



Little Hearts Matter
*Half a heart
...not half a life*



"Being able to help made a real difference"

Fundraising Booklet

CONTENTS

Hello and welcome to your fundraising pack. Thank you for taking the time to find out what is involved in helping to raise income for **Little Hearts Matter**.

There is no definitive science to fundraising - the three ingredients are imagination, enthusiasm and **YOU!** We've got one of the three already so let's fire your imagination and get you enthusiastic! Anyone can raise income for Little Hearts Matter.

THE PACK CONTAINS:

- Fundraising ideas
- **LHM events calendar**
- Previous fundraisers' experiences
- **Hints and tips**
- A-Z of fundraising
- **Promotional posters/literature**
- Merchandise order form
- **Pin badge and promotional balloons**
- Sample press release/letters
- **Sponsorship form**



Please don't hesitate to contact the office team if you would like to discuss any ideas in further detail. For more information on our current fundraising events visit www.lhm.org.uk or contact our fundraising staff on 0121 455 8982 or via email info@lhm.org.uk

GOOD LUCK AND ENJOY YOURSELVES!!

IDEAS

Outdoors

This area of fundraising gives the widest scope but is sometimes also the most challenging.

What can we do?

- **Sports Days or Competitions**

Village football or cricket matches can be livened up by inviting the public to see the event played in fancy dress or with a theme.

- **Learn to Dance Workshops**

Invite a local dance teacher to give a workshop on 'jive' or 'ballroom' and charge attendees a fee to include refreshments. The teacher may offer their services for free if they feel they may be able to promote their class.

- **Treasure Hunts**

Plan a route with clues to appeal to families and end up somewhere for a picnic lunch. Make sure you test the route and beware of private access or footpaths. It is essential that the finish time is not important - as racing of this kind is illegal.

- **Children's Sponsored Activities**

A sponsored swim, walk or cycle ride can be put together. Choose a safe venue and have a sponsored toddle for the very young! Think about drawing or art competitions and involve local businesses - the supermarket may want the reception area of their store decorated for 'free' and you can get sponsors to pay 50p per colour used or some other measurement.

- **Fêtes or Car Boot Sales**

Never underestimate the power of the home-made cake stall! Get together and plan a range of stalls with friends, charge a nominal entrance fee and have a great afternoon. Get someone to play some music and have a children's disco! Give a prize for the best dancer, etc.

- **Walks**

The simplest exercise of all is to put one foot in front of another, we can all do it can't we! It's called walking. As well as easy to do, it is a great activity. Locations are easy to find and walking is one of the easiest ways to get lots of people in one place doing the same thing. It's simple to put together, so why not get your neighbourhood or company to walk for us?

- **Bike Rides**

A great idea is to get a number of families together to have a fun ride and raise funds for LHM. Your route may take a little planning but that adds to the fun. Be aware of the dangers to children and if this is a worry then look for an off-road route - Forestry Commission land is generally open to the public and they have cycle trails for all shapes and sizes of activity.



Jack's Scout Walk

Jack Calcutt, whose cousin Will has Hypoplastic Left Heart Syndrome decided to raise money for LHM by taking part in his annual scout walk. The walk was 14 miles over fields and roads, Jack had to plan and map his own route with a fellow scout.

The weather was really awful, with constant rain and blowing winds. It took Jack all day to complete. Under his own steam he asked friends to sponsor him and raised a fantastic £50. Thank you so much Jack.

Fundraising Barbecue

The Kerry family invited some friends to join them at home for a barbecue followed by a squash in the lounge to watch England play Ecuador.

They asked friends not to bring donations of food or drink but to consider a monetary donation to Little Hearts Matter instead. They prepared a table of information about LHM and left a money box for donations together with some gift aid forms.

They had a fantastic meal with Andrew (pictured right) helping out with some of the cooking (with supervision obviously!).

The weather was kind and England even won the match! Altogether they raised £150 for LHM.



Mid-Summer Wine Tasting

The grandparents and family of two year old Corwin organised a fun fundraising evening for us at the prestigious hotel Stapleford Park, Leicestershire.

The event raised over £5,000 from a group of only 80 people attending! How did they do it?

- They secured an attractive venue.
- They persuaded high quality wine merchants to donate free.
- Food was served throughout and this was also donated free of charge.
- The raffle was small but the prizes were of good quality and attractive.
- The evening was conducted in a light hearted and fun way.
- Above all it was planned well in advance.

It is hard work but the rewards can be so satisfying.

Go on, have a go!



Frightfully Fun Fundraising!!

The wacky ideas sometimes attract the most sponsorship. Whether you sit in a bath of baked beans, lock up your boss for the day, or put on an escape from work day, if you put your mind to it the list is endless.

Kim, Dawn and Sarah did just that and came up with spending a night alone in a haunted hotel in Dudley and raised over £500 for LHM.

If you look, you will find haunted houses, castles and pubs all over the place, and the local press love to give publicity to these types of events.

This is a really simple idea, so what do you have to do?

- Find a venue - the spookier the better.
- Rope in some friends.
- Tell the press.
- Get sponsored.
- Get your kit organised
- Take some scary tablets!

So get thinking and have fun...



Indoors

From coffee mornings to Mad Hatters' tea parties, this area of fundraising is not weather dependent and gives excellent scope. A simple coffee and cake morning where every guest donates £1 can make a big difference!

Themed Parties

How about a seventies evening? The best-dressed couple can scoop the prize of Slade's Greatest Hits! Have a "P" Party - come as a Pirate, Pink Panther, Paramedic, Pop Star, Princess and many more for you to guess!

TV Theme Evening!

For a £5 admission fee, get all your chums in for a carpet picnic and a few hours of your favourite TV programme! Hire videos of old Coronation Street episodes or The Fast Show and chill out!

Children's Variety Show

Calling all budding "Stars in their Eyes" under tens! Book the school hall and encourage a couple of minutes from each act. Have spot prizes and even select a winner or two! Call the local newspaper and offer to involve them. You will be surprised how newsworthy your event can be!

Tabletop Sale

Advertise the fact that you're on the lookout for new bric-a-brac for a tabletop sale in aid of Little Hearts Matter.

Mothers and Toddlers Coffee Mornings

Keep a Little Hearts Matter collection box in your house and ask all guests and visitors to the house (for coffee mornings, etc.) to make a donation on leaving.

Knit, Crochet or Embroider

If you're good with your hands, you can make items to sell at craft stalls or at tabletop sales.

Race Nights

Ask your local social club/pub to host the evening. Sell tickets for people to attend the event. You can obtain race night packages for as little as £40. This is a fun, entertaining evening. You can obtain sponsorship for horses and auction bids for certain horses. You can also sell raffle tickets or hold a tombola.

Clubs and Groups

Area clubs and associations love to raise their profile by raising funds for charities in support of children in their area. Why not approach your working men's club, miner's welfare, Rotary, Inner Wheel, etc to see if they would like to help. Many organisations will allow you to "piggy back" events they may already have planned.

IDEAS

Other Ideas

● A Children's Party for Adults

Jelly, ice-cream and party games to throw you back to childhood! Go that extra mile and bring in a clown or entertainer. Don't forget the photographs for our newsletter!

● Word 'Fines'

Sick of discussion about last night's TV or the weather? You can take this idea to work with you and create, for example, a 'non-weather' zone. Anyone who mentions the word or phrase gets an on-the-spot fine! Keep a water pistol handy to help with negotiations! The variations are endless - any subject counts!

● Dressing Down at School or Work

Ask everyone to contribute a small fee eg £1 to dress down, or even encourage people to wear fancy dress in a particular theme.

● TLC Lottery

For only £1 per entry, individuals can participate in the TLC weekly lottery and win any of 164 prizes up to £1,000! Further details are contained in the enclosed leaflet.

● Dinner Party

Invite your friends for dinner - charge them for the privilege, and experiment with some new recipes.

● Collections

You need to obtain permission from the owner to hold collections on privately owned property, for example, football grounds, concert venues, train stations. It's a great way for students or a large group of friends to raise funds. LHM can provide collection tins/posters/letters of endorsement to support your event. All you need is loads of enthusiasm - you could even dress up in fancy dress - and away you go!

● Bag Packing at Supermarkets

You will need to approach your local supermarket to obtain permission but it is a fantastic idea for groups such as brownies or cubs. You spend a couple of hours at the end of the check-out and offer to pack shoppers' bags for a donation to the charity. We can help with letters of endorsement and t-shirts to wear on the day.

● Birthday Parties/Weddings/Celebrations

Instead of receiving gifts, send out letters with your invitations asking people to make a donation. We can help with template letters and literature.



Wedding Belles

Beautiful bridesmaid Caitlin McQuade born in August 2001 with HLHS, stands between proud dad Steven and equally beautiful bride, mum Vivienne, at their wedding held in March.

As requested by Steven and Vivienne, family and friends donated to LHM instead of buying wedding gifts. They raised a fantastic £1,580 and to Vivienne's surprise, when she sent us the donation via our website, we were able to collect a further £500 in gift aid. Wow, fantastic news!



Talk to your boss at work...

Companies are becoming increasingly aware of the tireless voluntary work that their employees do to help good causes. They are therefore introducing initiatives to support these good causes such as matched funding which means they may match your fundraising amount and therefore double the amount you give to charity!

A GREAT WAY TO INCREASE YOUR FUNDRAISING TOTAL WITHOUT ANY ADDITIONAL WORK!

They may also have other initiatives such as payroll giving, charity of the year/month, etc.

No Presents Please...

Sian gave up her presents for her 5th birthday because she wanted to help other families who "have a child who has had their heart fixed the same as me". This raised a wonderful £95! Two days later mum, dad, Sian and little sister Casey celebrated their first family holiday to Disneyland, Paris - judging by the picture, Sian gave the holiday a big thumbs up!

The family are from Surrey and mum said "We know that none of this would have been possible without the excellent care she received at the Royal Brompton Hospital in October last year and the support of Little Hearts Matter - thank you."

Reach For the Skies...

Mark Banyard from Reading bravely took to the skies and did a static line parachute jump from 3,500 feet, raising £2,115. He is pictured here collecting his parachute afterwards!

Mark said "My daughter Cora was born on 3rd March 2006 with Double Inlet Ventricle, VSD, ASD and TGA. She had a septostomy at one day old at the John Radcliffe. Then at six weeks old she had open-heart surgery to perform a PA banding and a septectomy. We are currently on the waiting list at GOSH for her Glenn. The help, support and information we have received from LHM has been invaluable and I wanted to be able to do something to raise much-needed funds".

Many parents, friends and relatives have jumped for LHM in the past, so don't be shy, give it a try!



How The Manley Family Helped

Little Danni Manley may only have half a heart but it doesn't stop the Wednesfield youngster having plenty of courage.

Having undergone three operations before her 4th birthday her mum Kim says she will have a go at everything - she is a real battler.

Dad Alan along with mum and daughter Jamie took part in the Annual LHM Shugborough Hall run to raise funds which enable us to continue our vital work for all our families.



Other Events

Walks

This is easy to organise so why not get together with your family, friends, work or club mates and walk in support of Little Hearts Matter? Whether it's a hike up the UK's highest mountains or a gentle stroll through beautiful parkland, you can put together a fun day out that can involve everyone and at the same time raise vital funds.

Runs

There are many organised runs held throughout the UK, most of which are open to the public with the option to raise funds for your chosen charity.

We can provide a complimentary running t-shirt, training ideas, fundraising ideas and all the support you need to help make your chosen run successful.

We do not hold any bonded places but, if there is a great demand, we would be willing to purchase places in events such as The Great North Run, The Edinburgh Marathon, Bristol Half Marathon, etc. Please contact us for more information.

Alternatively, look up where your local runs are being held and sign up to run for us today! Here are some ideas: Great Midlands Run, Glasgow Half Marathon, Women's Flora Light 5km. For other more local ideas go to www.runnersworld.co.uk/events.

If running is not for you, there are plenty of local cycling events you can also take part in and we'd be pleased to provide everything you need to support your fundraising.

Skydiving

Are you looking for your next challenge? Look no further, as we are looking for people to 'take the plunge' and skydive for Little Hearts Matter. There are parachutes throughout the UK and training takes part on the day you jump with highly skilled and professional people. Please contact us for more information.

International Events

There are fantastic opportunities for you to take your fundraising one step further and take a fundraising challenge abroad. A whole host of overseas adventures are in place for you to enjoy and at the same time raise vital funds for our work.

For further details contact the Fundraising team on info@lhm.org.uk

Swims

Another simple way of supporting us is to put together your own swimathon activity. This can take many forms, just use your imagination. Or ask us if you'd like some help.

For Sponsorship

- Aim high - set a target, and tell people how much you are aiming to raise.
- Be proud of what you are doing - you are not asking for money for yourself, but to help children and families faced with the diagnosis of single ventricle heart conditions. Ask the office for leaflets about the charity to give away to sponsors.
- Ask everybody you know - at work, at school, friends, family - and ask them to ask their contacts.
- Start early - always carry a sponsorship form with you.
- Create your own online fundraising page at www.justgiving.com
- Start high - try to include a high donation as the first pledge on each form, as this should encourage other people to donate at a higher level.
- Try to collect donations rather than promises.
- Ask for an amount per kilometre rather than per mile!
- Don't forget about Gift Aid - we need sponsors to put in their full name and home address including postcode, and tick the gift aid box on the form to help increase the value of your sponsorship with no extra cost to you or them.
- Organise a sweepstake to increase your fundraising possibilities, for example, if you are participating in a run, organise a sweepstake in your office just before the event, with a small prize (or half the takings) for the person who is nearest to your race time.
- Ask your employer about matched funding. Some companies will offer to match any amount you succeed in raising, which could double your total.
- Make sure under 16s are supervised by an adult when collecting sponsorship money.

For Events

- Talk to us about your plans.
- Check the date - make sure that nothing else is happening locally (or even nationally like a major sporting event) that day. Consider piggy backing another local event if appropriate.
- Location - choose somewhere suitable and try to get it for free. Make sure your agreement is confirmed in writing, and the venue is suitable for your event and easily accessible (eg size, disabled access, catering, toilets). Check whether you need any special equipment.
- Get a good idea or theme, and think about who you are trying to attract. Consider minimum and maximum numbers of guests.

- Break down the event planning into manageable actions. Develop a timetable working back from the event date. Get people involved in helping you and spreading the word. Make sure everybody knows what is expected of them.
- Be realistic - it might be better to start with a few smaller events which work well, rather than one large event, where costs will need to be carefully managed.
- Have a contingency plan - for example for bad weather.
- Stick with your plan - you may find some difficult moments along the way, but please don't let yourself be put off, as we really value your efforts. Phone the office or ask to speak to other fundraisers.
- Keep it safe and legal - you are responsible for your event. You may need to check with your local council or the police; you may need to consider first aid cover, insurance or an entertainment licence. Check fire regulations for maximum numbers the venue can hold.

The Money

- Aim high - set yourself a target and tell people your hopes.
- Think about all your potential costs and how much you might raise.
- Do you need to pay anything in advance eg deposit for venue? Try to make this as late as possible. Check whether there are any cancellation charges.
- Approach companies where you have a contact to see whether they can offer anything to help with your event. Get as much as you can for free (including people's time). Offer publicity during the event in exchange for a company's support.
- If you need a float, organise it in advance, and make sure you have plenty of change if relevant. Don't forget to have a receipt book and plenty of plastic money bags and paying in slips, if relevant.
- Make somebody responsible for collecting and banking money, and keep the money safe at all times.
- Ask your employer about matched funding. Some companies will offer to match any amount you succeed in raising, which could double your total.
- Hold a raffle or auction at your event, or ask people to bring along cakes or books which can be sold to add to your fundraising activity. Contact the office for giveaways and raffle prizes.
- Sell LHM merchandise - ask the office for an order form.

TIPS

Publicity

- Let people know about your event.
- Publicise the event with the local press. Develop a press release before the event and send it to local press. After a couple of days, follow up with a phone call. Try to arrange a pre-event photo opportunity, as well as inviting the press on the day. Please ask the office for any assistance you would like with publicity.
- Include LHM's charity number in your publicity material. State that all proceeds will go to Little Hearts Matter. If you would like a blank poster, please contact the office.
- Put up posters wherever you can in the local area eg schools, work, doctors' surgeries, libraries.
- Ask us for electronic versions of documentation and the charity logo (together with guidelines for its use) if you want to develop your own materials.

What Next

- Thank everybody who helped make it a success.
- Let us know about your experiences and suggestions for the future.
- Plan your next event!

Thank you for your support.
It is so much appreciated.



And Finally How your fundraising helps

£1

Enables one family to receive one edition of our quarterly newsletter which provides parents with information and personal experiences.

£5

Helps towards the cost of producing our book 'From Us To You' which is specially for parents who have sadly lost their children.

£10

Will pay for a child with half a heart to attend a fun family day out and enable them to meet other children.

£20

Enables LHM to provide a Preparation for Hospital pack to lend to families to help them prepare their child and themselves for another hospital visit.

£50

Will pay for a family to attend a day long information event providing them with much needed information and support.

£100

Helps offset the cost of providing our volunteer parent support line for three months.

£300

As part of our awareness raising work we are often asked to present the work of LHM at medical conferences. This vital information path allows us to bring to life the realities of our work.

£2,000

Enables us to bring as many of our young people as possible together for information and fun weekends.





Little Hearts Matter

Funded by
Money raised by LHM members

Little Hearts Matter

Telephone: 0121 455 8982; **Email:** info@lhm.org.uk

www.lhm.org.uk

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registered charity number 1123290.