

Fundraising Guide



Restart The Heart



Arrhythmia Alliance
The Heart Rhythm Charity
www.hearrhythmcharity.org.uk

Registered Charity No. 1107496 ©2011



**Arrhythmia Alliance,
The Heart Rhythm
Charity works on
your behalf to raise
awareness and promote
timely and effective
diagnosis, treatment
and quality of life for
individuals affected by
heart rhythm disorders
and Sudden Cardiac
Arrest.**

Working in partnership with leading healthcare and allied professionals our Restart The Heart campaign raises awareness of life threatening Sudden Cardiac Arrests and supports the placement of life saving equipment in the heart of communities; immediate access, available 24 hours a day, 365 days of the year.



Why you should get involved

Facts: Sudden Cardiac Arrest

- SCA strikes without warning killing 100,000 people in the UK every year – that's 250 people a day
- In the UK, less than 5% of victims survive out of hospital
- SCA kills more people than lung cancer, breast cancer and AIDS combined
- SCA can happen to anyone, regardless of age or fitness
- Combined with CPR, defibrillation is the only effective treatment

The campaign has five principle aims:

- To increase public awareness of and understanding about Sudden Cardiac Arrest
- To increase awareness of the importance of AEDs as emergency life-saving equipment
- To increase public confidence in the use of AEDs
- To increase the placement of AEDs in local communities
- Provision of, and improvements to, AED locator mapping



Working within the community

We are already working within your communities, educating the next generation in the use of Life Saving Equipment. We are supporting the Government's Healthy Schools Certification by rolling out a Healthy Schools Automated External Defibrillator (AED) Education Programme. The programme supports the common aim for improved pupil achievement, whilst building on the health and well-being foundation put in place in schools across the country.

Schools are at the heart of the community, especially in rural areas, where ambulance response times are longer than the crucial 8 minutes for someone in cardiac arrest

“An informative hands on experience that made students think and gave them information to make a difference in the future. A must for any school and an effective way to deliver a vital skill to all... very impressed and many thanks.”

James Walker

Citizenship Coordinator, Kingsbury School, Warwickshire

Fundraising Ideas



Quiz night

How about organising a quiz night, try and get a venue for free such as a local pub. Charge per person or team (with a max of 4 or 6 per team) and try to get a prize for the winners, donated by a local company.



Matched giving

Your company may have a match-giving policy as part of their Corporate Social Responsibility Strategy. This means that for every £1 you raise, they will also donate £1 to our charity.



50/50 draw

Get everyone in your workplace to give you £1 every month, at the end of each month donate 50% to A-A, and use the remaining 50% for a prize draw.



Request night

Ask a local nightclub or pub to let people request a song they love for £1, if they hate a song they can pay £2 to have it stopped!



House party

Throw a house party and ask people to pay to attend with all money going to Arrhythmia Alliance, you could ask a DJ friend to play the music or a chef to cook.



Give it up

Give up something you love such as chocolate, booze or driving for a month and ask for sponsorship.



Auction of promises

Ask friends and family to donate their time, skills and talents to your auction. Such as cooking, chauffeuring, decorating, cleaning etc.



Clothes swap party

Organise a party and invite guests to bring their unwanted clothes. They can choose to take home as many clothes as they like but must make a £1 donation per item.

You can make a difference

Please help us to improve services for all those affected by arrhythmias and to save lives by making a donation today.

Please complete the donation form opposite and return to:

PO Box 3697,
Stratford upon Avon,
CV37 8YL

or visit:
www.hearrhythmcharity.org.uk
and click the Donate icon.



Membership is free to individuals, however, if you would like to make a **DONATION** please complete and return.

Make me a member

Tick here

I would like to make a donation to A-A and enclose

£

I have made a donation via PAYPAL at www.arrythmiaalliance.org.uk to the sum of

£

I have arranged a standing order from my Bank/Building Society Account (min amount £10p.a.)

£

Please tick the box if you agree to **Gift Aid** your subscription/donation

Tick here

Gift Aid

Name of Taxpayer

Address

Please allow Arrhythmia Alliance to claim an extra 28p for every £1 you donate at no cost to you. I want Arrhythmia Alliance to treat all donations I have made since 6 April 2000, and all donations I make from the date of this declaration until I notify you otherwise, as Gift Aid donations. I currently pay an amount of income tax and/or capital gains tax at least equal to the tax that Arrhythmia Alliance reclaims on my donations in the tax year. I may cancel this declaration at any time by notifying A-A. I will notify A-A if I change my address.

Postcode

Please note full details of Gift Aid tax relief are available from your local tax office in leaflet IR 65. If you pay tax at a higher rate you can claim further tax relief in your Self-Assessment tax return.

Standing Order Authority

My Bank

Bank Address

Please Pay: A-A, Account: **02685818**
Sort Code: **30-98-26**,
Lloyds TSB Plc, 22 Bridge St, Stratford upon Avon,
CV37 6AG

The Sum of £/€/\$: / On (1st Date): / / 20__

And after this, every: Month / Year (delete)

Account No.

Sort Code

Signature

Date

Credit Card Payment

Card type

Amount of £/€/\$:

Card Number

Address

Name on Card

Expiry date

Please hand this form in to your Bank



Return to:
PO Box 3697,
Stratford upon Avon,
CV37 8YL

Useful websites

A list of useful sites can be found at: www.heartrhythmcharity.org.uk. This list is not exhaustive and it is constantly evolving. If we have excluded anyone, please accept our sincerest apologies and be assured that as soon as the matter is brought to the attention of the Arrhythmia Alliance, we will quickly act to ensure maximum inclusiveness in our endeavours.

Further reading

The following list of Arrhythmia Alliance patient booklets are available to download from our website or to order please call:
+44 (0)1789 450 787

- Arrhythmia Checklist - Could your heart rhythm problem be dangerous?
- Atrial Fibrillation (AF)
- AF Checklist
- Blackouts Checklist
- Bradycardia (Slow Heart Rhythm)
- Brugada Syndrome
- CRT/ICD
- CRT Patient Information
- Catheter Ablation
- Drug Treatment for Heart Rhythm Disorders (Arrhythmias)
- Electrophysiology Studies
- Exercising with an ICD
- FAQs
- Genetic Testing for Inherited Heart Disorders
- Highlighting the Work of Arrhythmia Alliance
- ICD
- Implantable Device Recall
- Implantable Loop Recorder
- Long QT Syndrome
- National Service Framework Chapter 8
- CRT/Pacemaker
- Pacemaker
- Palpitation Checklist
- Remote Monitoring for ICDs
- Sudden Cardiac Arrest
- Supraventricular Tachycardia (SVT)
- Tachycardia (Fast Heart Rhythm)
- Wolf Parkinson White

Please feel free to discuss any concerns with your doctor, physiologist or specialist nurse, at any time.

Contact

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