



Cardiac *Rehab*  
Taking fitness *to heart*

# THE FUNDRAISING PACK

Welcome to the Team!

*Improving heart health, fitness and well-being*

Taking fitness *to heart*

Cardiac Rehab Centre, Chawton Park Road, Alton, Hampshire GU34 1RQ  
01420 544 794 ♥ hearty@cardiac-rehab.co.uk ♥ www.cardiac-rehab.co.uk  
The Basingstoke & Alton Cardiac Rehabilitation Charity Ltd (Company limited by guarantee).  
Registered office as above. Registered in England & Wales No: 2732756 Registered Charity No: 1013238



# THANK YOU!

**We are thrilled that you have chosen to fundraiser for Cardiac Rehab!**

*Our mission is to improve significantly the quality of life of people in our community through affordable, accessible and inspiring cardiac exercise programmes, information, guidance and support.*

The Basingstoke & Alton Cardiac Rehabilitation Charity (commonly known as Cardiac Rehab) 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. We also operate our Staywell Programme for those at risk of developing heart disease or stroke.

You may have your own ideas on how to raise money, or you may be inspired by some of the suggestions we have provided in this pack. Either way, THANK YOU for wanting to make a difference – we really couldn't do it without you.

Please let us know what you decide to do and, of course, how you get on – [hearty@cardiac-rehab.co.uk](mailto:hearty@cardiac-rehab.co.uk)



# HOW YOU WILL MAKE A DIFFERENCE

We are not a part of the NHS and receive no funding from them although our work is closely aligned with them. Cardiac Rehab's services start when theirs ends, or when people refer themselves.

Our programmes complement GP-led recovery plans and help set the path for a healthier future for those who exercise with us. The funds we raise through class fees, donations and grants are used to ensure our vital services are available to as many people as possible, for as long as they need them.

Our income from Class Fees covers only 40% of our costs. The remainder of our funding - which supports the shortfall in class costs, maintenance of our facilities, exercise equipment, and administration costs associated with running our Rehab Centre - comes from fundraising, donations, events and grants.



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***With your support we will be able to help more people improve their heart health, fitness and well-being.  
Every pound raised will make a massive difference!***

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There are lots of ways you can help raise funds for us.

 **Hold an event**

- You could host an afternoon tea, open your garden or hold a Hearty Party – see our website for details - [www.cardiac-rehab.co.uk/party](http://www.cardiac-rehab.co.uk/party)

 **Take on a challenge & get sponsored**

- climb a mountain, run a marathon, walk the country – improve YOUR fitness and help us at the same time.

**We are here to help!**  
**The following pages are full of ideas and suggestions but do let us know what you are doing, what inspired you and how we can help!**

# HOW TO ORGANISE AN EVENT

We hope this simple checklist will help you if you are organising your own event.

## Getting started

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 organising 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? Try and 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?** Set up your online giving page and don't forget to say why you are fundraising for Cardiac Rehab add lots of photos. Or let us know and we will customise a sponsor form for you – see page 4.



8. **Promotional materials.** We can supply collection boxes, leaflets and banners – just get in touch.

9. **Is it a large event?** Or something quirky? If so, maybe prepare a press release for the local newspaper, radio and village magazines.

## 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!**

# FUNDRAISING FUN – IDEAS

Here are a few ideas for fundraising, but you may well have your own!

Please let us know what you are planning so we can support you as you go.

## Friends and Family



**Plan a walk** with family and friends which all ages can enjoy. Ask people to donate to take part or gather their own sponsorship.



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 tea party** or 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.



## Work colleagues



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!



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.



### Charity of the Year

Some businesses have this scheme – please nominate us if you are able!

## Pubs and Clubs

Fundraising games are a great way to have lots of fun at your local or with your community group – plus they help us fight heart disease. Here's a few ideas to get you started...



**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** - 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!

## Christmas Special 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.

**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 1st December, draw a ticket. You could have one main prize for 25th December!

# SPREADING THE WORD

You are doing amazing work in aid of Cardiac Rehab and the best way to raise as much money as possible is to tell as many people as possible about what you are up to!

## Going social



Social media is a quick and easy way to let your friends and family – and therefore their contacts too - know what you are doing and why.

Simply share your fundraising page link and details and then keep updating people with how things are progressing.

If you tag us in, we can also share your updates with our supporters – our links are below.

Facebook



@cardiacrehab1

Twitter



@cardiacrehab1

Instagram



@cardiacrehabhampshire

## Read all about it!



The local papers love a good story and will hopefully be interested in your fundraising and your personal reasons for undertaking the challenge for Cardiac Rehab.

Your story has a greater chance of success if it's sent with a picture, so ask friends and family to take high quality pictures on the day - pre, post and during your event.



## Don't forget your colleagues...

Be sure to let the people you work with know what you are doing and why – they can not only sponsor you but may also become your very own cheer squad on the day, or support crew helping with cakes sales and events back at the office!

Please do get in touch with us if you need help or support with any of the above promotions –  
[hearty@cardiac-rehab.co.uk](mailto:hearty@cardiac-rehab.co.uk)



# GETTING SPONSORED

Once you've decided on your fundraising challenge or event, sponsorship is a great way to raise money and to let your family and friends know what you are doing and why. By sharing your story and telling people why Cardiac Rehab is special to you, you will encourage even more support and help raise even more money.

## Online Sponsorship



We are teamed with TotalGiving for our online fundraising. It is really simple to set up your fundraising page and means that you don't have the bother of collecting cash after your activity.

Simply go to [www.totalgiving.co.uk/fundraise/the-basingstoke-and-alton-cardiac-rehabilitation-charity-limited](http://www.totalgiving.co.uk/fundraise/the-basingstoke-and-alton-cardiac-rehabilitation-charity-limited) to ensure you select Cardiac Rehab as your charity.

An added bonus is that TotalGiving will collect the gift aid on your donations too, which is worth even more – see below.

You can post updates to your page as you go, which really helps encourage your supporters to give generously, and it's very easy to share your giving page through email and social media channels too.

## Sponsorship Forms

If you've got family and friends who aren't online, you may want to use a paper sponsorship form instead. Please contact us to request one and we will personalise it and post it out to you. You will need to pay the money you collect into us.

See page 10 for details of how to pay your sponsorship money to us.

*giftaid it*

**If your supporters are able to, adding gift aid to their donation means that we receive an additional 25p for every £1 they give, at no cost to them.**

**Please encourage them to tick the box!**



# THE HISTORY OF CARDIAC REHAB



The Basingstoke & Alton Rehabilitation Unit opened in 1976 with just a few cardiac patients, utilising facilities in Alton Sports Centre. A team led by local GP Dr Hugh Bethell and physiotherapist Sally Turner supervised and monitored the performance of patients on a course of graduated exercise. Early results were encouraging and medical practices in surrounding areas started to refer patients to "Cardiac Rehab".

Cardiac Rehab's reputation soon spread and within two years the major hospital in the area (Basingstoke) began regularly to refer cardiac patients. As the team learned from studying results, adjustments were made to the course of tailored exercise and it was combined with education about heart disease, diet, stress management and relaxation.

Ever since its opening, Cardiac Rehab has been a leader in its field. It was the first community-based cardiac rehabilitation unit in the UK and its example has been followed widely. Members of the Cardiac Rehab team helped to increase the provision of units across the country, and with the setting up of the British Association of cardiac Rehabilitation.



In 1992 the Basingstoke & Alton Cardiac Rehabilitation Charity was formed, with the express intention to build a facility that would be an improvement on that which was available at the Sports Centre. Following several years of local fundraising the current Centre was built in 1997. The move to its own building enabled Cardiac Rehab to expand its operations, including starting its own Phase IV cardiac rehabilitation exercise programme for those who "graduate" from the NHS-run Phase III programme. The charity now runs over 40 hours per week of Phase IV exercise, making it one of the largest providers of its kind in the South of England.



In 2008 the Charity's objectives were extended to include those "at risk of heart or coronary illness" and in 2009 the Staywell Scheme was introduced. This scheme provides exercise and education for those who have not yet developed heart disease, but who are considered at high risk of doing so.

***Thank you for your support!***

# MAKING YOUR DONATION

There are a few ways you can pay your fundraising money over to us. Please count it all up and transfer the total amount in one of the following ways – just let us know who it is from and what it is for!:

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)

Call us on 01420 544 794 and pay *over the telephone* with a debit or credit card.

Make a *bank transfer* to: Basingstoke & Alton Cardiac Rehabilitation Charity Ltd  
Account Number: 21387898 - Sort code: 40-08-21 – HSBC Alton

*Send a cheque* – made payable to “Cardiac Rehab” – to Denise Ellis, Centre Manager, Cardiac Rehab Centre, Chawton Park Road, Alton, GU34 1RQ

*Thank you very much for your support and good luck with your fundraising!*

*Please let us know how you get on*

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