



Fundraising....

'How to' Guide

Contact Us: info@chfed.org.uk

Registered Charity: 1120557 | Company Registration No: 06329763 (England and Wales)



We Need You

Congenital Heart Disease (CHD) is the most common birth defect in the UK. 1 in 100 babies are born with a heart problem each year and hundreds of children develop a heart condition at some point after birth.

The Children's Heart Federation (CHF) is the leading national charity championing children with heart conditions. CHF is dedicated in empowering these children, their families, and carers.

Our vision is that all children with heart conditions have their medical and social needs met so they can live the fullest life possible. Our mission is to provide recognition, research, and resources to support those affected by children's heart conditions. We work collaboratively with individuals and organisations to inform, inspire and improve the lives of children with congenital and acquired heart disease.

We aim to improve the quality of life of children and young people living with heart disease by providing information and working to gain recognition of their needs and ensure adequate resources are available to meet them by:

- Share information via two series of information sheets, heart conditions and caring for heart children.
- Information phone line for support and advice.
- Provide INR machines (to check coagulation levels in children on blood thinners) where they are not available from the NHS trust, subject to available funds.
- Produce scarred Molly's Dollies for children undergoing surgery or having treatment for a heart condition.
- Produce storybooks like Rosie goes red, Violet goes blue and Sky the expert that explains about a heart condition to young children and their siblings.
- Advise policy makers and service providers on how the needs of children with heart conditions should be met.
- Share a roundup of congenital heart disease news via CHF's e-journal: Heart2Heart that focuses on key UK and international stories.
- Support research projects across the globe to help make the future a brighter place for children with heart conditions.
- Campaign for improvements in health, social and educational provision for young CHD
- Promote better awareness and support for heart children and families via social media platforms on Facebook, Twitter and Instagram.



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Getting Started

Planning is essential. Look at your fundraising target and the amount of time you have, and then break down your sponsorship target into manageable bite-size chunks. Start by making a list of absolutely everyone you could target to help you:



Be Creative

Getting together in your community is a fun and exciting way to raise money, but it can also be a great way to raise awareness and spread the word about the work of Children's Heart Federation.

Could you be one of our fundraising stars? If you help raise funds for CHF in any way big or small let us know and we'll make you a star! By sharing your efforts on our website and social media platform. Some way you can do this include:

Give something up Quit smoking, drinking, biting your nails or anything else you can think of in return for sponsorship.

Events Coffee mornings, auctions, quiz nights. The list goes on.

Practical activities You don't have to run, jump, swim or cycle to be a fundraising star. Offer services or sell your skills in exchange for a donation. You could provide DIY, housekeeping, babysitting, gardening, car washing or massage. Or you could make jewellery, clothes, or any other craft to sell at markets or at work.

Physical activities Are you a daredevil? Organise a skydive, run, triathlon, walk the Great wall of China or something else to get your heart racing.

Collection boxes the Children's Heart Federation has collection boxes which you can use. Please note, however, that there are certain rules for street collections, a foyer of a shop, supermarket, shopping centre or bingo hall but CHF can guide you every step of the way.

We're Here to Help

We have lots of free fundraising materials to help you:

- ♥ Posters / Banners
- ♥ Leaflets
- ♥ T-shirts / Running vests.
- ♥ Sponsorship Forms
- ♥ Collection tins
- ♥ Water Bottles

To order fundraising materials or if you need any help with your fundraising, you can contact us at:
info@chfed.org.uk



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New to fundraising for CHF?

Let CHF help you every step of the way.

Fundraising at home

- ♥ Hold a coffee morning and cake sale
- ♥ Invite your friends round for a dinner party and request donations for food and drink
- ♥ Host a garden party and barbeque - sell hot dogs, burgers and Pimms!
- ♥ Have a spring clean and sell any unwanted goods with a garage sale
- ♥ Let the kids make the living room a cinema for the night and charge friends to come for a filmathon!
- ♥ Make home-made cards to sell to friends and family

Fundraising in your Community

Getting together in your Community is a fun and exciting way to raise money, but it can also be a great way to raise awareness and spread the word about the work of Children's Heart Federation. Here are some examples of what you could do to help:

- ♥ Organise a collection at your local supermarket
 - ♥ Hold a cake sale or a raffle at the village fair or at your local church
 - ♥ Organise a barn dance or a race night at your local hall or bar
 - ♥ Get your friends together for a sponsored three-legged pub crawl!
 - ♥ Hold a sponsored swimathon at the local swimming pool
 - ♥ Partake in big adventures like walking the great wall of China or a skydive!
- Get together with your friends and wash cars for your neighbours

Publicise yourself

Generating publicity about yourself and the fundraising you are participating in is a great way to boost your sponsorship and get support.

When do I need to publicise what I am doing?

As soon as you start fundraising you can begin to generate PR about it.

Who do I target?

Your main audience will be your local community. CHF can supply you with Sponsorship forms or If you have set up an online sponsor form with justgiving.com, we can help to publicise your hard work for you.

What do I say?

Local papers are always interested in local stories. But they can't print everything. So, to ensure your story gets noticed, remember to include extraordinary or unusual facts. Remember to mention the Children's Heart Federation and to get the phone number publicised wherever possible. This means that others can join in too!

Other Ways to Gain Publicity:

Social Media

Spread the word far and wide by posting updates on social media.

Say it with a picture

A photograph can bring your press release to life. Invite your local paper to come to your event and take a photo, or set up your own picture for your staff newsletter or website etc.

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Event Checklist

1. Choose a date and venue

Will you hold your activity at home, at the office, in the garden or somewhere a little different? Think about what time of the year is best and find out what else is going on in the local area.

2. Plan your theme

Give something up, organise an event, take part in practical activities or why not plan something completely original!

3. Set your fundraising target

Set your donation or entry fee for the event and plan some fundraising activities such as tombolas, raffles and auctions to raise even more money.

4. Invite your guests

The more guests you have, the more you can raise for heart children! Email, phone and send out the details of your event to all your friends, family and colleagues.

5. Promote your event

Put up posters in your local area or contact local papers for coverage if you want even more people to join you. We can supply you with promotional materials.

6. Get some help

Ask local shops, pubs and restaurants to donate prizes or display posters. Friends, family and colleagues will often enjoy helping out, donating or sharing ideas.

7. Collect donations from your guests

Ask your guests to agree to Gift Aid on your sponsorship form. This will enable us to claim an extra 28 percent on every pound raised at no extra cost to you or the person making the donation.

8. Thank your guests

Everyone who comes to your event will be making a difference to heart children, so let them know how much they have helped to raise. CHF will help with supplying any fundraising or supporting certificates.

Your decision to champion children with heart conditions through your support of CHF will enable us to provide recognition, research, and resources to meet the medical and social needs of children with heart conditions so they can live the fullest life possible.

Your contribution will help us inform, inspire, and improve the lives of children with congenital and acquired heart conditions across the UK.

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Sending CHF your donation

For information on sending your donation to Children's Heart Federation contact **CHF** by telephone **0300 561 0065** or email info@chfed.org.uk

Don't forget to include your name, address, postcode and details of the event and the amount you raised so that we can say thank you.

Let us have a brief description of where and how the money was raised and if possible, please send us spare photos and any funny or unusual stories about the event which we may use in our newsletter and/or social media channels.

Just Giving

You can use Just Giving to create a free online fundraising page. Personalise your page with a photo and message and email it to your family and friends. They can donate quickly and securely online with a credit or debit card plus they can gift aid their donation at no extra cost to you or them.

<http://www.justgiving.com/childrensheartfederation/raisemoney/>

Direct Debit

Why not consider making a personal contribution via a monthly direct debit. Sponsors will be impressed if they see you're contributing too! This is easy to set up and is a quick and effortless way to add to your sponsorship total. <https://chfed.org.uk/donate/>

Cheques

Make cheques payable to 'The Children's Heart Federation' to Suite 12, The Centre Lakes Industrial Park CM7 3RU

Online

Direct online donations can be made through the CHF website at: www.chfed.org.uk/donate

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Your contribution – however large or small – will help us make an incredible difference to people's lives.

Don't forget that if you are a taxpayer, you can gift aid your donation, which means that for every pound you give to CHF, we will receive an extra 28 pence from the taxman – at no extra cost to you.

- Anyone who pays UK tax can make donations under the Gift Aid scheme. You will pay tax on your income, your pension and your savings, so most people qualify.
- Any donations to CHF can be under Gift Aid, as long as you pay the same amount - or more - in tax that is being reclaimed on your donation in the financial year.

So if you give £5 a month to CHF this would amount to £60 in one financial year. If these donations were under Gift Aid, CHF would be able to reclaim £16.80 in the year.

What you need to do

Whenever you make a donation to CHF please remember to tick the Gift Aid Box. This will enable us to reclaim the tax on your donation from the tax man.

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Keep It Legal

By law, **CHF's Charity Registration Number (1120557) must appear on all posters** and advertisements that invite people to participate or help. The use of the CHF logo and registered charity number needs our prior approval. Please contact info@chfed.org.uk

If you organise an event that involves the public in any way, you will need to ensure you have **Public Liability Insurance**. Check if your company policy covers you for such activities.

Collections / Licenses

It is illegal to collect money in a public highway or street without a valid licence from your local authority. Licences are normally only allocated to registered charities. A licence is also required to request money on a house-to-house basis. Again, regulations will vary from each Local Authority.

Selling Food

Food safety laws apply when you sell food at an event. You need to be aware of these and follow food hygiene procedures. **Contact your Local Authority Environmental Health Department** for further information.

Events - *Safety first - It's important to make sure that everyone's going to be safe while having fun*

- ♥ Make sure that children are safe and that you do not allow them to ask for money or collect money alone or without an adult.
- ♥ You must comply with the Health and Safety at Work Act 1974 and all other relevant subordinate legislation – CHF cannot accept responsibility for accidents, so make sure that your event is safe for all concerned
- ♥ If you are going to be carrying money around take care with personal security. Always use a safe route and always be accompanied and/or carry a personal alarm.
- ♥ Make sure that no-one is fundraising, working or spectating in an unsafe environment. Assess the risks involved and make sure that they are eliminated or minimised to an acceptable level, particularly in the case of children. Remember that the **Health and Safety Act** applies to volunteers as well as employees.
- ♥ CHF does not encourage particularly hazardous activities including hang gliding, parascending, microliting, abseiling, parachuting, assault courses or bungee jumping.
- ♥ If sub-contractors or facilities are used, make sure that they have the requisite experience and insurance facilities.

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Best of Luck! From Everyone at the
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