



# Cardiac *Rehab*

Basingstoke & Alton *Cardiac Rehabilitation Charity Ltd*

## Fundraising Pack



Cardiac *Rehab*

Basingstoke & Alton *Cardiac Rehabilitation Charity Ltd*

Registered Charity No. 1013238

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## About Basingstoke & Alton Cardiac Rehab

Basingstoke & Alton Cardiac Rehabilitation Charity provides the setting for specialist tailored, monitored and supervised exercise programmes for those with, and those who are at risk of, developing heart disease. The Charity offers over 50 hours of exercise classes each week and attracts over 25,000 visits per annum. Cardiac Rehab also operates 'STAYWELL', a programme of exercise of 20 sessions for those who are considered at high risk of developing heart disease.

Cardiac Rehab receives **no** funding from local or national government or the NHS and will need an income of £340,000 each year to allow it to continue to deliver and grow the services it offers to those who will benefit most. It is funded in part by exerciser contribution but primarily from the generous support of the general public.

The charity also provides facilities for Hampshire Hospitals NHS Foundation Trust to run its Phase III cardiac rehabilitation programme, health education classes and clinics.

## How we are funded

Cardiac Rehab can only do what it does through the generosity of its supporters, users, donors & fundraisers.

The Charity can and wants to do more to help improve the heart health, fitness and wellbeing of those who have, and those at risk of, Heart Disease.

To be able to do this we need to raise additional funds as this is where you can help us.

## Our Vision and Mission Statements

### Our vision

To be part of a community which works to enhance cardiovascular health, improve quality of life and prevent premature death.

### Our mission

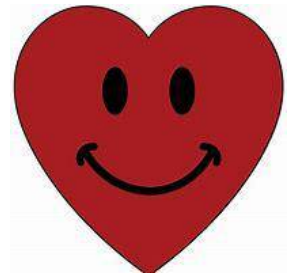
To improve significantly the quality of life of people in our community through affordable, accessible and inspiring cardiac exercise programmes, information, guidance and support.



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## Fundraising Fun with Family & Friends

Get together with your nearest and dearest and have a great time whilst raising funds to help us fight heart disease. We have listed a few suggestions below however, you may have your own ideas!



**Plan a Walk** with family and friends which all ages can enjoy. Use the enclosed Sponsor Form template or email [denise@cardiac-rehab.co.uk](mailto:denise@cardiac-rehab.co.uk) for a personalised sponsor form and get sponsored to get trekking...



Invite your family and friends to a **Summer BBQ** and ask them to make a donation for a glass of Hearty's Pomegranate Punch. The recipe is enclosed with this pack.



**Open your Garden** for a day and ask for donations as an entry fee. You could provide refreshments, or even run a raffle.



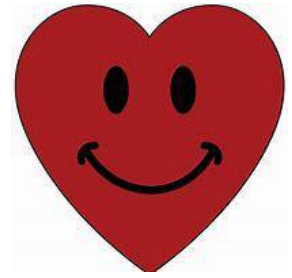
**Host a coffee morning** and have a catch up with those people you haven't seen in ages. Ask them to bring a raffle prize to raise funds for your favourite heart charity!



How about a **Beauty Evening?** Invite your friends around for an evening of pampering. Just ask for donations to be popped into a jar and melt away the stresses of the day together.



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## Fundraising Fun with your Colleagues

Get together with your work buddies and have a great time whilst raising funds to help us fight heart disease. We have listed a few suggestions below however, you may have your own ideas!



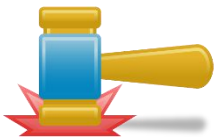
Ask your colleagues for a donation to take part in a **Wear Red Day**. An alternative to this is to have a **Christmas Jumper Day** in December.



**The Great Office Bake Off** - Ask your colleagues to bake their best showstoppers. These can then be sold to raise funds for your local heart charity. Another easy way to bring in the dough!



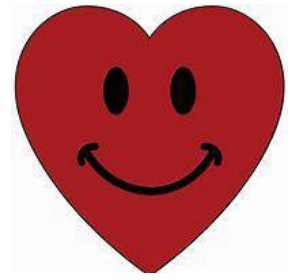
**Sell a Service** – Everyone needs a handyman from time to time. Can you assist a colleague in return for a donation to Cardiac Rehab?



**Silent Auction** - The chances are you work with a talented bunch of people. Convince them to give up a bit of time for free. From guitar lessons to handmade knits, from fancy food to make up tips. Auction everything off. You'll be saving lives in no time.



**Hold a Cycling Challenge** – Can you get an Exercise Bike into the office? How quickly can you and your colleagues' cycle from Land's End to John O'Groats? Get your colleagues who don't want to get sweaty to sponsor you. Or draw lots, getting people to guess how long it will take.



## Fundraising Games for Clubs & Pubs

Fundraising Games are a great way to have lots of fun whilst raising funds to help us fight heart disease. We have listed a few suggestions below however, you may have your own ideas!



**Tug-of-War** - This fun and competitive game is great for any age. Get a rope. Make your centre point and test your strength.



**Darts Challenge** - Fancy challenging your friends to a friendly game of Darts? Make it more competitive by testing your skills with different darts games such as Around the Clock or Cricket Darts.



**Football Match** - do you play, or know someone that does? Dedicate a match to Cardiac Rehab and raise awareness of heart disease as well as raising funds.



**Trivia Quiz** - Add fun to your Quiz by including song snippets, movie scenes or advertisement images.

### BINGO

11	17	42	46	69
7	29	37	54	64
6	21	♥	51	72
10	25	45	53	63
1	27	39	52	62

**Bingo** - Why not play a good old-fashioned game of bingo at your fundraising event? You can even have prizes for each line or full house.



**Swear Jar** - Make a list of the incriminating words beforehand, and how much each word will cost you. Donate all the proceeds to the Cardiac Rehab... we will even supply the jar!



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## Christmas Fundraising Fun

Have fun at Christmas whilst raising funds to help us fight heart disease. We have listed a few suggestions below however, you may your own ideas!



Ask your friends / colleagues for a donation to take part in a **Christmas Jumper Day** to raise funds for Cardiac Rehab.



**No Christmas Cards** - Instead of sending Christmas Cards encourage your friends and colleagues to donate to Cardiac Rehab. You will be saving lives in no time!



**Gift-Wrapping Day** – Get a team of ‘wrappers’ to donate their time to provide a Gift-Wrapping Service. The punters supply their own paper and donate to Cardiac Rehab for the service. It might be a good idea to set a suggested donation per parcel!



**Secret Santa Break** – Every year thousands of companies across the UK organise Secret Santa presents, and often this money will be spent on unrecyclable landfill rubbish. Why not suggest a break from Secret Santa and donate to Cardiac Rehab instead?



**Christmas Advent Raffle** – During November ask 25 local businesses or your colleagues to donate a raffle prize for a Cardiac Rehab Christmas Advent Raffle. Place these items in a Christmas Box and then when the draw takes place, at the end of November, attach a raffle ticket to each prize. Sell as many tickets as you can and then each day, starting on the 1<sup>st</sup> December, draw a ticket. You could have one main prize for 25<sup>th</sup> December!



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## Help Cardiac Rehab and host a Summer Hearty Party

Hosting a Hearty Party is a great opportunity to have fun with friends and family while helping us raise much needed funds. You could host a tea party, or a drinks party, or indeed any kind of party you like! Below are a few ideas to get you started.

Email [denise@cardiac-rehab.co.uk](mailto:denise@cardiac-rehab.co.uk) to let us know about your party, and when it is over you can either send us any monies raised via the donate button on the front page of our website at [www.cardiac-rehab.co.uk](http://www.cardiac-rehab.co.uk), or send a cheque to:

Basingstoke & Alton Cardiac Rehab Charity Ltd  
Cardiac Rehab Centre  
Chawton Park Road  
Alton  
Hampshire  
GU34 1RQ

You can download [posters](#) and invitations at [www.cardiac-rehab.co.uk/party](http://www.cardiac-rehab.co.uk/party), or of course you can create your own to match your party theme.

Don't forget to tell us how you got on, and why not share some photos with us on <https://www.facebook.com/CardiacRehab1/>



# Ideas for your party

## **Heart themed party**

It doesn't have to be Valentine's day to have a heart theme. Make your party a real 'Hearty Party' with heart shaped balloons, decorations and foods.

## **Tea party**

Remember those tea parties you had a child, but never quite got around to hosting as an adult? Use your favourite charity as an excuse to get friends over and sipping a cuppa. Gather a variety of teacups from a garage sale (just wash them well!) and serve things like finger sandwiches, scones with clotted cream, punch, cupcakes, and of course, tea.

## **Potluck world cuisine**

Share the workload! Ask guests to bring foods from different regions and mix it up!

## **Paint the town red party**

Our charity colour is red so why not make it the theme of your party. Think about red clothes, red food and drinks (either naturally or with safe food colouring), and decor that matches.

## **Cocktail party**

Serve our signature cocktail [Hearty's Pomegranate Punch](http://www.cardiac-rehab.co.uk/hearty-s-pomegranate-punch), the recipe can be found at [www.cardiac-rehab.co.uk/hearty-s-pomegranate-punch](http://www.cardiac-rehab.co.uk/hearty-s-pomegranate-punch), and pass around easy-to-hold foods and nibbles.

## **Hearty barbecue**

When the weather's nice, it's hard to resist a meal served al fresco. Setting up the barbecue buffet-style lessens the workload and keeps everything casual - and placing outdoor-friendly games (lawn bowling, hula hooping) will not only keep guests entertained, but offer up a chance to win prizes.

**Simple get together** However, sometimes it's just nice to have a relaxed get together of friends, enjoy a drink a few nibbles and a chat - what a lovely reason to do this and raise funds for a very important cause serving the local community.



## Raising money

Here are just a few suggestions to help you raise as much as possible on the night!

- Hosting a large party? Post someone at the door to take donations as people arrive (Make sure you tell people what the party is in aid of on your invite and that you will be collecting donations)
- Have collection tins dotted around - perhaps specify a donation
- Ask for a donation with your RSVP
- Sell tickets
- Run a simple raffle or auction, either for prizes or promises
- Ask for a donation instead of a gift
- Organise a treasure hunt
- Run a quiz or a treasure hunt and ask people to pay to play and give a percentage of the money raised as a prize
- Set up forfeits and get guests to pay a small fine (could be a banned word or topic, an item of clothing, say anyone wearing a jumper etc). Multiple forfeits can keep people on their toes

## How to ask for money!

Some of the following phrases might be useful...

- Please let your generous donation to Cardiac Rehab be your only gifts to us.
- Your presence is your present. In lieu of all gifts, a contribution to Cardiac Rehab would be most generous, and greatly appreciated.
- If you do wish to bring a gift, please note we will be donating them to Cardiac Rehab
- No gifts please. Instead please share your generosity with Cardiac Rehab
- If you were thinking about purchasing a present, please consider donating those funds to Cardiac Rehab instead.
- We would like to honour this special occasion by having monetary gifts donated to Cardiac Rehab

## Making your donation

- Send us any monies raised via the make a donation button on the front page of our website at [www.cardiac-rehab.co.uk](http://www.cardiac-rehab.co.uk)
- Send a cheque to:

Denise Ellis, Centre Manager  
Basingstoke & Alton Cardiac Rehab Charity Ltd, Cardiac Rehab Centre  
Chawton Park Road, Alton, Hampshire GU34 1RQ

- We can take payment either over the telephone, 01420 544794, or by Bank Transfer.



# A simple guide to creating a successful fundraising event

1. **Decide what you want to do.** Draw on your skills, do you have a hobby or skill you could expand upon?
2. **Set a date** – remember that organizing an event takes time. When will most people be available? Check that there isn't a major event on at the same time.
3. **Think about where to hold an event.** What happens if the weather is bad? Will there be adequate parking? Plan for all eventualities.
4. **Publicise your event.** Social media is an excellent tool for spreading the word.
5. **Tell us about it.** We can help publicise your event.
6. **Is it a sponsored event?** Let us know and we will customise a sponsor form for you.
7. **Set up an online fundraising page** @ [www.wonderful.org/charity/basingstokealtoncardiacrehabcharity](http://www.wonderful.org/charity/basingstokealtoncardiacrehabcharity). You can add photos and write your own personal message.
8. **Promotional materials.** We can supply collection boxes, leaflets and banners.
9. **Is it a large event?** If so, maybe prepare a press release for the local newspaper, radio and village magazines.
10. **Produce posters.** There is a template for a poster on our website [www.cardiac-rehab.co.uk/party](http://www.cardiac-rehab.co.uk/party)

## Tips to maximise sponsorship and donations

1. **Remind people to tick the Gift Aid declaration on the sponsor form.** For every £1 donated Cardiac Rehab will get an extra 25p.
2. **Ask your employer to match your fundraising.** Many larger companies have a matched funding policy and will match what you raise.
3. **Link your online fundraising page to your Facebook and Twitter accounts.**
4. **Take your sponsorship form with you wherever you go.** Don't be afraid to ask, as many people will know of someone who has benefitted from our service. Remember every penny counts and soon mounts up.
5. **Remember to thank people for their support!**