



**Appeal 2011**  
28 Feb - 4 Mar



# Fundraising Pack

Have a Heart for seriously ill  
children at home

heart

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Have a Heart is an appeal run by Global Charities, a registered charity in England & Wales (1091657) and Scotland (SC041475).



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# Hi there!



You've just downloaded something very, very special!

This is your Have a Heart Appeal Fundraising Pack, which contains loads of info and ideas about what you could do to raise money and support our Appeal.

This year we're supporting the amazing work of Children's Hospices UK, who through their network of hospices provide care and support to thousands of seriously ill children and their families.

Wherever you are listening to Heart, a children's hospice is providing care to children living around the corner from you.

With your help, we're hoping to raise enough money to provide a brand new vehicle and fund more nursing hours to enable the at home care service to grow at twenty eight children's hospices.

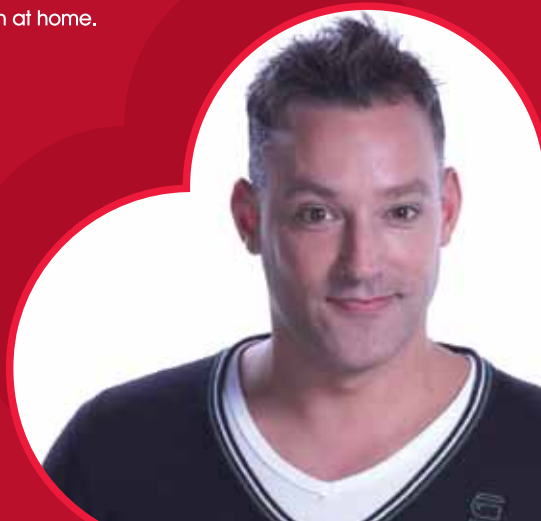
Come on, let's get together and take part for Have a Heart!

It doesn't matter what you do, just do something! There are loads of ideas in this pack for joining in at work, at school or at home, with your family, friends or work colleagues.

So please, Have a Heart for seriously ill children at home.

**THANK YOU!**

**Toby Anstis**



**heart.co.uk**

## About Have a Heart

Have a Heart is Heart's very own charity appeal. Launched in July 2009 our aim is simple – to improve the lives of disadvantaged children living in the Heart communities. We do this through a number of exciting fundraising initiatives, such as overseas treks, running events and of course the Have a Heart Appeal.



Through the Have a Heart Appeal 2010, we awarded Starlight Children's Foundation **£400,000**. This will be used to fund 101 brand new Have a Heart Starlight Fun Centres to children's hospital wards and hospices across the Heart area. Plus the money we raised will enable Starlight to grant over 60 more magical wishes – making children's dreams come true.

## Children's Hospices UK

This year we're supporting Children's Hospices UK, who are a national charity that represent all children's hospice services.

Children's hospices provide care and support to the estimated 23,500 children and young people with life-limiting or life-threatening conditions throughout the UK. These are children who are not expected to reach adulthood suffering from conditions such as muscular dystrophy, cystic fibrosis, cancer, heart disease and a range of illnesses across seventeen disease groups.

Children's Hospices UK have identified an increasing need to give seriously ill children and their families more support in their own homes.

A visit from a children's hospice nurse will allow, for example, mum and dad to have a well earned night out, to get to the shops or to spend more quality time with the rest of the family. This is a truly invaluable service, as described by Ciara's Mum...

*"Ciara requires 24 hour care which can take its toll on us all. The nurses come to our home and look after Ciara which means that I can have quality time with her brother Jonathon whilst knowing that Ciara is in safe hands and will be having fun as well. This service also enables me to get on with my day to day life too!"*

With **your** help Children's Hospices UK will be able to grow this service to help more families like Ciara's.

Have a Heart will be supporting twenty eight children's hospices across the Heart area, and to find out which hospices near you we'll be supporting go to the Have a Heart section of [heart.co.uk](http://heart.co.uk)

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# Listen up!

Monday 28th February – Friday 4th March.

The Have a Heart Appeal takes over Heart with a whole week of amazing fundraising from Monday 28th February – Friday 4th March.

All week we'll be giving you lots of ways to get involved and raise even more money for Have a Heart and Children's Hospices UK.

During Heart Breakfast there'll be some amazing auction lots for you to bid for (details online from Monday 21st February).

There'll be special editions of the Time Tunnel - guess the year and you'll be making a donation to Have a Heart and be in with the chance of winning an amazing prize!

Then on Friday 4th March, join us for our amazing Have a Heart Appeal Day spectacular. Celebrity guests, even more money-can't-buy auction lots and a whole host of surprises will make this a must-listen to show!

You'll find all the latest on our Appeal plans online at [heart.co.uk](http://heart.co.uk) and on our Facebook page ([facebook.com/myHaveaHeart](https://facebook.com/myHaveaHeart)). Plus get updates first by following us on Twitter @myHaveaHeart



[heart.co.uk](http://heart.co.uk)

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No matter where you live, what you do or how old you are, you can organise your own event and help raise much needed funds for Have a Heart and Children's Hospices UK.

# How to Have a Heart



heart.co.uk

## At work

### Time Tunnel

Ask your boss if you can have Heart on in the office at 9am and 2pm and take part in the Time Tunnel. Everyone in the office pays to register their guess, and a randomly drawn winner from all the correct guesses wins 10% of the takings (or a prize donated by the boss if they're feeling generous!)

### Cake O'Clock!

Cake sales are a sure fire fundraising winner wherever you are. What about making your cakes and biscuits Heart shaped, or put a Heart on top of your cupcakes?

### Mind your language

Put a swear box in your office for a week - collect £1 every time someone breaks the rules.

### Keep the change

Put one of our collection tins at your front desk or in your canteen to collect all the unwanted change people carry. Request your tin on the Have a Heart section at heart.co.uk

### Hold the coffee!

Give up that expensive 'way-to-work' coffee, make it at work instead and donate the money you save.

### Ask the boss!

Ask your employer to match what you raise pound for pound.

## At School

### Club Classics Disco

Heart's Club Classics is the ultimate feelgood show for the weekend, so ask your Headteacher if you can hold your own Club Classics disco at school on a Friday afternoon! Sell tickets and charge for refreshments.

### Teacher's Got Talent!

How about challenging your teachers to showcase their skills and put on a show for the school. Sell tickets and charge for refreshments, and you could even find your own mini-versions of Simon, Amanda & Piers to be the judges!

### Button it...

Are you a chatter box? How long can you keep quiet for – a whole day? How about a sponsored silence to find out?

### Competition time!

Hold a Bingo night, a spelling bee or be like Chris Tarrant and put on a quiz. Everyone pays to take part and you might want to get a local company to sponsor you and provide a prize for the winner.

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# More easy money-making ideas

## At Home

### Stay up all night

Hold a pyjama party & do a sponsored 'stay awake' - you could run a sweepstake for people to guess who will stay up the longest.

### Get together

Try and break a record for the most people to do something - dance, sing, play a game.

### Give it up...

Whether it's smoking, chocolate or playing on your Wii, give it up and get people to sponsor you for every day you manage. You could donate the money you'd normally spend on it to Have a Heart or run a sweepstake for people to guess how long you'll last.

### Do something

Come up with your own sponsored event: you could row, cycle or run (even funnier in fancy dress!) You could get your chest waxed (for the men amongst you), shave your head or grow a moustache.

### Come Dine with Me

Host a fundraising dinner at home - invite family and friends and charge them for their dinner or get them to score you out of 10 and donate £1 for every point they give you.

### Love Have a Heart

Ask for donations to Have a Heart instead of or as part of your valentines presents.

**For loads more ideas check out the Have a Heart section of [heart.co.uk](http://heart.co.uk)**



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## Down The Pub

### It's Quiz Night!

Ask your local pub quizmaster to donate the proceeds of a quiz night to Have a Heart. Put your local Heart station on in the background for the perfect soundtrack! Or why not speak to the landlord and run your own quiz!



## Wherever You Are!

### Have a Heart & Dress Red

The simplest way to take part - whether you're at work, at school or at home, wear something red on our Appeal Day (Friday 4th March) and donate £1 to Have a Heart. Get all your friends, family and work colleagues involved to raise as much money as possible.



# How to raise the most money!

**Often the simplest fundraising ideas reap the best rewards so don't attempt anything too difficult! Follow our guide below and you'll be well on your way to raising lots of money for Have a Heart and Children's Hospices UK.**

## **Tell everyone you know and get everyone involved!**

Email, text, Facebook, Twitter, work intranet - use every means of communication possible to let friends, family, colleagues and neighbours know what you're doing. Join our page on Facebook at [facebook.com/myHaveaHeart](https://facebook.com/myHaveaHeart) to get ideas and support from other fundraisers, and follow us on Twitter @myHaveaHeart. The more people know about it, the more support you'll get.

## **Advertise your event**

Download our poster template and put them up in your school or work, and see if you can put them up in local shops and businesses. Tell your local newspaper about what you're doing (see our 'publicising your event' section for more).

## **Set your fundraising expectations**

Be realistic - if you raise more it'll be a bonus!

## **Gift Aid it!**

Have a Heart can potentially claim an extra 28p from the government for every pound donated by UK Tax Payers. Encourage your sponsors to tick the Gift Aid box on your Have a Heart sponsorship form, and ensure they provide their full name, full home address and postcode. £100 in sponsorship could raise an extra £28 in Gift Aid!

## **Set up an online fundraising page**

If you're doing a sponsored event then online giving sites like Virgin Money Giving are safe, quick and a very successful way of recruiting sponsors and the money goes straight to Have a Heart, as sponsors can pay securely via debit or credit card. Check out our 'using Virgin Money Giving' section for more.

## **Employer matching**

Lots of companies run schemes where they'll match what you raise £ for £, so find out if yours does. If they don't run a matching scheme they may still support you with a donation.

## **Keep it safe, keep it legal**

### **Health and safety**

Think through your plans in detail and conduct a detailed risk assessment. Is your fundraising activity safe for you and others? Be aware that you may require appropriate insurance, which will be your responsibility. You are responsible for the safety standards and general appropriateness of any activities you undertake when raising funds for Have a Heart.

### **Collections**

We can supply Have a Heart collecting tubs. These can be given to your local pub, restaurant, bar, cinema or any public place that grants you permission. On police advice, we do not encourage collecting from house-to-house.

Street collections are governed by strict regulations. They require a permit from your local council which can take up to six weeks to obtain.

Collections on private property may only be conducted with the permission of the owner or landlord of the property. This includes shopping centres and council-run commons, fields and parkland as well as the most obvious shops, offices, restaurants and pubs etc. Venue to venue (pub-to-pub, shop-to-shop) collections need to be covered by a house-to-house police permit, and children under 16 are not allowed by law to collect money in this way.

Containers must be closed and sealed, please contact us for your collection tub seals and any more information on this.

### **Lotteries, Raffles and Tombolas**

A lottery, raffle or tombola at a fete, bazaar or place of work does not have to be registered provided tickets are only sold (and the results announced) during the entertainment. There should be no cash prizes and no more than £50 spent on prizes. There is no limit on the value of donated prizes.

Larger lotteries, raffles and tombolas or those that do not meet the above criteria, should be registered with the local council, and may require registration with the Gaming Board too.

If you have any questions on any of this please do contact us - we want you to raise lots of money, not break the law! You'll find our contact details later in this pack.







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## Publicising your event

What you're doing for Have a Heart might be of interest to your local newspaper. So call them beforehand just in case they can attend, or give you a mention before your event. Otherwise call them immediately afterwards so that your story is still relevant.

**Before you contact the press make sure you have all the necessary information:**

- Who are you? They will want to know your full name, age, occupation and street/town name.
- What are you doing/have done to raise the money?
- When and where is the event to be held, or when/where was it held?
- Why are you raising money? They will want to know a bit about Have a Heart and Children's Hospices UK.

### Next steps

- Get the number for your local paper/s and ask to be put through to the news desk.
- Tell them the basic facts about your fundraising activity.
- If the reporter finds the story of interest they will ask you to send in a press release. Don't panic – this is easy to do! Keep to the essential facts, avoid any emotive language (e.g. Rachel is holding a fantastic event), and keep the 5 W's in mind (who, what, when, why, where).
- If you plan on using a photo then tell the reporter, and ask for the name of the correct person to speak to on the picture desk.
- Please avoid making your event sound as if it's a Heart or Have a Heart event, you are doing all the work to raise money for us, so make sure you take the credit!
- Remember we are here to help so please contact us if you have any questions or would like us to send you a template press release. You'll find our contact details later in this pack.

### Get sponsored with Virgin Money Giving

Virgin Money Giving is a website which allows you to create your own online personalised sponsorship form for any fundraising event you may be doing.

It also gives you the tools to circulate it amongst your friends and family. It's free to set up, secure and re-claims Gift Aid automatically on any donations.

To set up a Virgin Money Giving page for your event go to

**[www.virginmoneygiving.com/charities/haveaheart](http://www.virginmoneygiving.com/charities/haveaheart)**

Click on 'Start Fundraising' and follow the simple instructions.



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## Top tips

### How to make your Virgin Money Giving page successful

- Personalise your page to the max – explain what you're doing and why you're doing it.
- An empty sponsorship page is a bit intimidating, so ask your close family to put a couple of donations on there before contacting potential sponsors.
- Tell everyone about your page, Virgin Money Giving gives you some tools to do this, but Facebook and Twitter are great ways of spreading the word!
- Encourage people to re-visit your page by posting regular updates on your fundraising and event plans or by changing your profile picture.
- Add your Virgin Money Giving address to your e-mail signature at work (if your boss will let you!)
- Make sure you personalize the thank you email that each donor receives, it makes them feel special for supporting you.

# Paying in the money you raise!

Once you have completed your fundraising activity, please send all money raised to Have a Heart.

You can do this in the following ways:

## Online

This is the easiest way to send the money you've raised to us. Pay the money you have raised into your personal bank account, and then make a donation for the same amount by using the **Donate Now** feature on the Have a Heart section at [heart.co.uk](http://heart.co.uk). If you use this method please also send us an email to [haveaheart@heart.co.uk](mailto:haveaheart@heart.co.uk) telling us your name, how much you've donated and how you raised the money.

## Cheque

Please make it payable to Have a Heart, include your name and contact details and send it to:

**Have a Heart Appeal 2011**  
30 Leicester Square  
London WC2H 7LA

## Directly into Have a Heart's bank account

**Bank:** Barclays Bank  
**Account Name:** Global Charities  
trading as Have a Heart  
**Sort Code:** 20-05-75  
**Account Number:** 40666084

Please make sure you reference the donation as being for the appeal and with your name, so 'HaHA - J Smith'.

Whichever method you use please do let us know when, where and how much you have paid in so we can thank you. And don't forget to send in your sponsorship forms, so we can claim the Gift Aid.



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## Contact us

We hope this pack has given you the information you need to get going with your fundraising.

But if you've got any questions send us an email to [haveaheart@heart.co.uk](mailto:haveaheart@heart.co.uk) or call 0870 202 6000.

You'll also find all the latest info online at [heart.co.uk](http://heart.co.uk), on Facebook: [facebook.com/myhaveaheart](https://www.facebook.com/myhaveaheart) and Twitter: @myHaveaHeart





**Doing:**

**Gift Aid it and turn every £1 you raise into at least £1.25!**

**Please photocopy this form as many times as you need it so you can raise even more money**

**Gift Aid** means that Have a Heart will reclaim 25p of tax from HM Revenue & Customs on every £1 you give on or after 6 April 2008. The Government will pay to Have a Heart an additional 3p on every £1 given between 6 April 2008 and 5 April 2011. The transitional relief for the charity does not affect your personal tax position.

**\*By ticking this box you certify yourself as a UK taxpayer. We will reclaim the tax on all your donations to Have a Heart made today and in the future until you notify us otherwise. To qualify for Gift Aid the amount you pay in income or capital gains tax in each tax year must at least equal the amount we will claim on your donations in the tax year.**

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# Thank you!

Together we can Have a Heart  
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