!

FUNDRAISE! Spread the word and make sure everyone knows about your event. Social media is also a great way to get the word out. Hold a raffle, a quiz night or even a bake sale.

Let us know! We would love to hear about your Tea @ 3, please tag us on social media #TEA@3

We can arrange some balloons, buckets, collection tins and t-shirts if you need them, please email info@calonhearts.org or call 02922 402670.

FUNDRAISE FOR A HEART SCREENING

Heart screening reduces the risk of cardiac arrest by **89%**, by detecting heart abnormalities that can then be treated.



FREE for 16 - 25 year olds
£280 for anyone over 26 years old
£7,200 for full day screening up to 90 people - £80 per person

For more info, head to calonhearts.org/screening-explained-and-faq

Email info@calonhearts.org or call 02922 402670

CHARITY GRANTS AVAILABLE FOR DEFIBRILLATORS



**Apply for a
defibrillator today!**

**Call 02922 402670
or email info@calonhearts.org for
more info**

FUNDRAISING WISHLIST

- | | | |
|----|---------|---|
| 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 |



A CHECKLIST FOR MAKING THE MOST OUT OF YOUR EVENT

PLANNING



Choose how, where and when you'll be hosting ☐

Join our social media pages for tips and advice ☐

Get friends/colleagues on board to help with the baking and organising ☐



ON THE DAY

Make sure your decorations and signage is ready. ☐

Place your money box and QR codes in places where they are visible! ☐

Smile and thank your participants for their efforts! ☐

PROMOTING YOUR EVENT



Personalise your posters and send them out to local businesses. Send out invites in advance. ☐

Personalise your fundraising page and be sure to share it across social media. ☐

AFTER YOUR EVENT



Don't let any goodies go to waste! Box up any leftovers for guests to takeaway in exchange for a donation. ☐

Pay in your donations. ☐

Send a follow up 'Thanks!' to your attendees. ☐

TOP TIPS FOR PROMOTING YOUR EVENT



1 If you really want your Brew and Bake event to draw attention, why not make it a themed event or even add a competition?



2 Perhaps you may know a local celeb or MP? You could invite them along to your event and include them in photography for social media (with their permission!)



3 Do you have a fundraising target in mind? Be sure to include this in your promo to grab attention and encourage people to donate.



4 Share the reason you're hosting your event! Personal stories are popular with the media. People want to know your inspiration for fundraising.



5 Write a press release with details of your event and send it to local newspapers and radio stations to build coverage.



6 Advertise your event across your social channels, including key details. Don't forget to tag us!



7 Think outside the box and look for ways to raise awareness of your event, such as with posters, in newsletters and with emails.



8 Word of mouth! Don't forget to shout about your event to your friends, family and colleagues.



9 Take lots of pics on the day and be sure to share them across your social media pages! Ensure you get a variety of different shots.



10 Following on from your event, write a statement to thank everyone and to let all involved know how much you raised.

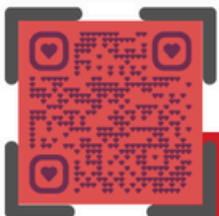
SPONSORSHIP FORM FOR

I'M HOPING TO RAISE
FOR CALON HEARTS

£



NAME	AMOUNT	GIFT AID	FULL ADDRESS



calonhearts.org
02922 402670

Please scan the QR
Code to donate online!



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

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:
Calon Hearts, White House Cottage,
The Cathedral Green, Llandaff,
Cardiff, CF5 2EB**

IT'S TIME FOR TEA @ 3...



YOU'RE INVITED!

Event:

Where:

When:

Time:

DONATE HERE



TEA @ 3 PARTY THIS WAY





CALON HEARTS UK
THE HEART SCREENING AND DEFIBRILLATOR
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TEA @ 3
PARTY



**I'm hosting
this TEA @ 3
party for...**



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THANK YOU VERY MUCH FOR YOUR SUPPORT!



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