Funding defibrillators to schools and communities across the UK. Ideas and information to help you have a successful event.
Hand on Heart started as a campaign in 2011 with support from Laerdal, Philips and Imperative Training to create awareness of sudden cardiac arrest in the young.

In January 2012 we became a registered charity - number 1145316 and began to encourage companies, organisations and individuals to help and support us.

The aims of Hand on Heart are:

- Raise awareness of sudden cardiac arrest in the young
- Fund defibrillators for schools
- Educate children how to perform basic life support and save lives

By training members of staff and children in CPR and providing the school with a defibrillator - Hand on Heart are giving people in local communities the opportunity to bring chances of survival from 6% to 74% when CPR and a defibrillator is used. Schools are so important to everyday life and having a defibrillator on the premises may not just save the lives of the students and staff, but also the parents, volunteers and residents within the local community.

Since those early days, we have created heart safe cities through our various campaign areas, provided over 1000 schools with defibrillators, trained more than 9,352 school staff how to use a defibrillator and provided basic life skills to more than 38,000 students.

Through the generosity of trusts, grants, individuals and companies we have successfully been awarded the Gold Cardiac Smart Award, Salford CVS Charity of the Year as well as The Guardian Charity Award.

Our annual UK Heart Safe Awards event grows from strength to strength and has over the past 6 years recognised and awarded many companies and individuals who have gone above and beyond expectations in making Heart Safe environments and to those who have helped to save lives' by using a defibrillator and CPR.

Our success is due to the dedicated team at Hand on Heart, the kindness of our supporters, the commitment of our volunteers who organise events and to the companies through their schemes that want to help and support their local schools and communities.
Promoting you and your event

Be proud of what your going to do, so don't be shy about sharing this with everyone you know.

To help get you started, here are just a few things we think are essential for ensuring a successful event:

Tell us! We can help provide you with flyers, stickers and posters for your event, so your supporters learn more about Hand on Heart and why you are supporting us.

We can also help promote you through the Hand on Heart network, via our website, Twitter, Facebook and newsletter.

Don’t forget to use your own contacts and tap into your own resources by asking family, friends and colleagues to spread the word for you.

Social Media - it's a really simply way to let everyone know what you are doing, particularly if you have a Just Giving page. Tweet, Facebook and use YouTube, if you have done something that can generate interest. The more people that know, the more successful the event. It can help to increase the donations coming in too.

Be clear about the details; specify what your doing and where, the exact date, time, price, and how to get tickets if needed. Give clear directions on how to get to the event and just as importantly remember to tell them it's for charity.

Make sure you inform local newspapers and radio stations. We can help you here by providing you with a press release.

Take lots of photos on the day, as you can use these afterwards and share with local media. Plus we can use them on our website and in our newsletters too.

Finally remember to thank your supporters and share the news of your achievements.

Good Luck!
Event Ideas

Here are just a few ideas to help raise your funds:

**Latest Craze**
The media is always a good way to source inspiration when you are looking for event ideas.

So how about your own version of:

- Strictly Come Dancing
- X Factor
- Come Dine With Me
- The Apprentice
- Britain's Got Talent
- It's a Knockout
- Deal or No Deal
- The Cube

**Seasonal Events**
How about staging an event themed to the key holiday season, like:

- Sprint: Easter Egg Hunt, Easter Bonnet Competition
- Summer: Strawberries and Bucks Fizz for Wimbledon
- Autumn: Halloween party
- Winter: Carol Concert

**Fun and Easy**
Here are some easy events to organise, that take minimum effort:

- Non uniform day
- Cake Sale
- Bring and buy
- Dress down day

For children in school you could also try: Spelling Bee, sponsored picture quiz or word search.

**Special Interest Groups**
Are you a member of a group or organisation who could help stage an event?

- Scouts
- Line Dancing Troupes
- Theatre Groups
- Arts and Craft Groups
- Women's Institute
- Lions/Rotary Clubs

**Get Active**
Do you like sports and fitness? Are you an adrenaline junkie? Why not get a team together and challenge your fitness or try an adventure challenge.

- Cycle Challenge
- Sponsored Walk
- Tandem Sky Drive

**Top Tip**
Instead of Wedding, Anniversary, Birthday or Christmas gifts or Christmas cards, you could ask people to donate to your fundraising and raise money for Hand on Heart that way.
Did you know....

- **12 – 16 young people die every week in the UK from Sudden Cardiac Arrest (SCA)**
- **600 – 700 young people will die each year**
- There is rarely any warning that someone is about to suffer a SCA
- **SCA is the most extreme case of an emergency, as the patient loses consciousness at once and stops breathing immediately**
- Anyone can use a defibrillator, trained or untrained, to deliver a life saving shock that will restore the victim’s heart rhythm back to normal
- Calling 999 and administrating immediate treatment with CPR and using a defibrillator before the Paramedics arrive, gives the patient the best chance of survival from 6% to over 74%

Important FACTS

Things you might like to know

Through the training we provide, staff can be taught:

- To understand basic life support requirements
- Be able to demonstrate basic life support techniques and automated external defibrillator use in line with current national guidelines
- Be able to demonstrate post-resuscitation procedures
- Be able to carry out basic user maintenance and troubleshoot problems with an automated external defibrillator
- Understand the safe use of an automated external defibrillator

While students can be taught basic ABC’s:

The primary skills taught in the Basic Life Skills (BLS) course include basic mouth-to-mouth resuscitation and CPR (chest compressions to circulate blood).

One of the key points taught in BLS are the "ABCs":

- Airway - clearing any obstructions from the airway to allow air to flow to the lungs
- Breathing - making sure lungs are filling with air
- Circulation - ensuring blood is circulating through the body

No medical equipment is needed and there are no invasive procedures taught in BLS.
Parent Letter to help generate funding

Date
School ,
Address
Address
Postcode

Re: Defibrillator for our School

Dear Parent/Guardian

Schools are so important to everyday life and as a school that takes health and wellbeing seriously, we would really like to extend our first aid kit and purchase a life saving device – a defibrillator and training package to ensure that should anyone suffer from a cardiac arrest we have the equipment and skills to help save a life.

Anyone of any age, can suffer from a sudden cardiac arrest, having a defibrillator on the premises may not just save the lives of the students and staff, but also the parents, volunteers and residents within local community.

We are therefore looking to hold a number of fundraising events to help us generate the much needed funds and we really hope that we can count on your support.

Anyone of any age, health, or gender can suffer from Sudden Cardiac Arrest (SCA) which is why taking the necessary precautions against this is vital, especially in school, a place we all think of as safe for your children.

Facts:
- There is rarely any warning that someone is about to suffer a SCA
- SCA is the most extreme case of an emergency, as the patient loses consciousness at once and stops breathing immediately!
- When someone has a cardiac arrest, every minute without defibrillation reduces their chances of survival by 10%
- Calling 999 and administrating immediate treatment with CPR and a defibrillator before the paramedics arrive, gives the victim the best chance of survival from 6% to over 74%.

We are hoping to purchase the defibrillator and training from a small children’s charity called Hand on Heart. They are very passionate and determined to keep children safe and prevent the deaths of 12 young people who die of sudden cardiac arrests each week in the UK.

The staff and governors of the school would really appreciate any contributions you can offer as a parent, guardian or grandparent of a child in our school and hope you can get involved in our fundraising events too.

Thank you for your continued support.
Thank you.

We hope you find this pack of interest and please feel free to download the fun activities sheets to use with your school or group.

Click to download:

- School parent letter—attach link
- Community group letter—attach link
- Sols’ crossword puzzle—attach link
- Children's picture quiz and answers—attach link
- Word search—attach link
- Maze puzzle—attach link
- Sponsored spell—attach link

If you need any further help or advice please feel free to call, webchat or email Lesley on 0845 071 0822 or email her: lesley@handonheart.org

Whatever you do, we wish you every success and hope you can find the funds to have a life saving defibrillator in your school or community group soon.