

# **A-Z workplace fundraising guide**



# Getting started

We are inspired everyday to carry out our vital work, but we can't do it without the generosity of businesses like yours. This guide provides you with ideas for fundraising in the workplace, so together, we can take on heart disease.

## Contents

How Heart Research UK will support you	3
Fundraising calendar	4
February- Heart Month	5
December- Festive Fundraising	6-9
Fundraising A-Z	10-13

# How Heart Research UK will support you

**Fundraising is about people and creating an environment where everyone feels inspired. You can expect:**

- A dedicated point of contact
- Support in planning a fun calendar of activities and partnership launch
- Digital fundraising aids and posted materials as requested
- Access to our weekly healthy tips and recipes
- Onsite visits and virtual get togethers
- Regular information about our work and the impact of your super support
- Celebrations and a fanfare at key milestone moments
- Thanks and shout-outs across our communication channels during our partnership





# Fundraising calendar

Having set times in the year to link fundraising activity to, will help you get organised, spread activity across the whole year and engage your teams and wider stakeholders.

## January

**New Year** is an ideal time to set new goals, give up a bad habit or commit to a positive lifestyle change. Setting this up as a sponsored challenge could help you. Ask us about our motivational tools to keep you on track!

## February

**February** is Heart Month, providing a vital platform to raise awareness of heart disease. It's also the month of love with plenty of opportunity for themed fundraising activity. Please see the next page for more information.

## March

**International Women's Day and Mother's Day** is a great time to support women about heart health and fundraise at the same time. Did you know that more than twice as many women die from coronary heart disease than breast cancer, and women are more at risk of heart disease after menopause?

## April

**Step into spring** by taking part in outdoor fundraising adventures. Ask everyone you know to have a spring clean and donate unwanted jewellery to our Treasure Your Heart campaign or organise a nearly new sale in your workplace.

## May

**May is National Walking Month** so throw on your trainers and get sponsored to do 10,000 daily steps, a month-long lunchtime walking group or a team hiking challenge.

## June

**Men's Health Week, Father's Day and Bike Week** so get inspired, get moving and take part in a range of fitness challenges. To help you raise awareness, we have lots of advice about how to look after your heart and what signs you should be looking out for, if you have any concerns.

## October

Whether you love or loathe it, **Halloween** means fancy dress! Have some fun and turn your workplace into a grim grotto, host a bewitching bake sale and donate to dress up in devilish detail, with a prize for the best outfit.

## November

**November** is the perfect time to take care of your health before December festivities get under way. Why not set yourself a month-long challenge to go alcohol free and get sponsored for your efforts?

## September

**29th September is World Heart Day.** The perfect excuse to rally the team for a one-day fundraiser after the summer break.

## December

**Christmas** is the most charitable time of year and gives us the chance to relax and have fun with colleagues. A whole host of ideas on page 6.

# February is Heart Month

Heart month gives us all the chance to raise awareness of heart disease and provides you with the opportunity to focus your fundraising activity.

## Make Valentine's your theme

- Organise a range of Valentine's activities by playing on the love theme to warm winter hearts!

## Involve your customers

- Run a promotion throughout February, donating a percentage of profits from the sale of your goods and services.

## Switch up your outfit

- Swap your usual work wear by incorporating our colours – pink and purple- throughout February.

## Restart your New Year resolutions

- Need motivation to stick to your New Year resolutions? Get sponsored to restart your goals for this year.

## Get everyone involved

- Set up a month-long staff fundraiser. This could be a virtual exercise challenge, a daily break-time challenge or anything to get you moving. Ask if your company can match fund the number of exercises or miles covered.

## Show your heart some love

- Make the most of our Healthy Heart content, with a range of tips, advice, and recipes to help people look after their hearts.

## Be part of the conversation

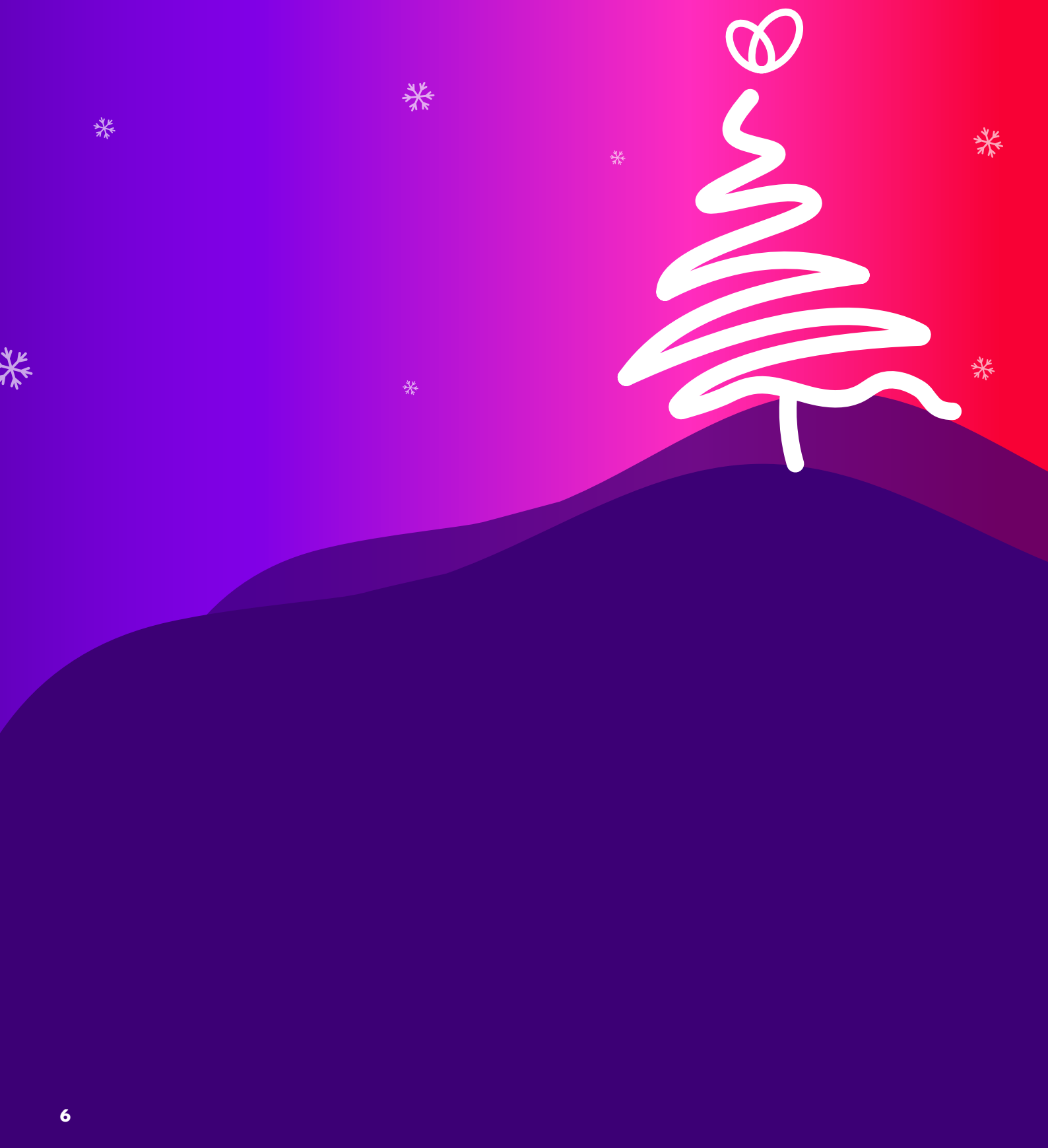
- Increase your brand visibility online by posting all your activity including #heartmonth and @heartresearchuk.
- Share the love all month long!



# Festive Fundraising

Christmas is a special and generous time of year, but it's a busy time too. We advise planning and promoting your fundraising activities well in advance.

Here is some ideas to inspire you.





## Auctions

Plan a season of giving with a promise auction by asking senior managers to kick off the auction with a promise of their own.



## Christmas jumpers

Host a Christmas jumper competition and ask staff to donate to take part.



## Christmas carols

Arrange an outdoor carol singing afternoon or evening with mince pies, mulled wine or hot spiced apple drinks. Request one of our fundraising collection buckets to take with you, or if you are singing online, add your donation webpage.

## Bottle raffle

Host a bottle raffle which can include fruit juices, shampoos and even Matey bubble bath.







## Get crafty

Set up gift wrapping stations by asking willing members of staff to wrap gifts in return for a charitable donation.



## Raffle

Have a 12 days of Christmas raffle, where amazing prizes can be won\*

\*To ensure your raffle is legal, please follow guidance from the [Gambling Commission](#) and also contact your local authority.



## Prize tickets

Sell prize draw tickets for a member of staff to enjoy a festive lie-in.



## Festive bake-off

Raise funds by arranging bake-off competition or bake sale. Have fun competing to be the best gingerbread decorator or the juiciest mince pies- there's always room for one. Yum!





## Decorate

Decorate a colleague's desk with tinsel or baubles. The colleague will have to donate to have their desk tidied, but they get to nominate someone else to have their desk decorated.



## Donate

Donate your last hours pay before Christmas and have your employer match fund the amount you can donate.



## Christmas tree

Donate to place a bauble on a memory Christmas tree, where customers and staff can honour someone they love at Christmas by writing their name on the bauble.



## Festive drinks

Organise a post work get-together, by selling mocktails or your favourite seasonal tipples.

# Fundraising A-Z

Stuck on fundraising ideas? Our A-Z will help get you started.

## A

- Accumulator challenge- start with £10 and see how much you can turn it into
- Alcohol-free months

## B

- Try [#bake, donate, nominate](#)
- Break-time challenges to get your body moving
- Bike-a-thons, done either statically, virtually, or real

## C

- Carwash
- Collection boxes
- Christmas
- Make Heart Research UK your [Charity of the Year](#)
- Coffee morning
- Charity ball

## D

- Danceathon
- Dress up or dress-down days
- Dry January

## E

- Egg and spoon race
- Easter egg raffle

## F

- Facebook fundraiser
- Fancy dress
- Fashion shows
- Fun days
- Football tournament
- Festive fundraising, see page 6

## G

- Give something up and get sponsored
- Gaming tournament
- Gift wrapping service
- Golf day
- [Give a car](#)
- Give as You Live

## H

- Holiday gift baskets
- Head shaves
- Host an event
- Heart Month, see page 5
- Halloween

## I

- International biking, hiking, or running challenges or running challenges
- Involve all your stakeholders in your fundraising
- In memory fundraisers

## J

- Jail & Bail, raise the bail needed to release your manager
- Set up your Just Giving page, add the webpage link or barcode to your email signature, receipts, and invoices
- Jumble sale

## K

- Karaoke night
- King for the day

## L

- Learn a new skill
- Leave a gift in your will



# M

- Match fund your employee and customer donations
- Shop via micro-donation shopping sites, such as [Amazon Smile](#) and [Easyfundraising](#)

# N

- Nearly new sale
- New Year challenges
- November health challenges

# O

- Office Olympics
- On-pack promotions

# P

- Organise a pamper day
- Pancake race
- Sponsored picnic
- [Payroll giving](#)
- Pub quiz

# Q

- Quiz nights
- Queen for a day

# R

- Raffles
- Running
- Round up option on customer purchases
- [Recycle4Charity](#)

# S

- Try our [Stitch Fundraiser](#) or [Step Challenge](#)
- Sport event and TV programme sweepstakes
- Sports day
- Strava app team challenge
- Shout and share on social media
- Stoptober
- Selfies and donation campaign on your social media channels
- [Swim the Channel](#)
- [Skydrives](#)

# T

- [Treasure Your Heart](#) - donate broken or preloved jewellery
- Teach your skill
- Trade up
- Tough mudders
- Team up with a colleague and set a fun goal together
- 24 hour challenge event

# U

- Ultra marathon
- Unwanted gift sale

# V

- Virtual events
- Vintage Day
- Variety Show
- Valentine's Day



# W

- Wear our colours to work day
- Welly- wanging
- [Work for good](#)

# X

- X-box

# Y

- Say YES to your Charity Champions
- Year-long challenges
- Yogathon

# Z

- Zumbathon
- Zoom- free days



# How will your support make a difference?

It costs around £2 million each year to carry out our work and every penny raised counts. Your support will help those living with or at risk of heart disease.

**£10,000**

pays for one of our community-based Healthy Heart Grants.



**£150,000**

pays for a medical research grant. It's research that meant Freddie survived open heart surgery at just 4 months old.



**£20,000**

pays for training surgeons and other health professionals such as our recent Heart Transplant Masterclass. Max had a successful heart transplant at age 15.



# Thank you.

We hope you have great fun and we look forward to working with you.  
From all the team at Heart Research UK.

To find out more about the amazing work we do please visit:



@heartresearchuk



[www.facebook.com/heartresearchuk](https://www.facebook.com/heartresearchuk)



[www.heartresearch.org.uk](https://www.heartresearch.org.uk)