



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

**GO RED**  
for



# Introduction

Welcome to the Calon Hearts Fundraising Pack! Thank you for choosing to help save lives and raise awareness about heart health in UK. 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.



Go RED for  
Heart  
Month

# 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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# 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!

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# GO RED FOR HEART MONTH EVENT IDEAS

## Quiz Night

The pub, village hall, local sports centre and your best mate's garden are all venues suitable for hosting a quiz. Decide what's the best option for you and get working on those questions. Will the theme change by round or will your quiz be more specific, with all questions about a particular band, film or book? You host the night and guests pay to play.



## Auction

Do you have a well-stocked record collection you're willing to let go of for a good cause? Or the contacts to get your hands on some sought after sports memorabilia? Then an auction could be the fundraising activity for you. You could even make your auction a more casual affair by auctioning off your skill set. Could an evening of waiting on your friends help you raise funds?



## Raffle

A raffle is great to have at a fundraising event. Just charge a fee for tickets and the winner gets a prize. This could also work as a standalone fundraising activity at work or with friends. Just be aware of offering that unwanted Secret Santa gift you got last year as a prize. Your friends may recognise it!



## Bake sale

Make like Mary Berry and bake your way to fundraising success. Whether you run the event at work, school or your home be sure to find out about any dietary requirements or perhaps just favourites first to maximise sales.

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# GO RED FOR HEART MONTH EVENT IDEAS

## Football match

Even if you don't score, this is one match that guarantees you'll reach your goal in 90 minutes. If you've got smaller numbers, why not opt for a game of 5-a-side? Raise funds by charging a player fee and why not let spectators donate to take part in a penalty shootout at the end of the match?



## Host a ball

This is a great opportunity to have fun while you fundraise. Book a venue (hotel, sports club) and sell tickets to your friends, family and colleagues. The ticket price should more than cover the food you need and then host raffles, an auction and games like heads or tails on the night.



## Coffee morning

Most people rely on a coffee to get them through the day so hosting a coffee morning is a great way to fundraise. Charge people to attend, supply cakes for people to buy, run a raffle/auction on the day and maybe even book in some people who are selling nice products so guests can peruse whilst they enjoy their coffee.



## Themed party

Host a party on a national day such as Halloween, Valentine's etc. or maybe even give a nod to a particular decade and invite guests to dress accordingly.

Charge guests to attend and host a raffle or auction on the evening to stack up your fundraising.

# 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.



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# Fundraise for 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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# FUNDRAISING WISHLIST

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	£60,000



# 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](http://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, Temple Court, 13a  
Cathedral Road, Cardiff,  
Cf11 9HA

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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](mailto: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.



The Big Red  
Heart Appeal  
2025

# WE'RE FUNDRAISING FOR



Event:

Where:

When:

Time:

#BIGREDHEARTAPPEAL

# Sponsorship Form

## Event:

**Date:** \_\_\_\_\_



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.



**CALON HEARTS UK**  
THE HEART SCREENING AND DEFIBRILLATOR CHARITY  
CHARITY NO: 1193404



THANK YOU VERY MUCH!  
DIOLCH O GALON!

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