



This pack gives you some ideas on how you can help– and have a lot of fun whilst doing so!

Below is a little bit of information about who we are and what we do.

SUPPORT AFTER A SUDDEN DEATH - The premature death of a healthy person is incomprehensible and devastating. The cardiac charity SADS UK has qualified counsellors and helpers who understand and offer support. The charity also holds annual Retreats to help provide comfort to the bereaved.

SADS UK:

- ♥ Donates Automated External Defibrillators (AEDs) to schools and the community.
- ♥ Donates cardiac equipment to doctors' surgeries and other medical establishments.
- ♥ Provides information and support to families and individuals after a sudden death or who may be living with a life-threatening arrhythmia.

If you would like to hold a fundraising event then please contact SADS UK. Sarah French, our Fundraising Manager, will be only too pleased to assist you in organising your event and can help in many ways, including:

- ♥ Printing posters for you to display to advertise the event.
- ♥ Contacting local press to advertise the event & word a press-release for you.
- ♥ Sending you SADS UK t-shirts and sashes to wear on the day.
- ♥ Providing you with collection boxes, stickers, balloons, key-rings and other promotional items to have around on the day.
- ♥ Sending you leaflets about SADS UK and the work we do to save lives to pass to colleagues and friends.

We look forward to hearing from you!

**Tel: 01277 811215 or E-mail: info@sadsuk.org
Suite 6, Churchill House, Horndon Park, Station Road, West Horndon, Essex CM13 3XD
Registered Charity 1113681**



Fundraising Ideas

Key things to remember when fundraising:

- ♥ Choose a fundraising event that you will enjoy. If you are enthusiastic, people will happily respond.
- ♥ Keep it simple! The best fundraising projects are based on simple plans and ideas. Keep a checklist so you know exactly what needs to be done at any stage.
- ♥ Why are you helping SADS UK? You may like to share the reason with potential supporters and the local press as it will inspire your community to help.
- ♥ Choose your date carefully! Be aware of major sporting events and school holidays and work around them. Or you may wish to use holiday themes for your fundraiser - for instance, an Easter or Christmas raffle.
- ♥ See if you can find out what else is going on at around the same time in the same area to make sure your event doesn't clash with another local event. Keep an eye on your local papers.
- ♥ Lastly - thank everyone! Let people know how grateful you are for their support and when you know how much you have raised, tell them so they know what a valuable contribution they have made. SADS UK can send thank you certificates.

Some ideas for events:

- ♥ Hold a coffee morning or cheese and wine evening for friends. SADS UK will provide information leaflets and just ask for a donation to come along.
- ♥ Run in one of the many Big Fun Runs that take place up and down the country. They are 5k and are great fun. SADS UK is a registered charity with the Big Fun Runs so have a look at their website and find a run near you <http://www.bigfunrun.com/>.
- ♥ Do a skydive for SADS UK. The charity is registered with Skydivezone. SADS UK can provide sponsor forms and other items to assist. http://skydivezone.co.uk/charity_sadsuknew.php
- ♥ Buy a large cake to take into work and everyone pays a £1 per slice to go towards the charity



More ideas for events

- ♥ We live in a junk filled world. It lurks in the darkest corners of all our homes, in cupboards, under the stairs, in the loft, at the back of the garage, it really is everywhere. Almost every town has regular car boot sales and if you explain that you are raising funds for SADS UK, a registered charity, it is unlikely that you will be charged for your space. Or, if you have too much junk for even the biggest of car boots, how about a yard sale at home?
- ♥ Non-uniform days at a local school are simple, but effective events for raising funds especially if you decide on a theme.
- ♥ For all you budding Nigellas, Jamies and Delias why not put your culinary skills to good use and hold your own restaurant for friends for the night? Host a Come Dine with Me evening and simply ask your closest friends and family around for dinner and charge them £10 - £20 for the privilege. Then one of them will host their own dinner part and charge for that and so on until you have raised enough funds or put on too much weight!
- ♥ Some of us put a lot of time and effort into our gardens but don't get the opportunity to show off our skills as our creations are tucked around the back of our homes. So, how about having an open garden day where people pay a small entry fee to gasp at your gladioli and sigh at your cyclamens? Perhaps you could persuade your neighbours to open their gardens too?
- ♥ For many of us the daily school run and commute to work has become a daily nightmare. Sometimes it would be quicker to get on your bike or even walk so in the interests of looking after your heart and environment give it a try! See if you can persuade your friends, office or department to abandon their cars for a week and be sponsored to either walk or cycle to work.
- ♥ Clean up your office environment and charge offenders for their offensive language! Paying in advance might be a good idea for those particularly stressful days!
- ♥ For all you Eggheads out there, do you go to quiz nights at your local pub or community centre? Perhaps you could ask if they would nominate SADS UK as their chosen charity. You could also suggest donating a prize to the winners, as an incentive. Or maybe you would like to hold your own quiz? Or you could simply place a collection box at your local pub with some of our leaflets.



Tips on how to make the most of your event:

- ♥ If you are organising a sponsored event or are asking for donations please ask supporters to 'Gift Aid' their donation. This means that SADS UK can claim from the tax man an extra 28p for every £1 donated. This will not cost your sponsors any extra and we will not put their details on a database but we will need their full name, address and postcode. SADS UK can send you personalized sponsor forms.
- ♥ Make sure you let your local press know what you are doing. All you need to do is send them a press release telling them what, when, why, where and how (SADS UK can help with the wording of this).
- ♥ Don't forget to post a note about your event on Facebook/Twitter to make sure all your friends know what you are doing.
- ♥ Justgiving Website - making it easy for people to support you - Create your own webpage and people can donate online. Choose the charity SADS UK and the following website guides you through the steps to setting up a page: www.justgiving.com/sadsuk.
- ♥ Make sure everyone at work knows what you are doing. This is a great source of sponsors and you could even leave a sponsor form on your notice board.
- ♥ Sarah French is the Raising Awareness and Fundraising Manager for SADS UK and is able to send you promotional items to have at your event such as balloons, collection boxes, t-shirts, sashes, pens, key-rings, pin badges. Sarah can also send you SADS UK leaflets to pass to friends and family to explain the work we do to save lives.

**PLEASE CONTACT SARAH FRENCH IF YOU WOULD LIKE TO HOLD A
FUNDRAISING EVENT**

01277 811215 or

admin.sadsuk@btconnect.com

WE LOOK FORWARD TO HEARING FROM YOU

Fundraise to help donate Cardiac equipment to save lives



Linda Boden donates her first defibrillator to Middlewich High School's school assistant Mary Berry and headteacher Martin Forster.

Mother's honour for her dead son

A MOTHER whose son died in his sleep has achieved a major goal on the anniversary of his death.

Linda Boden presented Middlewich High School with a £1,500 defibrillator on Friday after working tirelessly to raise money and awareness of the condition that killed her 26-year-old son, Andrew Cliff, on November 29 last year.

Plans for more defibrillators are also planned and Linda, who works at Tesco Express in Wharfedale Street, has vowed not to give up.

Already the Round Table has offered to buy a defibrillator and EPR has been raised at a hot pot supper at the Bears Head as well as £265 with a full day of

£1,500

Cost of the defibrillator Linda Boden has given to the high school.

BY GINA BEBBINGTON
 ginabebbington@northcheshire.co.uk

There. "We're going to the schools, youth club and places like the Turkish Legion and Bears Head - anywhere where they have big functions."

"That I want to go to Southwick, Woodford and Northwich - places where there's no fundraising going on for SADS UK," she said. Linda started her work for SADS UK after Andrew died of Sudden Arrhythmic Death Syndrome at the family's home in Northwich.

His friends and family held a private ceremony at Middlewich Crematory to remember him on Thursday, the anniversary of his death.

Linda said: "A lot of his friends looked the day off work and we paid our respects to Andrew."

"That we want to see the Bears Head to celebrate his life and the work he is continuing to do and the work he will continue to do even after I've gone because there's so many people benefited from."





For all you egg heads out there.

Why not ask your local pub to nominate SADS UK as their chosen charity. You could always suggest donating a prize to the winners as an incentive.



Come dine with me!

Simply ask your closest friends or family round for dinner and simply charge them £10 for the privilege. Then one of them will host their own dinner party and charge you for that and so on until you have raised enough funds or put on too much weight!



Non uniform day at school or in the office.

Non-uniform days at a local school or in the office are simple, but effective events for raising funds especially if you decide on a theme.



SADS UK has places in organised runs all over the country - or organise a sponsored event centred around your pub!



Garden parties

£600 for SAD Trust

● Garden fundraisers give their event the thumbs up, and raise £600 for the Ashley Jolly SAD Trust home on Saturday, May 10. All cash raised goes to The Ashley Jolly SAD (Sudden Adult Death) Trust, based in Brentwood.

THOSE suffering from rare heart conditions were given a boost through a special back-garden fundraiser which made a bumper £600 for charity. The event was at Susan Murphy's home. Her niece, Louise, died at just 12 years old from Wolf-Parkinson-White Syndrome – which poses a risk of sudden death.

Susan welcomed about 50 people, over the course of the day, to buy cakes and hidden gems in a jumble sale at her Harrow Drive, Hornchurch.

The Trust was first set up in memory of 16-year-old Ashley, who was a victim of SADS (Sudden Arrhythmic Death Syndrome).

Louise's mum, Penny Hurrell, of Billericay, said of the day: "It went extremely well and we raised about £600. That's not bad for selling some cakes and bric-a-brac."

Darts Tournaments



Band and Barbecue

