

# The World Cup 2022 Kick off Fundraiser



Registered with  
**FUNDRAISING  
REGULATOR**

**British Heart  
Foundation**

# Kick it off and Do your thing!

What's your thing? Maybe you manage Sunday league or have a school football team. Perhaps you show the football to your community, you have a party trick or you can organise a World Cup party?

Make a list of everything you can do. From the everyday stuff like getting together with your friends and family to your place at work.

Really let your imagination run wild. Put down everything and anything you can do, even if you can't do it brilliantly. You can pick and choose later on.

## Turn your ideas into clever fundraising

Have a think about how much money you would like to raise for the British Heart Foundation (BHF). Then take a look at your list of ideas and think about which ones could help you to reach that target. Which would be easy to organise, but would bring in the money? Which ones do you think will appeal most to your friends, family, members, pupils or colleagues? Which could you turn into a sponsored event or challenge? Perhaps people could join in with some ideas, and you could raise more money as a group.

Before you know it, you'll have decided on something brilliant! But if you're in need of a bit of extra inspiration, take a look at [bhf.org.uk/ideas](http://bhf.org.uk/ideas)

## Spaces, places and times

Think about where the best place would be for your fundraising. Maybe you already know a suitable venue, such as your clubhouse, office or school? Or maybe you could ask to use a local park or football ground.

Now think about when you would do it. Maybe it would be better to raise money on a weekend, so that more people can get involved? Whatever you decide, it's a good idea to check that other events aren't happening at the same time before you set the date. Remember the World Cup kicks off on November 21st.

## Get others involved

Ask if your friends and family would like to help. Make a list of things that they could join in with, to help you make your fundraising as successful as possible. They could help with sharing your fundraiser through their networks or with seeking raffle prizes.

You also might want to approach local businesses, as they may be able to provide you with sponsorship or donations.

## Tell the world why you're fundraising

It's really important that people know why you're raising money for the BHF, so it will be useful to know as much about us as you can. Maybe you have a personal reason for fundraising that you'd also like to share. If people know where their money is going, and why, they'll be much happier to donate. You'll find some helpful information within this guide about what the money you raise will help to pay for.

Then all you have to do is tell people about what you're doing by email, on Facebook or an online fundraising page (you can set one up at JustGiving, which provides an easy way to share updates with friends family and other supporters).

## Get snap happy

Taking photos is a brilliant way to let people know about what you're doing. You can show people how things are going, you can celebrate your achievements and you can get creative with some really fun action shots. It's easy to do this over email, via Facebook, Instagram or Twitter, or on your online fundraising page.

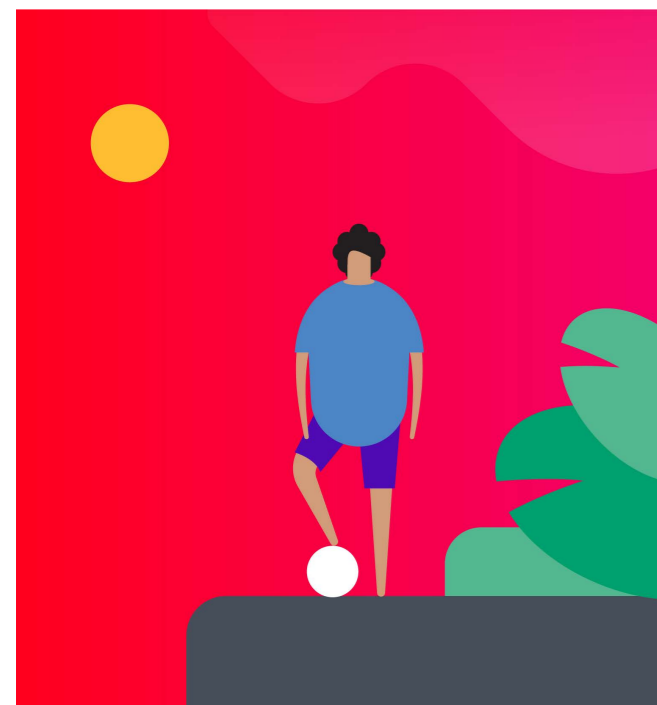
## Have fun

This bit is the most important! When it comes to the fundraiser itself, it may all be for a good cause – but you've done all the hard work by now, so enjoy yourself. Kick it off and 'Get into the Spirit'!

## A thousand thank yous

It's always a good idea to thank everyone who supported your fundraising and to tell them how important they have been. Send an email or a thank you letter, and tell people about how much money you've raised.

You can include some fun photos and even let them know what the money could pay for (again, you can find some information about that in the 'Where your money goes' section in this guide).



## Every 5 minutes

someone is admitted to a UK hospital due to a heart attack



Less than 1 in 10 people survive an out-of-hospital cardiac arrest in the UK

# CureHeart a future cure for inherited heart muscle diseases

Generations of families are devastated by inherited heart muscle diseases that affect people of all ages. We urgently need a cure.

Imagine if we could stop symptoms and progression of these diseases.

Imagine the impact that would have on millions of people across the globe who live in fear that the heart of someone they love might just stop.

We're determined to turn science that we can only imagine, into reality. That's why we're awarding a £30 million grant to CureHeart, the winner of the BHF Big Beat Challenge.

It's estimated that one in 250 people worldwide are affected by inherited heart muscle diseases

Every week in the UK we lose 12 people under the age of 35 to sudden cardiac death

# Spread the word

## Get online

If you use social media, you have a great way to shout about what you're doing. It's fast. It's free. And if you use things like Twitter and Facebook, then you already have an active network of friends, relatives and colleagues who can support your fundraising and even get involved! If you have an Instagram account, you have another way to show off your photos as soon as you've taken them.

Regular updates will help friends, family and colleagues know more about how you're getting on. But they'll also give people opportunities to donate and get involved with your fundraiser, and to really understand why you're supporting the BHF. Because, after all, the more people who get involved, the more fun you'll have and the more money you will raise!

## Tag us

It's easy to find the BHF on social media, so why not involve us in your Facebook posts, tweets and more? You can tag us in photos or mention us in updates. Just include one of the accounts listed below.



## Hot off the press

Your local paper will be thrilled to hear about your fundraising. They love fun and uplifting stories and yours is perfect.

It's easy to get in touch. Simply find the contact for their news desk (you can find this online) and give them a call! Tell them about the fun you're having, the money you're raising and the photos you've been taking.

If you can, try to get them to cover your fundraising efforts before they happen. It could help with your fundraising, and you can get them to cover your story again when you tell them how much money you've raised.



## Donna's family challenge

“

Our beautiful little girl Olivia was born with a heart condition. She had an operation at 20 months, and was in hospital for two weeks. It was an incredibly stressful time, but she bounced back. Now, nothing fazes her.

I heard about some people raising money for charity by walking. That's something I can do, I thought. So my daughters and I spent a month walking 10,000 steps each day for the BHF. I took this photo of my daughters on our challenge. We set out to raise £200, and we doubled it! I felt really pleased with myself! I must admit when we got that total in, I was like 'wow!'



# Turn your money into more money

No matter what you raise, there are some great ways to make your money go even further.

## Gift Aid

If your supporters are UK taxpayers and their donation is totally voluntary, they can add 25% at no extra cost to their donation. This really makes a big difference, so please make sure your UK tax-paying donors fill in their details on your sponsorship form. Please note that purchases of tickets or goods cannot be Gift Aided.

## Matched giving

Lots of companies operate Matched Giving schemes that can double the amount of money you raise. Find out if one of the organisers or members employer operates a scheme, and if they'll match what you raise. Remind them that it's tax efficient for them and that it benefits the BHF. If they are able to match your fundraising, don't forget to let us know so we can look out for their contribution.

## Collect donations online

It's simple to set up an online fundraising page at [justgiving.com/bhf](https://justgiving.com/bhf). It's easy for your donors to use, too. All they'll need is a credit or debit card. What's more, people tend to give a little more online than they would in person.

Don't forget to set a fundraising target on your page, so friends, colleagues and family can see how well you're doing. And include photos, news stories and more to keep people regularly updated.

## QR Code

With a JustGiving page, you can set up a unique 'QR donate' code. Your local Fundraising Manager can help with this. Include details of your fundraising page and code on everything you print, hand out, or put online.

## Add a little extra

There are other things you can add in to the mix, to help reach your fundraising target.

For example, if you're planning a World Cup Party you could also hold a bake sale, or perhaps a raffle.

Adding something else to your plans adds even more money in your pot.

You can find more ideas at [bhf.org.uk/ideas](https://bhf.org.uk/ideas)



# How to get your fundraising to us quickly

You did it! You did your thing! And the sooner your fundraising gets to us, the sooner we can put it to good use. Here's how to pay it in.

## Fundraising Manager

Please contact your local Fundraising Manager for your best payment options. You can find your local FM via our website; or through calling 0300 330 3322. Our customer service centre will be able to locate their name and telephone number for you.

## On our website

Pay in your fundraising online at [bhf.org.uk/payin](https://bhf.org.uk/payin) and send us your sponsorship forms.

## By post

Make your cheque payable to 'British Heart Foundation' and send this to FREEPOST RUAJ-XYLK-XXRG British Heart Foundation, Unit2300 The Crescent, Birmingham Business Park, Birmingham, B37 7YE.

## JustGiving

If you have set up a fundraising page at [justgiving.com/bhf](https://justgiving.com/bhf), the money people donate will come straight to us from Justgiving.



# Where your money goes

BHF fund over half of the UK's independent research into heart and circulatory diseases. We currently support over 1,200 researchers across the UK. These brilliant individuals make the breakthroughs that could transform lives affected by heart and circulatory diseases. Among them are over 750 early-career scientists, including non-clinical PhD students, and research fellows.

Whatever you are able to raise, you help us keep families together for longer.

## Here are just a few examples of what your fundraising could help

**£10**

could help to buy the equipment researchers need to grow cells for their work.

**£36**

could pay for one of our early career scientists to conduct two hours of important research.

**£300**

could pay for a whole day of a project to build new healthy patches of heart. New heart tissue could be used in the future to treat heart failure.

**£3000**

could buy a PCR machine that can be used to examine DNA, helping researchers find faulty genes.

# Legal and useful bits

Fundraising should be fun, but it's important that everything is safe and legal, for everyone involved. Plan ahead, and you'll get things right.

## Permission

If you're holding an event in a public place, you must get permission first, either from the local authority or the property owner.

## Photos

If you plan to take photos of other people at your fundraiser, please make attendees aware.

## First Aid

If you're holding an event involving many people, make sure that you have appropriate first aid support in place. You can get advice from St John Ambulance ([sja.org.uk](http://sja.org.uk)) or the British Red Cross ([redcross.org.uk](http://redcross.org.uk)).

## Insurance

If your event involves the general public, it's important to have Public Liability Insurance in place. Check first to see if your venue already has this (as will often be the case). If you're holding an event at home or on private property, check your insurance covers this too.

## Fundraising with food

To keep everyone safe, check Food Standards Agency guidelines on preparing, handling, cooking and storing food at [food.gov.uk](http://food.gov.uk)

## If you are under 18

If you're aged under 18, you'll need to get permission from a parent or guardian to raise money for the BHF.

## Get everyone involved

You, your members, family and friends can raise money for the BHF in many ways. Donate stock to one of our shops across the country, raise funds together, or join one of our BHF fundraising groups.

We have a growing network of these groups across the UK. Joining can be loads of fun, and as they plan a whole range of events, they're a great way to raise money for the BHF all year round.

To find out about local groups, or to find out how to set one up, simply give us a call on 0300 330 3322 or email: [heretohelp@bhf.org.uk](mailto:heretohelp@bhf.org.uk)

## Heart health support

When it comes to heart health, whether you're concerned about yourself or a loved one, we want to make sure you have all of the information and support you need.

You can call our Heart Helpline. BHF Cardiac Nurses and Information Support Officers are available to answer your questions. Call us on 0330 330 3311 (similar cost to 01 or 02 numbers).

Heart Matters is the BHF's award-winning free magazine for anyone with a heart or circulatory condition, or at risk of heart disease. You can sign up for your free copy at [bhf.org.uk/help](http://bhf.org.uk/help)

## Data protection

Only collect the information you need. Keep it safe, do not share it and only keep it for as long as you need.

You can find information about how we protect and use personal data in our privacy policy which is on our website at [bhf.org.uk/privacy](http://bhf.org.uk/privacy)

If you have any questions regarding your fundraising or any of the above, please call us on 0300 330 3322. We'll be more than happy to help out.

## Here to help

We're always here to support you and answer any questions you may have. We'd also love to hear how you're getting on, and to see any photos you've taken. To find your local BHF Fundraising Manager visit [bhf.org.uk/local](http://bhf.org.uk/local)

Tel: 0300 330 3322 Email: [heretohelp@bhf.org.uk](mailto:heretohelp@bhf.org.uk)

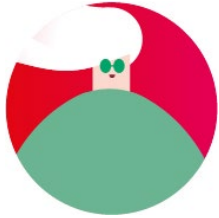
FREEPOST RUAJ-XYLK-XXRG  
British Heart Foundation, Compton House, Unit 2300 The Crescent Birmingham Business Park, Birmingham, B37 7YE



# Fundraising Ideas



World Cup Party



5-a-Side



Challenge



Buy a Drink



Football Calendar



Cooking Skills



Football Quiz



Match Fees



Dress Up



Football Friday

## World Cup Party

Create a carnival party to celebrate the Cup.

## 5-a-side

Organise a 5-a-side tournament for the BHF.

## Challenge

Think up a unique challenge for the club.

## Buy a Drink

Put the cost of a drink in the pot for Eriksen or a loved one.

## Football Calendar

Get the squad to bare all for the BHF.

## Cooking Skills

Celebrate the World's food & donate a takeaway fee.

## Football Quiz

Hold a pre-match quiz & go back through the years.

## Match Fees

Consider donating a match to the BHF.

## Dress Up

Decorate your venue or showcase new inspired haircuts.

## Football Friday

Wear your kit to work adding to your fundraising total.



British Heart  
Foundation

# The World Cup 2022 Kick off Fundraiser

**What:**

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**When:**

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**Where:**

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**More info:**

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# Sweepstake guide

To begin your sweepstake, decide how much it costs to enter. If you charge £5 to pick a team then this will equal £160 in the pot.

Then decide on your prize fund e.g. 50/50 split between the charity and the winner. Or, why not think outside of the box for an entirely different prize for the winner! This way all the funds can be donated to the BHF.

Print off this document and cut out the individual teams on page 2. Fold each one individually and place them into a suitable container.

Round up 32 donors. If you have less than 32 people, fear not, you can be assigned more than one team to better your odds, although you'll have to spend a little more money! If you have more than 32 people then why not run another sweepstake to raise more money?

Each person pays on entry to buy a team then pulls one 'from the hat'.

On page 3, write down the person's name next to their team which they have picked.

You will need to make sure you sell all of the teams. If you have some left over after everyone has bought one then gentle persuasion may be required on your way round again.

## Good luck!



**Cut out the teams below, fold them and put them in a hat for entrants to draw out.**



# World Cup Team



Qatar

Ecuador

Senegal

Netherlands

England

IR Iran

USA

Wales

Argentina

Saudi Arabia

Mexico

Poland

France

Denmark

Tunisia

Australia

Spain

Germany

Japan

Costa Rica



**Cut out the teams below, fold them and put them in a hat for entrants to draw out.**



# World Cup Team



Belgium

Canada

Morocco

Croatia

Brazil

Serbia

Switzerland

Cameroon

Portugal

Ghana

Uruguay

Korea Republic

**Place the persons name next to their picked team and take the donation at the time of selection**

**World Cup Team**

**Entry Name**

Qatar	
Ecuador	
Senegal	
Netherlands	
England	
IR Iran	
USA	
Wales	
Argentina	
Saudi Arabia	
Mexico	
Poland	
France	
Denmark	
Tunisia	
Australia	
Spain	
Germany	
Japan	
Costa Rica	

**Place the persons name next to their picked team and take the donation at the time of selection**

**World Cup Team**

**Entry Name**

Belgium	
Canada	
Morocco	
Croatia	
Brazil	
Serbia	
Switzerland	
Cameroon	
Portugal	
Ghana	
Uruguay	
Korea Republic	

**At the end of the tournament, the person with the World Cup winning team next to their entry name wins the sweepstake!**





British Heart  
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# Support me as I raise funds

## The BHF Kick Off The World Cup Fundraiser

My  
fundraising  
target:

£ .....

What I'm doing and why I'm doing it:



## Your donation powers research.

Heart and circulatory diseases strike without warning, leaving families devastated. But with your support, we can help save lives.

### £2

can help researchers we fund to **isolate DNA from a patients blood sample**, in the hope of finding faulty genes causing heart and circulatory diseases.

### £10

can help to buy the **equipment**, researchers need to grow cells for their work.

### £25

could help to give a researcher **one hour of access to a powerful microscope** - helping them to see what's going on inside heart and blood vessel cells.

## Fundraiser details

Full name: .....

Name of fundraiser: .....

Address: .....

Postcode: ..... Phone: .....

Email: .....

I have enclosed a total of £ .....

Date: .....

**PLEASE SEND YOUR COMPLETED FORM TO:**

**FREEPOST RUAJ-XYLK-XXRG**

British Heart Foundation, Compton House, Unit  
2300 The Crescent, Birmingham Business Park,  
Birmingham, B37 7YE

Make cheques payable to British Heart Foundation.  
Please don't send cash in the post.

### Collect donations online

Raising money online is quick and easy for you and your sponsors, as your donations are automatically sent to us. Set up your online fundraising page at: [justgiving.com/BHF](http://justgiving.com/BHF)

Turn every £1 raised into *giftaid it*  
**£1.25 through Gift Aid**

If your sponsors are UK taxpayers, don't forget to ask them to Gift Aid their donations. By reclaiming tax on their donations, we can turn every £1 into £1.25 – and it doesn't cost them a penny extra. Just ask your supporters to write their full name, home address, postcode, and to tick the Gift Aid box overleaf

**Need another form? You can photocopy this one as many times as you like.**

# Donate to power lifesaving research.

Turn every £10 donation into £12.50 at no extra cost with Gift Aid. Full name + Home address + Postcode + ✓ = *giftaid it*

Full name	Home address	Postcode								Gift Aid	Sponsorship total	Date paid
		S	W	1	4	8	L	W				
Joe Bloggs	My house, my street, my town	S	W	1	4	8	L	W	✓	£ 20.00	26/06/17	
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**Total**



Get in touch. Visit [bhf.org.uk](http://bhf.org.uk), phone 0300 330 3322 or email your local Fundraising Manager

\* If I have ticked the box headed 'Gift Aid my donation', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want BHF to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax/or Capital Gains Tax than the amount of Gift Aid claimed on all of my donations to charities and CASCs in the current tax year it is my responsibility to pay any difference. I understand the charity will reclaim 25p on every £1 that I have given.

# You're ready to Kick it Off

Thank you for taking the time to read this guide and starting to think about how you can help us to raise vital funds during The World Cup 2022.

But most of all, thank you for raising money for our lifesaving research.

From 3D printed models of hearts to stem-cell coated plasters, with your support we help turn more mind-blowing ideas from the realms of science fiction into lifesaving treatments and potential cures.

With your donations, we harness the power of science to take on the world's biggest killers and give people more time with the ones they love.

## Fundraising Managers

We have a wide network of Fundraising Managers across the UK. The Managers work with their local communities to support our wonderful Fundraisers.

Your local Fundraising Manager is looking forward to supporting you.

Find your local Fundraising Manager [here](#).