

Your guide to getting...

Hands on for Hearts



We've packed this guide full of tips, advice and ideas to help you raise money for St John Ambulance Cymru. We hope you love getting hands on for hearts; you're doing something amazing and to top it off you will get a defibrillator for your organisation when your raise over

St John
Ambulance
Cymru



#HandsOnForHearts

So, you're ready to get Hands on for Hearts?

Thank you for deciding to work with St John Ambulance Cymru to raise awareness and funds for life saving equipment and training that could help when someone has a cardiac arrest. By getting Hands on for Hearts you'll be making a real difference:

Your donations could mean more defibs are available across Wales, our volunteers have the first aid supplies they need to help more people in an emergency and we can train more people in the skills they need to save a life; including how to use a defib.

There are so many ways you can raise money, from holding your own event or taking part in a sponsored challenge, to putting collection tins out or running a prize draw.

To help get you started...

We've put together some of our favourite fundraising ideas and you've guessed it, they're all 'heart' themed...

Circulation Challenge

Every hour your blood travels 792km around your body, from your finger tips to your toes. Get those body parts moving with a sponsored circulation challenge; ask your friends, family and colleagues to sponsor you as you run, walk or cycle the distance your blood travels.

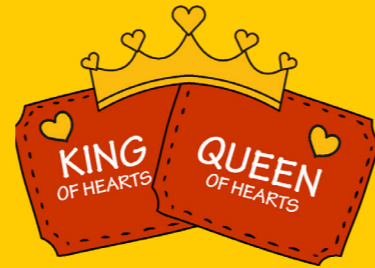
Take your time with this one, do it over a week or a year and invite others to join the challenge, splitting the distance between you.

Keep track of your progress with our handy chart.



Queen or King of Hearts

Give someone the chance to be queen or king for a day with a Royal Raffle. There's no easier way to convince your colleagues to part with their cash than by offering them something in return; for a small donation sell raffle tickets and crown your weekly winner.



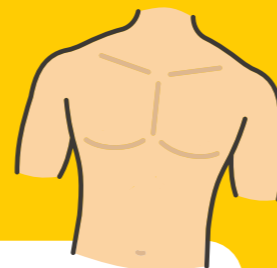
Their royal treatment could include:

- A designated car parking space
- Coffee upon arrival and throughout the day
- Kitchen queue jump
- Throne (best seat) reserved in the staff room
- Anything that works for your organisation, be creative

'Stick the Pads on Annie' Game

Brush up on your defib knowledge using our game sheet to challenge your colleagues. Stick the pads in the right place on Annie, whilst blindfolded.

Ask for a donation to enter and give a percentage of what you make to the winner.



Hearty Resources:

Some of our ideas mention additional resources, you can download them all from: www.sjacymru.org.uk/hofhresources

Heart Racing

Who doesn't enjoy some healthy competition? For a small entry fee gather your colleagues for some break time DIY fun.

Use our game sheet and heart template and get those hearts racing down the line. Anyone can get involved and we're sure everyone will enjoy it.



Bake it Better



Hold a cake sale to raise money and give it a theme, such as heart-shaped bakes or the colour red. You could invite people to rise to the challenge by making it a Bake Off – ask for a donation to enter and get others to vote for their favourites.

This tasty little fundraiser can be rolled out at any time and as many times as you want. After all, there is no such thing as too much cake!

Managers Forfeit

Got a manager who'll take one for the team? Whether it's allowing colleagues to throw wet sponges at you, sitting in a bath of beans, shaving heads or waxing legs... colleagues will enjoy seeing their manager squirm their way through a forfeit for charity.

Pick something that works for you and decide on if the forfeit is sponsored or people donate to take part.

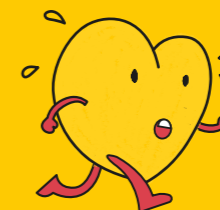


Pump Up the £s



Start with £5 and make it grow with this entrepreneurial activity. Invest your £5 and see if you can pump up those pounds to become £50, or more! It could be as simple as a tuck shop starting with £5 worth of stock.

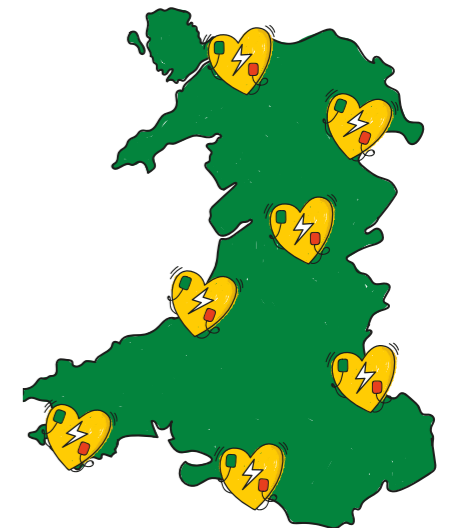
Have a competition among colleagues or club your £5s together and go head to head in teams. May the best team win!



Support your local community:

You never know when you might come across a situation where action needs to be taken to help save a life. We encourage you to register your defib with NHS Wales as a Public Access Defibrillator. That way it can provide maximum benefit to your community. The emergency services will then be able to direct people to your device, which could be used to save a life.

You can set opening hours of



when it's available and where from.

Register at:
bit.ly/registeryourdefib

Cardio Carl's Sweepstake

Use our sweepstake poster to guess how Cardio Carl likes to keep his heart healthy. With 25 sports and at £2 a guess, this super easy activity could make £25 for charity and £25 for the winner.

Your defib FAQs answered...

What is a defibrillator?

A defibrillator is a device which delivers an electric shock to the heart when someone is having a cardiac arrest. These devices are also called automated external defibrillators or AEDs.

What is a cardiac arrest?

A cardiac arrest occurs when the heart suddenly stops beating properly, often because of a problem with the electrical signals to the heart muscle. The heart's pumping function is "arrested," or stopped, hence the name. A cardiac arrest doesn't only happen to people who have heart conditions, there are many causes. Someone who is having a cardiac arrest will become unresponsive.

When should you use a defibrillator?

If someone is in cardiac arrest, it can be possible to shock the heart back into a normal heart rhythm using a defibrillator. They can be used on adults, including those who are pregnant and children over the age of one. Always call for help before using your defibrillator and use CPR while you wait if someone is bringing it from another location.

The difference a defib makes...

Gary suffered a cardiac arrest while taking part in the Cardiff 5k Race for Victory alongside his sons. He ran most of the course before having a cardiac arrest at the 4.5km mark, collapsing suddenly on the roadside.

Gary's heart was stopped for seven minutes but a nearby first aider was able to get it beating by itself again by using a defibrillator.

He was fortunate everything came together at the right time, with early intervention and people on hand who had the right training and equipment.

A cardiac arrest is the ultimate medical emergency and in Wales around 8,000 happen every year.



Gary made a great recovery but the survival rate for cardiac arrests is low if treatment is not received in the first few minutes.

A patient's chance of surviving an out of hospital cardiac arrest decreases by an estimated 10% with every passing minute so the more accessible a defibrillator is, the better!

By supporting us you're helping us get more defibrillators into Welsh communities, which can be accessed quickly when needed in an emergency like Gary's.



Is it safe for anyone to use?

A defib is designed to be used by anyone; the device will guide you through the process by giving you voice instructions and visual prompts. It will analyse the casualty's heart rhythm and will not allow a shock to be given unless the heart requires it.

How your money could help

When you fundraise for St John Ambulance Cymru you could help us save lives and teach others to do the same. Here are just some examples of

£75: could pay for replacement pads for a defibrillator

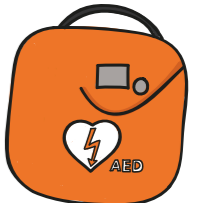
£150: could buy an 'annie' manikin for our volunteers to use when teaching people CPR

£240: could enable us to provide defibrillator training to a local community group

£600: could fund one of our ambulances to travel 2,000 miles to reach more people who need our help in an emergency

£1,000: could place a new Public Access Defibrillator at a St John Ambulance Cymru centre

£1,500: could pay for a cycle response bike which allows us to be the first on the scene



Want to keep it simple? Try these quick and easy ideas...

- Set up a charity book exchange
- Organise a quiz or curry night
- Put a collection tin in a public area
- Hold a dress down or dress up day
- Dance to the rhythm with a party

...and make sure you ask your team what they'd like to do and how they'd like to get involved!



Need to know information:

- Defibs have ongoing costs which are important to consider. The pads need replacing when they've been used or on expiry (approx. 2 years) - whichever is sooner. This could be around £75.
- You may want to buy a case for your defib to keep it safe and so you can find it easily in an emergency.
- If you receive a defib from St John Ambulance Cymru our training team will come out to give your staff a free demonstration session and teach the basics of when and how to use it. However, we do recommend attending our full 3-hour training course to learn how to care for your defib and advanced user information. You'll get 10% off the price of this course as a thank you.
- Some fundraising activities including raffles, collections and sweepstakes have rules you must follow or may need licensing. Get in touch with our fundraising team if you need any advice.

Paying in your money

You can pay your fundraising to St John Ambulance Cymru using any of the methods below.



Whichever way you decide to send in your money please make sure you always include a reference so we can match up your fundraising efforts to you!

Online

Visit: www.sjacymru.org.uk/donate to pay in your money using a credit or debit card.



Set up an online fundraising page with Just Giving: www.justgiving.com/campaign/handsonforhearts - use this for general fundraising or give the link to people who are taking on sponsored challenges, so they can set up their own fundraising page. It's really simple to do – just follow the on-screen instructions!

Bank transfer

Transfer funds directly to us using the account details below:

Account Name: St John Ambulance Cymru

Sort Code: 20-18-15

Account Number: 13853659

Let us know when you've made the donation this way so we can match your donation to you.

By phone

Call our donation line on: **029 2044 9626**

By post

Please send cheques payable to:

'St John Ambulance Cymru'

Addressed to:

St John Ambulance Cymru,
Priory House,
Beignon Close,
Cardiff,
CF24 5PB



St John Ambulance Cymru. Registered charity number: 250523.

Want extra materials?

The additional materials listed below are available to download at: www.sjacymru.org.uk/hofhresources or get in touch if you would like to request printed versions.

- Target thermometer
- Printable bunting
- A-Z of fundraising ideas
- Sponsor form
- Sweepstake
- Heart Racing game template
- Circulation Challenge tracker
- 'Stick the Pads on Annie' game
- Empty belly poster

(to fill in with your own event information)

Get in touch

You can contact our fundraising team on: fundraising@stjohnwales.org.uk or call 029 2044 9626

www.sjacymru.org.uk/

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#HandsOnForHearts



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