



Fundraising Guide



Registered Charity No: 803262



Cardiomyopathy Association

Fundraising Guide

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About the Cardiomyopathy Association



The Cardiomyopathy Association (CMA) is a UK charity that provides information and support to families affected by cardiomyopathy.

Cardiomyopathy is a medical term meaning disease of the heart muscle. It is often described as a 'rare' condition. It therefore receives less attention than many other conditions. This perception is wrong. Some forms of cardiomyopathy are estimated to affect 1 in 500 of the population. The condition can have a wide range of presentations. For example, there may be no or minimal symptoms and the individual may not even know they are affected. In others the first symptom may tragically be sudden death. Thankfully, the latter affects only a small percentage of those affected by the condition. However, the risk remains. Hypertrophic cardiomyopathy (HCM) is the most common cause of sudden death in people under the age of 35. This is a condition that runs in families. Children of an affected person have 50% chance of inheriting the condition.

People diagnosed with cardiomyopathy often face a bewildering search for answers to the many questions that arise. The CMA has developed a range of authoritative information to help patients and their families. This is supported by a 'helpline' service and website. The CMA also organises information days around the UK for people affected by cardiomyopathy. These meetings provide them with the opportunity to learn more about the condition and meet others similarly affected.

The CMA also raises awareness of cardiomyopathy among health professionals and the general public. However, raising awareness is only part of its work. Alongside increasing awareness is the need for education and the support of clinical care for patients. The CMA organises high profile national conferences for doctors and nurses to provide education on latest best practice in the diagnosis and treatment of cardiomyopathy. To support clinical care the CMA has also provided funding for a clinical nurse specialist and a consultant cardiologist at the specialist cardiomyopathy centre at the Heart Hospital in London. To increase access to specialist services, the CMA is leading a regional clinics project to provide a local nurse specialist and link the centre to the London specialist centre by a CMA funded telemedicine service.

Since its creation the charity has campaigned for the screening of close family relatives of people affected by cardiomyopathy. The need for such screening has been recognised by the UK Government in the National Service Framework for Coronary Heart Disease. The CMA was involved in the development of this chapter and is presently serving on three Department of Health committees guiding the implementation of the quality standards included in this important document. More recently the CMA contributed to the Government's 'Heart to Heart' document, making recommendations for the services required to treat people affected by inherited cardiac disorders.

It costs over £410,000 to run the charity each year and we get no Government funding but instead rely solely on the generosity of our supporters and fundraising.

The CMA is involved in a wide range of activities, beyond which may be expected for its size. These activities provide support and information to patients, educate health professionals and provide funds to promote excellence in clinical services for the benefit of those affected by cardiomyopathy.

We understand and we sympathise, but mostly we take action to help

Fundraising for the CMA

Raising funds is both fun and rewarding. Below are some ideas.



Run / cycle for the CMA – Whether you're a marathon runner, triathlete, fun runner or cyclist, we can offer you places in various events both big and small. Visit fundraising on www.cardiomyopathy.org or email info@cardiomyopathy.org .



Fancy a challenge? – If you like a challenge you can see the range of events both in the UK and overseas contact info@cardiomyopathy.org



Have a ball! – Organise an event such as a Valentine's ball. Form a committee and share the workload. You could have a team event such as a football match or something more low key such as a quiz night or coffee morning.



Double your money – Ask your company if they have a 'match giving' programme. If they have, you can easily boost your fundraising by getting a donation from them.



Corporate sponsor – Many companies choose a charity to support every year. Suggest the CMA as a possible beneficiary. We can provide literature to support your request.

Payroll giving – Consider paying a regular donation directly through your pay packet. This is a really tax efficient way of donating.



Open garden – Show off the result of all your hard work and charge a small fee to donate to the CMA.



Clear out your loft or garage – Sell your unwanted items via MissionFish (eBay's charity partner) and make a donation to the CMA with the profit that you make.



The old ideas are often the best! – Organise a raffle and ask local companies and shops to donate prizes.



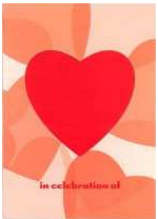
Celebrations – If you've got a birthday, anniversary party or even a wedding coming up, you can ask guests to make a donation to the CMA instead of buying presents.



Street collections – Help with one of the CMA street collections or get a permit from your local authority to hold one nearer to you. Please tell the CMA.



Home collection boxes – Ask the CMA for a flat-packed box to be sent to you and you can save all your pennies in it until it is full. You will be surprised how much you can raise!



Celebratory donations – If you would like to make a donation in celebration of a loved one such as a new baby, a friend abroad or a loved one, we have a form, which we can send you.



Collection boxes – Find a place such as a workplace, shop, pub or restaurant and ask permission for a CMA box to be placed there.



Fundraising Support Group – If you are a good organiser, have contacts or just would like to help with a fundraising group, please contact us.



Volunteering – If you would like to volunteer for the CMA and offer your time, we would love to hear from you. This could involve going into schools, giving talks, helping with Cardiomyopathy Week locally, putting up posters or you may have expertise you can offer.



Register - With www.easyfundraising.org.uk/ and raise funds, at no cost to yourself, when you shop on-line. You can also use www.easysearch.com and raise funds each time you click your mouse.



Go mobile - When mobiles belonging to you, your family and your friends are worn out send them to us for recycling. You can also send print cartridges from your home or office. Contact our office for details.

If you would like to discuss any fundraising ideas, call us on
01494 797196

Setting up Your Own Sponsorship Webpage

The easy way to raise sponsorship

You can now raise sponsorship money without even leaving your chair. No more dealing with cash or cheques. No more chasing friends and family.

All you do is create your own sponsorship web page, email it to all your contacts and get them to donate quickly and easily online with a credit or debit card. Gift Aid is automatically added to online donations from UK taxpayers, giving the CMA an extra 28p for every £1 donated!

There are two organisations we currently use:

Organisation	Website links
	https://uk.virginmoneygiving.com/giving/
	http://www.justgiving.com/cardiomyopathy/raisemoney/

Follow the links on the sites to set up your own fundraising page. If you need any help to set up a page, please contact us on 01494 791224 or email info@cardiomyopathy.org

By creating your own online sponsorship page you can:

- ♥ Email the page to all your friends
- ♥ Watch your total grow on screen
- ♥ Include a photo and personal message
- ♥ Update your target amount as often as you like
- ♥ Get a 28% Gift Aid tax bonus added to your donations

Fundraising websites automatically reclaims 28% tax on every donation from a UK taxpayer – making it quicker for you to reach your target amount and ensuring more money goes to help our cause. Their secure servers mean all card information is totally safe.

Using Your Fundraising Page

Once you have set up a fundraising page it is important to let as many people as possible know about it. Here are some tips on how to make the most use of your fundraising page.

♥ **Think carefully when deciding whom to contact and make sure you have emailed all potential supporters.**

Sponsors come in many forms. Apart from contacting close friends, family and colleagues, why not contact overseas friends, former colleagues, college friends, fellow members of your church or sports clubs etc. as well?

♥ **Add a link to your page to your email signature at work and/or at home.**

Adding your link to your signature helps ensure that all your contacts are made aware of your efforts, and you may even gain some unexpected sponsors. Don't forget to ask permission about your work signature.

♥ **Send email updates on your progress.**

It is very important to keep in contact with the people sponsoring you when you can. Make sure they know where you are on your training and sponsorship, and how a potential donation will help the work of the Cardiomyopathy Association. People often intend to sponsor you but don't get round to it on the first request. Reminding them does work.

♥ **Ask to be on your company's website.**

Ask your webmaster/web-editor at work whether he or she would be prepared to add your site to the company/organisation's website or intranet. Work places enjoy promoting the public-spirited efforts of their staff and you could get a lot of extra sponsorship.

♥ **Publicise your event on a notice in your gym, church, college, children's school, pub etc.**

Create a poster, a simple Word document will do, telling people about what you are doing and why, (you can ask the CMA to help you with this), and ask any interested parties to sponsor you via your page. You would be surprised at the amount of people who receive sponsorship from complete strangers.

♥ **Advertise your fundraising in the local press or radio station.**

Please do liaise with the CMA Information Manager Sarah Dennis about advice on speaking to the media as well as the CMA's key messages, which will be important to get across. The CMA can also help with writing press releases and contacting the media. Call 01494 791224. If you are carrying out any publicity surrounding your event, make sure you include your web page link on any information you produce for them.

♥ **Consider organising a separate event.**

If you feel your contacts have been asked to sponsor your fundraising too many times recently, you could organise a separate event, such as an open house with an all day buffet, open your garden or organise a simple quiz night. This also gives you an opportunity to talk a bit more about how your fundraising is going, and why you are supporting the CMA.

Helping Our Supporters

We make every effort to help our supporters

- ♥ We are very happy to discuss any fundraising ideas you may have. Just call us on 01494 797196.
- ♥ We can help you with raising awareness of your efforts by telling local supporters and designing posters for distribution.
- ♥ We can provide promotional materials such as t-shirts, CMA sashes, balloons, collection boxes, home collection boxes, blank CMA posters, CMA information posters and sponsorship forms.



- ♥ We can help you with press releases and dealing with the media.
- ♥ If you wish we will try to provide a CMA representative to attend your event or cheque presentation.

Fundraising Legalities

Collecting money and fundraising for charities is governed by a number of regulations to ensure that people do not secure funds fraudulently. Here are a few things to keep in mind when you are fundraising for the Cardiomyopathy Association.

- ♥ On any printed materials you produce you must give the Cardiomyopathy Association's registered charity number. Please state '*Registered charity no: 803262*' on all communications, including letters, posters, tickets.
- ♥ Anyone collecting for charity in a public place needs a Street Collection Licence from the local authority.
- ♥ To collect donations on private property, such as in a supermarket, a pub or a train station, you only need the permission of the owner or store/station manager, preferably in writing. Under 16 year olds are unable to collect. Please contact us for a CMA permit and promotional items.
- ♥ Collecting from one place to the next (this includes business premises like pubs as well as houses) needs a 'House to House Collection Licence'. Again, these can be obtained from your local authority. Under 16 year olds are unable to collect. Please speak to us if you plan to do this, as you will need a CMA permit and promotional items.
- ♥ To hold a lottery or raffle you will need a Lotteries Licence from your local authority. Tickets must be sold at the same value. For example, if selling one ticket for a £1, you will not be able to sell three tickets for £2 as everyone by law is required to have a fair chance at winning.
- ♥ If holding an event, you will need to consider:
 - ✓ health and safety by carrying out a risk assessment
 - ✓ the necessity to have adequate public liability insurance
 - ✓ First Aiders, emergency/ evacuation procedures
 - ✓ a CIEH level 2 award in food safety in catering certificate if preparing food. Contact your local council for information
 - ✓ a Temporary Events Notice (TEN) from your council if selling alcohol, providing regulated entertainment or providing late night refreshment

Please note, the CMA can take no responsibility for any injury, losses or damage caused or sustained as a result of fundraising events in aid of the CMA.

Please do let us know if you are planning to fundraise for the CMA. Also, if in you are in any doubt about your fundraising plans, do contact our Fundraising Development Manager, Celia Blakeway-Phillips, on 01494 797196.

Gift Aid

Gift Aid is extremely important as it can increase the value of donations you make to us.

Are you a UK taxpayer? If so, you can use Gift Aid to make your donations go further by completing a declaration. If you Gift Aid your donation, the CMA will continue to receive an additional 28p. Charities can claim Gift Aid tax relief of 25p on every pound you give. HMRC will also be operating transitional provisions for Gift Aid donations made from 6 April 2008 until 5 April 2011, paying a Government supplement of 3p on every £1 you give.

To qualify for Gift Aid, you must pay an amount of UK Income Tax and/or Capital Gains Tax at least equal to the tax that the charity reclaims on your donations in the appropriate tax year (currently 25p for each £1 given). Tax year is 6 April one year to 5 April the next.

If you pay tax at the higher rate, you can claim further tax relief via your Self Assessment tax return (currently 25p for each pound you give). Gift Aid is linked to basic rate tax. Basic rate tax is currently 20%, which allows charities to reclaim 25 pence on the pound. ** Higher rate taxpayers can claim back the difference between basic rate and higher rate tax.

You can either complete the Gift Aid form on page 12 or call the CMA office on 01494 791224 to make an oral Gift Aid declaration (this just takes a few moments).

It is also useful if you are not a UK taxpayer to let us know so that we can update our records accordingly.

Thank you!

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Sending Money to the Cardiomyopathy Association

Paying money in by post

All cheques should be made payable to the '**Cardiomyopathy Association**' and forwarded to us at the following address:

The Cardiomyopathy Association
Unit 10 Chiltern Court
Asheridge Road,
Chesham,
Bucks.
HP5 2PX

When sending us cheques, please include the top copy of your sponsorship form (if you are collecting sponsorship) so that we are able to credit the money that comes in to your fundraising activities.

Don't forget to ensure your supporters tick the Gift Aid box on the sponsorship form and that you have their names and addresses and postcodes.

If you send us a large number of cheques, please send them by registered post.

Please do not send cash in the post.

Paying money into the bank

If you are paying in money from lots of sponsors, please contact the CMA office and we will send you a paying in slip to allow you to pay the funds directly into our account. This can be done at any Lloyd's branch.

Raising funds via Justgiving or Virgin Money Giving

If you set up a fundraising web page (see page 5), the sponsorship money that you have raised, including Gift Aid, is paid directly to the Cardiomyopathy Association.

If you have any questions please don't hesitate to call us on 01494 791224.

Thank you for your support!

CMA Supporter Fundraising Form

If you are organising an event please complete this form

Title:		First name:							
Last name:									
Address:									
						Post code:			
Telephone:						E-mail:			
Name of event:									
Event details:									
Date of event:				Amount you hope to raise:					
Promotional materials required:									
CMA balloons		Quantity:		CMA newsletters		Quantity:			
CMA literature		Quantity:		CMA blank posters		Quantity:			
CMA collection boxes		Quantity:		CMA home collection boxes		Quantity:			
CMA t-shirt		S	17'		CMA Running Vest		S	18.5'	
		M	19'				M	19.5'	
		L	21.5'				L	20.5'	
		XL	23'				XL	22'	
Date you would like the above by:									
Would you like help with PR?									
Any other information:									



Please return this form to:
 Fundraising, Cardiomyopathy Association, Unit 10, Chiltern Court, Asheridge Road,
 Chesham, Bucks HP5 2PX
 or email: info@cardiomyopathy.org
 Registered charity no. 80326

Are you a UK taxpayer?



If so, you can use Gift Aid to make your donations (and eligible membership fees) go further by completing this declaration. If you Gift Aid your donation, the charity will continue to receive an additional 28p. Charities can claim Gift Aid tax relief of 25p on every pound you give. HMRC will also be operating transitional provisions for Gift Aid donations made from 6 April 2008 until 5 April 2011, paying a Government supplement of 3p on every £1 you give.

Title	First Name	Last Name
Address		
		Postcode
Signature		
Date		

Complete the form below and send it to the Cardiomyopathy Association.

I am a UK taxpayer and would like the Cardiomyopathy Association to reclaim the tax I have paid on all donations since 6 April 2003 and any future donations I may make. I will contact the Cardiomyopathy Association if this situation changes.

(please tick)

To qualify for Gift Aid, you must pay an amount of UK Income Tax and/or Capital Gains Tax at least equal to the tax that the charity reclaims on your donations in the appropriate tax year (currently 25p for each £1 given)*. Tax year is 6 April one year to 5 April the next.

- You can cancel this Declaration at any time by notifying the Cardiomyopathy Association
- If your circumstances change and you no longer pay enough income or capital gains tax to cover the amount claimed by the charity, you can cancel your declaration
- If you pay tax at the higher rate, you can claim further tax relief via your Self Assessment tax return (currently 25p for each pound you give)**
- Please notify the Cardiomyopathy Association if you change your name or address

Gift Aid is linked to basic rate tax. Basic rate tax is currently 20%, which allows charities to reclaim 25 pence on the pound. ** Higher rate taxpayers can claim back the difference between basic rate and higher rate tax.

Please return to: Cardiomyopathy Association, Unit 10, Chiltern Court, Asheridge Road, Chesham, Bucks, HP5 2PX. Charity Reg. No 803262