Pumping Marvellous

for heart failure patients

HELP US FILL THE GAP FOR PEOPLE LIVING WITH HEART FAILURE

FUNDRAISING PACK

All the building bricks you need to join our team

The Pumping Marvellous Foundation is GDPR compliant. Please see our **Privacy Notice** which is held on our website.

Registered Charity No. 1151848 Registered Office: Suite 111, Business First, Millennium City Park, Millennium Road, Preston. UK. PR2 5BL

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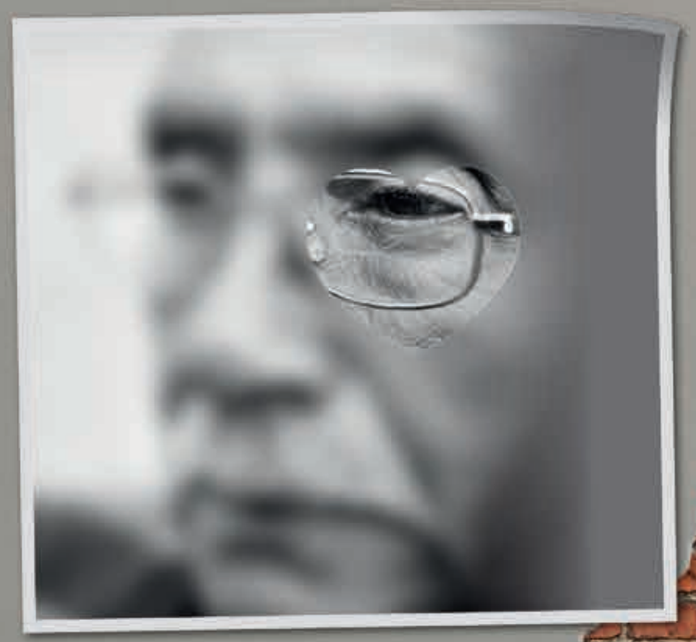

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PUMPING MARVELLOUS THE UK'S HEART FAILURE CHARITY

Our History

The Pumping Marvellous Foundation is the UK's heart failure charity. It was founded by a heart failure patient whose experiences whilst rehabilitating have shaped the Foundation's goals and principles of a patient-centric charity focused on improving patients' lives.

The beneficiaries are all people who suffer from heart failure, together with their family and friends. The Pumping Marvellous Foundation's goal is to ensure people have the opportunity to live better with heart failure. It advocates for patients and their families at a local, regional, national and international level; being the patient voice of progression. Our services include patient driven solutions, created by patients, guided but not policed by the Foundation, available in printed and online format. The Pumping Marvellous Foundation is funded through donations and fundraising by individuals, support from the NHS and charitable organisations together with corporate grants and sponsorship.

Over 900,000 heart failure sufferers, their families and carers in the UK qualify for assistance. The Pumping Marvellous Foundation caters for ALL people living with heart failure and their families. Heart failure is a syndrome, an umbrella term for individual conditions and socio-economic groups therefore our support is varied and tailored to the specific needs and requests. The Foundation is headquartered in Lancashire and has a network of regional volunteers across the country who deliver the core messages and actively participate in campaigns, publications, distribution of literature and local relationship building. We run the largest online heart failure communities globally which enables the Foundation to reach out and catalyse progression in heart failure care with stronger engagement with Clinicians, sufferers and their families.

THE PUMPING MARVELLOUS TEAM

The Four Objectives

1. **Help heart failure patients, their carers and families to manage their condition better on a daily basis. If you know what you are supposed to be doing then doing it doesn't seem to be so challenging.**
2. **Raise awareness to the general public and GPs to raise the awareness of the symptoms of heart failure.**
3. **Optimise the team of people who surround the patient's care (Multi Disciplinary Team).**
4. **Conduct innovative and engaging methods to get people to think about heart failure differently.**

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LETTER FROM THE FOUNDER

Dear Fundraiser,

Heart failure is such a difficult diagnosis on many levels. When I was diagnosed in 2010 I didn't realise the impact of the condition on my life. The impact wasn't just the physical aspects of the condition but the emotional impact of being told I had heart "FAILURE". Just the word "failure" doesn't give you much HOPE. Hope is sometimes the only thing people can cling on to when they are so poorly. To compound the problem, nobody represented my needs. How do I get help with the "stuff" that doesn't concern the Doctors and Nurses? These problems multiply, especially when you have a chronic condition like heart failure when sometimes you haven't got the energy to do the normal things most people take for granted, like living.

Helping people who want to live well with heart failure isn't just about taking medications or having procedures but it's about patients being given the opportunity to live well. Having a chronic condition isn't always about struggling. The Pumping Marvellous Foundation is about helping people finding their "New You" and that's what we do. The Pumping Marvellous Foundation helps people live better with heart failure.

Kind Regards

Nick Hartshorne-Evans

Nick Hartshorne-Evans, Chief Executive and Founder
Pumping Marvellous Foundation

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THE 'MARVELLOUS' PUMPING MARVELLOUS FOUNDATION

What is heart failure?

It means that your heart is failing to pump as efficiently as it should, in order to supply the body with the oxygen and nutrients that it needs.

It's not a heart attack or a cardiac arrest. Symptoms include breathlessness, sometimes at rest, total body fatigue, like running a 10k and not recovering from it and fluid retention which may mean having swollen feet, ankles, legs, stomach and even fluid in the lungs.

Quick glance statistics

900k Over 900,000 people live with heart failure in the UK (reference)

Heart failure affects all generations, it is not just a condition of the elderly

30-40% Between 30-40% of people will die within 12 months of diagnosis (reference)

5% of the total Accident and Emergency admissions are heart failure related in the NHS (reference)

As you can see there are many challenges to overcome, many hurdles to get over both at an individual level and a nationwide level.

I wouldn't blame you in thinking how can the Pumping Marvellous Foundation help make life better for heart failure patients?

The core activities and strategy of the Pumping Marvellous Foundation are driven by the needs of heart failure patients, carers and family communities we serve. Everything we do is driven by the needs of the patients, carers and families. We get to the real crux of the problems, the problems that patients tell us they have. Our communities are large and we have superb interactions with them, we run the largest Facebook page dedicated to heart failure globally so we fully understand the needs and challenges they face.

What do we do with the money you raise?

- We distribute patient information to the majority of NHS heart failure teams across the UK who deal directly with the patient. In 2017 this equated to around 115,000 pieces of patient information.
- We deliver peer to peer support through our various channels. Our peer to peer support model is driven by patients.
- We create and develop interactive videos to help people with heart failure manage better through our YouTube channel PMTVLive.
- We run social media campaigns to build awareness of heart failure across the UK through our Facebook, Instagram, YouTube and Twitter channels.
- We help fund local support groups who help people locally with their challenges.
- We challenge and support national initiatives to influence politicians, NHS policy makers, NICE and local commissioners to improve access to the best care and treatments ensuring availability across all postcodes.
- We actively seek feedback from patients through on and off-line discussions and feed this back as insights to decision makers.
- We operate with a focussed and efficient team based in Preston, ensuring we keep a tight rein on costs. We punch well above our weight and always deliver our projects. We are powerful and effective because patients help make decisions and get involved with every activity we do.
- We know that by being inclusive we are doing the right things for heart failure patients across the UK.

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WHAT PAYS FOR WHAT

THE MONEY YOU DONATE WILL PAY TO HELP PEOPLE LIVE WELL WITH THEIR HEART FAILURE AND IMPROVE OUTCOMES NOT ONLY FOR THEM, BUT ALSO THEIR FAMILIES AND CARERS.

AN AVERAGE SHIPMENT OF OUR VITAL LITERATURE CONTAINS 250 ITEMS OF PATIENT INFORMATION AND COSTS £10 TO DELIVER DIRECT TO THE HEART FAILURE NURSING TEAMS AND CARDIAC REHAB TEAMS WITHIN THE NHS. THEY IN TURN DISTRIBUTE THIS LITERATURE LOCALLY TO THEIR HEART FAILURE PATIENTS.

£1

£1 PROVIDES ONE MY MARVELLOUS CHECK UP AND ME PAD WHICH CONTAINS 100 SHEETS. THIS WILL ENABLE 100 PATIENTS TO OPTIMISE THEIR APPOINTMENTS WITH THEIR HEART FAILURE TEAM.

£10

£10 PROVIDES 40 PATIENTS WITH MY MARVELLOUS SYMPTOM CHECKER. THIS IS AN INVALUABLE POCKET-SIZED TOOL WHICH ENABLES PATIENTS TO SELF-MANAGE THEIR CONDITION, RECOGNISE THEIR WORSENING SYMPTOMS AND INDICATES WHEN TO SEEK MEDICAL ADVICE.

£75

£75 PROVIDES ONE HEART FAILURE NURSE WITH PUMPING MARVELLOUS ESSENTIAL PATIENT MATERIALS FOR AN ENTIRE YEAR.

£250

£250 PROVIDES A PATIENT GROUP STARTER KIT ENABLING A PATIENT REPRESENTATIVE TO START A LOCAL PEER TO PEER SUPPORT GROUP AND HOLD A MEETING. THIS WILL HELP TO PROVIDE A LIFELINE TO PATIENTS WHO FEEL ISOLATED BY THEIR CONDITION.

£1895

£1895 IS THE AVERAGE COST OF A SOCIAL MEDIA CAMPAIGN.

£15

£15 PROVIDES 10 PATIENTS WITH MY MARVELLOUS GUIDE TO HAVING A CARDIAC DEVICE FITTED. THIS GUIDE EXPLAINS COMPLEX INFORMATION IN AN EASILY UNDERSTANDABLE FORMAT REGARDING INFORMED CONSENT AROUND CARDIAC DEVICE MEDICAL PROCEDURES. IT IS WRITTEN BY PATIENTS AND CLINICALLY VERIFIED.

£25

£25 PROVIDES 42 LAMINATED A3 POSTERS FOR USE IN HOSPITAL WAITING ROOMS.

£300

£300 PROVIDES ONE HEART FAILURE NURSING TEAM WITH CRUCIAL PUMPING MARVELLOUS PATIENT LITERATURE FOR AN ENTIRE YEAR.

£20,600

£20,600 IS THE COST OF PRODUCING ONE ANIMATED INFORMATION VIDEO TO BE DISTRIBUTED BY OUR SOCIAL MEDIA TEAM AND THROUGH OUR NETWORK OF NHS HEART FAILURE TEAMS. THIS BENEFITS PATIENTS DIRECTLY.

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SPONSORSHIP HINTS AND TIPS

HERE ARE OUR MARVELLOUS TRIED AND TESTED WAYS TO MAKE GETTING SPONSORED SUPER EASY!

TO MAKE SURE YOU GET PLENTY OF SPONSORS

1
LOG IN TO YOUR GIVING PAGE

(JUSTGIVING OR VIRGIN GIVING) GIVING PAGES ARE THE QUICKEST, EASIEST AND MOST SECURE WAY TO FUNDRAISE ONLINE.

2
SET A TARGET

SET A FUNDRAISING TARGET THEN TELL EVERYONE ABOUT IT. IT'LL GIVE YOUR FRIENDS AND FAMILY EVEN MORE REASON TO GIVE GENEROUSLY.

3
ASK WHEREVER YOU GO

YOU NEVER KNOW WHEN YOU'LL BUMP INTO PEOPLE WHO'LL WANT TO SPONSOR YOU SO CARRY A SPONSORSHIP FORM EVERYWHERE YOU GO.

4
GIFT AID IT

ASK SPONSORS TO TICK THE GIFT AID BOX ON YOUR SPONSORSHIP FORM IF THEY'RE ELIGIBLE. IT ADDS 25% TO THE AMOUNT AND WON'T COST THEM A PENNY.

5
DOUBLE THE MONEY

SPEAK TO YOUR BOSS AND SEE IF THE COMPANY WILL MATCH WHAT YOU RAISE. MANY WILL AND IT COULD INSTANTLY DOUBLE YOUR TOTAL.

6
MOST GENEROUS FIRST

ASK YOUR MOST GENEROUS FAMILY AND FRIENDS TO SPONSOR YOU FIRST. IT WILL INSPIRE OTHERS TO DIG DEEPER TOO.

7
SHOW THEM WHERE THE MONEY GOES

USE OUR WHERE YOUR EFFORT GOES INFORMATION TO SHOW YOUR SPONSORS WHAT A DIFFERENCE THEY CAN MAKE.

8
START EARLY

START EARLY! THE SOONER PEOPLE START SPONSORING YOU, THE MORE TIME EVERYONE ELSE WILL HAVE TO FOLLOW THEIR LEAD.

9
SHOUT ABOUT IT ONLINE

TELL EVERYONE WHAT YOU'RE DOING ON SOCIAL MEDIA LIKE FACEBOOK AND TWITTER - BETTER STILL SHOW THEM WITH PICTURES AND VIDEOS OF YOU IN TRAINING/PREPARING FOR THE EVENT

10
GET WORK INVOLVED

ASK YOUR EMPLOYER IF THEY'LL HELP PROMOTE YOUR FUNDRAISING. SEE IF YOU CAN POST MESSAGES ON THE INTRANET, NOTICEBOARDS AND INTERNAL NEWSLETTERS. IF YOUR WORKPLACE REALLY BUY INTO YOUR FUNDRAISING, GIVE US A SHOUT AND WE COULD HELP YOU WITH AMPLIFYING YOUR MESSAGE

11
ASK ON PAYDAY

PAYDAY IS A BRILLIANT TIME TO ASK PEOPLE TO SPONSOR YOU. THEY'LL BE FEELING FLUSH AND SUPER GENEROUS.

12
SPREAD THE WORD

ASK FRIENDS AND FAMILY TO TELL EVERYONE THEY KNOW ABOUT WHAT YOU'RE DOING. YOU'LL BE AMAZED AT HOW MANY MORE PEOPLE YOU'LL REACH.

13
ASK THE BOSS

GET YOUR BOSS TO SPONSOR YOU. EVERYONE WILL WANT TO SEE HOW GENEROUS THEY ARE AND HOPEFULLY THEY WILL FOLLOW SUIT.

14
FUNDRAISING LEADER BOARD

COMPETE AGAINST A GROUP OF FRIENDS TO SEE WHO CAN RAISE THE MOST MONEY AND CREATE A LEAGUE TABLE

15
GUESS MY TIME SWEEPSTAKE

TOP UP YOUR FUNDRAISING BY GETTING YOUR FRIENDS TO GUESS THE TIME YOU'LL FINISH YOUR CHALLENGE, IF THIS IS APPROPRIATE.

16

£1 PROVIDES ONE MY MARVELLOUS CHECK UP AND ME PAD 100 SHEETS. THIS WILL ENABLE 100 PATIENTS TO OPTIMISE THEIR APPOINTMENTS WITH THEIR HEART FAILURE TEAM.

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A-Z FUNDRAISING IDEAS

A ARTS AND CRAFTS EVENING
CHARGE ENTRY FEE AND PER STALL.
AFTERNOON TEA HOLD AFTERNOON TEA FOR COLLEAGUES OR FRIENDS AND ASK FOR DONATIONS.

B BAKE OFF CHALLENGE YOUR FRIENDS TO A BAKE OFF THEN SELL THE CAKES. ALTERNATIVELY HOLD A BAKE SALE.
BOOK SALE SELL YOUR OLD BOOKS AND DONATE THE PROFIT.
BATH HALF MARATHON
BLOOMING MARVELLOUS SUNFLOWER COMPETITION

C CAR BOOT SALE HOLD A CAR BOOT AND DONATE THE PROFIT.
CAR WASH ASK THE LOCAL CUB SCOUT GROUP TO HOLD A CAR WASH.
COAST TO COAST WALK/RUN/CYCLE.
CAKE SALE TAKE A CAKE TO WORK AND SELL EACH SLICE/ASK FOR A DONATION PER SLICE.
COME DINE WITH ME ORGANISE A COOKING COMPETITION AMONGST FRIENDS AND CHARGE THEM TO ENTER.

D DISCO ORGANISE A DISCO PARTY AND CHARGE FOR TICKETS.
DRESS DOWN DAY ASK THE LOCAL SCHOOL TO HOLD A PINK AND GREEN DAY, THE KIDS ALL PAY A SMALL FEE TO GO TO SCHOOL DRESSED IN GREEN OR PINK, PM COLOURS.
DRESS UP IN A RIDICULOUS COSTUME FOR A DAY/WEEK AND ASK FOR SPONSORSHIP.

E EGG PAINTING HOLD AN EGG PAINTING COMPETITION, CHARGE AN ENTRY FEE.
EASTER EGG HUNT ANY AGE ANYWHERE, CHARGE TO ENTER.

F FUN RUN ENTER A FUN RUN AND GET SOME SPONSORS.
FIRE WORK DISPLAY HOLD A BONFIRE EVENING, GET FRIENDS TO DONATE AND BRING BONFIRE FOOD.
FILM NIGHT HIRE A HALL OR TRANSFORM YOUR LOUNGE AND HOLD A MOVIE NIGHT WITH POPCORN AND SNACKS.

G GUESS THE SWEETS IN A JAR WIN THE SWEETS, CHARGE FOR GUESSES.
GO GREEN DYE YOUR HAIR GREEN FOR CHARITY, ASK FOR SPONSORS.
GREAT MANCHESTER RUN
GAMEATHON PLAY AGAINST FRIENDS ONLINE ON A GAMES CONSOLE AND THE LOSER PAYS A PENALTY.

H HALLOWEEN PARTY CHARGE FOR ENTRY.
HIKE ORGANISE A HIKE AND ASK FOR SPONSORS.

I ISLE OF WHITE CHALLENGE 5-6 MAY. WALK, JOG OR RUN ON THE STUNNING ISLE OF WIGHT COASTAL PATH.
INTERNATIONAL EVENING
IT'S A KNOCKOUT
IRON MAN

J JUMBLE SALE
JAZZ NIGHT
JURASSIC COAST CHALLENGE WALK, RUN OR JOG 25, 50 OR 100KM ALONG THE JURASSIC COAST.

K KARAOKE
KNOBBLY KNEES COMPETITION

L LINE DANCING COMPETITION
LADIES NIGHT
LOTTERY
LAND'S END TO JOHN O'GROATS WALK/RUN/CYCLE

M MASKED BALL
MAGIC SHOWS
MURDER MYSTERY PARTIES
MATCHED GIVING FROM EMPLOYER
MOONLIGHT WALK

N NO DRINKING WEEK
NAME THE...
NIGHT IN INVITE THE GIRLS/BOYS ROUND AND HOST THEM FOR THE EVENING, AND ASK THEM TO DONATE THE MONEY THEY WOULD HAVE SPENT ON A NIGHT OUT IN EXCHANGE.

O ODD JOBS
ONE DAY FAST
ONION PEEL COMPETITION

P PUMPING MARVELLOUS PICNIC
POOL COMPETITION
POKER TOURNAMENT
PUB CRAWL
PANTOMIME CHARGE FOR ENTRY.
PHOTO COMPETITION EXHIBIT ENTRIES AND CHARGE VISITORS A FEE.

Q QUIZ NIGHT
QUAD BIKE RACING

R RACES
RAFFLES
READATHON

S SWEAR BOX
SALSA EVENING
SPONSORED SILENCE
SKYDIVES
SANTA BUNGEE 2018 LONDON
SANTA DASH
SMARTIE TUBE CHALLENGE FILL AN EMPTY SMARTIES TUBE WITH 20P PIECES AND SEND THEM TO US.

T TEA PARTY
THEME EVENING
TREASURE HUNT
TOMBOLA
TUCK SHOP
TOUGH MUDDER
TRY-ATHLON WITH A DIFFERENCE
TRY SOMETHING NEW AND GET SPONSORED TO DO IT.
TOWER TO TOWER BLACKPOOL TOWER TO EIFFEL TOWER, WALK/RUN/CYCLE.
THREE PEAKS CLIMB

U UNDERWATER PARTY
UNIFORM DAY
ULTIMATE 5K
RUN/WALK 5X 5KS IN 5 DAYS.
ULTIMATE 10K
RUN/WALK 10X 10KS IN 10 DAYS.

V VALET

W WINE TASTING EVENING

X XBOX TOURNAMENT

Y YOGA
YODELLING COMPETITION

Z ZODIAC EVENING

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HEAR FROM FUNDRAISERS LIKE YOU

Individual Fundraiser
Emily Sampson
Wife and Carer

My husband was diagnosed with Dilated Cardiomyopathy (DCM) in January 2017 at the age of 43. The first time I heard about Pumping Marvellous was during a visit to our local hospital's heart failure team, who recommended the charity. Before the diagnosis I had never heard of the condition DCM, and had no idea that up to 1 million people in the UK live with heart failure.

I'd heard of the more widely known UK heart charities, but the fact that PM are the only UK charity that helps those living with heart failure meant I wanted to do something to help raise the profile in my circle of friends and family. Just prior to my husband's diagnosis I'd started a couch to 5k running programme, and so thought this was the perfect opportunity to run for the charity, and help raise some money for them.

I ran the Edinburgh Meadows 5k in March 2017, with family and friends cheering me on along the route – including my then 3 year old daughter who was definitely my biggest fan! I completed the course in under 30 minutes, and was so pleased to end up raising £480!

Pumping Marvellous were a fantastic support in the lead up to the event. They sent me a running t-shirt and vest, and stayed in regular touch with messages of support and encouragement before and after the event. Plenty of people who saw me running in my PM vest, and through my Facebook updates wanted to know more about the charity and I was only too happy to tell them more. I was extremely proud to run for them.

TOP TIP

My top tip for fundraising is keep reminding people about your event, especially in the run up to it. If you're on social media post regular training updates with a link to your fundraising page. Most people who want to donate simply just forget because they're too busy, so it's important to keep reminding them. When you do post updates make the content varied and keep it interesting to hold their attention.

Challenge Event Company and In Memory Fundraiser
Paul Heesom
Marvellous Adventurer

Paul and his family lost his father, Roy, in January 2016 to heart failure.

"Losing Dad to heart failure was a devastating blow to my family and myself. He was our cheeky chappy, the life and soul and would light up any room. I miss him terribly.

The Pumping Marvellous website and literature helped Mum and the family try and understand why he had been taken from us at a relatively young age. Sharing thoughts with others helped immensely. Giving something back to Pumping Marvellous as a way of a thank you was something I felt I wanted to do and in doing so, raising awareness of heart failure."

Paul had undertaken high achieving challenges before which had made Roy very proud, so it seemed fitting for Paul to seek another quest out of his comfort zone to fundraise in Roy's memory. With the help of Global Adventure Challenges Ltd Paul found just that challenge.

Roy had been a prolific traveller and Africa was one of his favourite destinations. Following in his father's footsteps, Paul's expedition took him to Zambia in Southern Africa where his challenge started at the foot of the great Victoria Falls.

The week-long epic adventure pushed Paul to his limits kayaking and rafting 200 miles of gigantic grade 5 raging white water rapids in the Bakota Gorge, circumnavigating pods of hippos and the crocodile-infested waters of the mighty Zambezi River, camping out under the stars in the African Bush and facing other wild animals and creepy crawlies that are native to Zambia.

"The Zambezi River took me well out of my comfort zone. Something I always intended. I'm sure Dad would have been so proud of my achievements in the searing heat and facing my fears. Although incredibly tough and challenging it was the most exciting and rewarding week of my life. I loved every single minute and knowing I was doing it for such a marvellous organisation and in memory of my dad, made it all the more special.

"Working hand in hand with The Pumping Marvellous Foundation has been an absolute joy. They have matched my enthusiasm for fundraising every step of the way, going above and beyond what I've experienced before with other charitable organisations I've worked with. I was so proud to raise over £10,000 for this marvellous charity. I really can't wait to get my teeth into another challenge fundraising for PM."

TOP TIP

Anyone can get involved in fundraising. It's so easy. Whether it be running, walking, climbing, baking, spelling... It's so much fun and rewarding.

Charity of the Year Fundraiser
Ashbourne Young Farmers' Club

Ashbourne Young Farmers' Club (YFC) is part of a nationwide rural youth group for 10-26 year olds. Their Chairman nominated the Pumping Marvellous Foundation as the beneficiary of their annual Harvest Festival Service and Charity Auction and Supper Evening 2017 after a member's brother became very ill after problems with his heart and was later diagnosed with heart failure.

The Harvest Festival church service congregation consisted of around 50 people, made up of club members and their families. A representative from Pumping Marvellous was invited along to introduce the charity, tell his patient story and give details of how the heart failure patients' charity has supported him on his heart failure journey.

As part of the Harvest Festival, the club hosted a charity auction and supper evening. Local businesses donated produce, including food, logs, haircuts and dog grooming, and the 130 people in attendance bid away to raise a staggering £1964.74 – whilst enjoying a pie and pea supper cooked by the Ashbourne YFC team!

An additional cake sale was held at the town's show. The culinary delights, made by the members, went on to raise a further £413.97.

All in all, the club was delighted to present Pumping Marvellous with £2378.71.

TOP TIP

"It's been fantastic to raise so much money for Pumping Marvellous. As the organiser of the Harvest Festival I felt a great pressure to make as much out of the fundraising opportunity as I could. With the help of a fantastic team and the generosity of friends and businesses, it really paid off and I couldn't be happier.

"Fundraising for Pumping Marvellous has been so easy. Their team have been nothing but helpful, attending events we've organised, sending us resources and always being at the end of the phone."

Kathryn Moorcroft, Ashbourne YFC Representative.

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HEAR FROM FUNDRAISERS LIKE YOU

Cardiologist Fundraiser

Rajiv Sankaranarayanan

Consultant Cardiologist

I am a Consultant Cardiologist with a special interest in treating patients with heart failure. I manage the Ambulatory Heart Failure Unit as a part of a team of two other Cardiologists and Heart Failure Specialist Nurses at Aintree University Hospital in Liverpool. I feel passionate about supporting Pumping Marvellous as it is an innovative and unique charity dedicated for heart failure patients and consists of team members who are hard-working and enthusiastic in their endeavours to improve the lives of heart failure patients.

I ran the Manchester Half-Marathon on 15th October 2017 and raised £235.25 for Pumping Marvellous. It was an exhilarating experience to spread awareness of heart failure and this charity whilst raising funds prior to the run.

I received great support from the Pumping Marvellous team via email and social media, such as Facebook Pumping Marvellous Team Page.

TOP TIP

It's an amazing charity and a great cause, so friends, colleagues and family contributed generously. I would suggest that fundraisers start spreading the message early, stay positive and complete the task – the whole experience is deeply rewarding.

Individual Fundraiser

Trev Watson

Retired Project Manager

My Mum Vera suffered from heart failure for a number of years before she passed away in March 2017. I wish I had heard of Pumping Marvellous years earlier, as I now realise how little understanding I had of all aspects of this debilitating disease, and how it affected the lives of Mum and Dad so much. The information and advice available on the PMF website is indeed marvellous, this would have proved so useful for Mum and her wider family.

Since I retired I took a dry stone walling course, as I had always been fascinated watching skilled craftsmen repairing damaged walls. I now do occasional dry stone walling jobs as a hobby for friends and acquaintances, with any payment received being donated to PMF. I raised around £950 last year and £900 so far this year. I have also learned the skill of hedge-laying whilst volunteering as a Ranger at the National Trust, so now I have branched out, so to speak, and raised £250 by hedge-laying at my local golf club.

Whilst I am self-sufficient in the fundraising, PMF staff are very supportive and encouraging, as they see dry stone walling and hedge-laying as new ideas for fund raising, and are keen to encourage others to come up with some innovative ideas.

All my customers have been very happy to contribute to such a worthy cause and are very interested in learning more about PMF.

TOP TIPS

Think about all the skills you have, are there things you enjoy doing that could generate payment? Perhaps you do a bit of part time work now as a hobby? Do you really need that pocket money – why not give it to PMF?

I always offer to do the work for nothing, but tell the customer how much it would be if I was charging, they always pay the full amount when I explain it is for charity.

Patient Fundraiser

Rich Cleverley

Heart Failure Patient

I was diagnosed with heart failure in August 2016 and during my recovery, I discovered Pumping Marvellous, who have been a huge source of support and information. Fundraising for Pumping Marvellous enables me to help give something back to the heart failure community and also serves as a good way to focus on reaching my next personal health target.

In April 2017, I raised £882 for Pumping Marvellous by taking part in my first 5k Park Run. In July 2018, I am taking part in my first 10k run, again in aid of Pumping Marvellous.

Fundraising for Pumping Marvellous is great. The charity really helps to raise exposure of your fundraising efforts. The lead up to my first fundraising event was daunting but made all the easier because of the support given by Pumping Marvellous. From a personalised fundraising kit to use when promoting my event, to a Pumping Marvellous sports kit to wear on the day, the team at PM couldn't have been more supportive.

TOP TIP

My fundraising top tips are to:

- Share your fundraising page regularly to keep people updated and reminded of your event.
- Make sure and highlight the wonderful work Pumping Marvellous do when promoting your fundraising.
- Tell your own story and point out how Pumping Marvellous have helped you personally.

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SO LET'S GET GOING

1 Step 1 - Sign up to become a marvellous fundraiser.

2 Step 2 - Decide how you are going to collect your sponsorship money - JustGiving, Virgin Money, Sponsor Forms, etc.

3 Step 3 - Decide whether you need to download any of our resources. If you are doing any physical event you will need to complete our medical fitness declaration form.

Once you have registered scroll down and choose how to fundraise either with Virgin Money or JustGiving

CLICK HERE TO REGISTER

4 Step 4 - Set up your event and get sponsored. Use our social media resources to promote your event. Upload your pre-event images and event images to our Dropbox account where we will help promote your progress and event.

5 Step 5 - Complete your event, pay in your money - If you've fundraised by Justgiving or Virgin Money you won't need to do anything. If you have manually fundraised then please call us to follow our manual paying in procedures.

6 Step 6 - Write your story, tell people why you did what you did and why you supported the Pumping Marvellous Foundation to help heart failure patients.

7 Step 7 - Receive your 'Master Builder' award!
As a mark of your achievement and for the difference you helped to make for heart failure patients everywhere, we'll send you a miniature brick with your name on it to represent your contribution to the bridge we are building.

PLEASE READ ON TO SEE HOW TO DO ALL OF THE ABOVE

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GUIDE

HOW IT WORKS

INDIVIDUAL FUNDRAISING

How do I set up a Virgin Money Giving individual fundraising page?

To create an individual fundraising page, all you need to do is follow these steps:

1. Visit uk.virginmoneygiving.com/giving
2. Choose '**Fundraise**' and select '**Create a Page**'.
3. Sign in or set up an account using your email address. Or you can continue with Facebook.
4. Enter details of your fundraising activity and choose your event. If you're organising your own event, choose '**I'm doing my own thing**'.
5. Search for '**The Pumping Marvellous Foundation**'.
6. If Pumping Marvellous has helped towards the cost of your fundraising activity, please answer '**yes**' when asked '**Have any of your selected charities contributed to the cost of your fundraising**?' Otherwise, just answer '**no**'.
7. Select '**Create my page**'.

TEAM FUNDRAISING

How do I set up a Virgin Money Giving team fundraising page?

To create a team fundraising page, all you need to do is follow these steps:

1. Visit uk.virginmoneygiving.com/giving
2. Choose '**Fundraise**' and select '**Fundraise as a team**'.
3. Sign in or set up an account using your email address. Or you can continue with Facebook.
4. Enter your team name and add your team members. Select '**Next'**.
5. Enter details of your fundraising activity and choose your event. If you're organising your own event, choose '**I'm doing my own thing**'.
6. Search for '**The Pumping Marvellous Foundation**'.
7. If Pumping Marvellous has helped towards the cost of your fundraising activity, please answer '**yes**' when asked '**Have any of your selected charities contributed to the cost of your fundraising?**' Otherwise, just answer '**no**'.
8. Select '**Create my page**'.

IN MEMORY FUNDRAISING

How do I create a Virgin Money Giving 'In Memory' page?

To create an 'In Memory' page, please follow these steps:

1. Visit uk.virginmoneygiving.com/giving
2. Select '**Fundraise**' and then '**Raise funds in memory**'.
3. Sign in or set up an account using your email address. Or continue with Facebook.
4. Enter the name of your loved one and your relationship to them. Select **'Next**'.
5. Search for '**The Pumping Marvellous Foundation**'.
6. When asked '**Have any of your selected charities contributed to the cost of your fundraising?**' please answer '**no**'.
7. Select '**Create my page**'.

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JustGiving™

HOW IT WORKS

INDIVIDUAL FUNDRAISING

How do I set up a JustGiving individual fundraising page?

To create an individual fundraising page, all you need to do is follow these steps:

1. Visit www.justgiving.com
2. Log into your account and click '**Start Fundraising**'.
3. When asked '**Are you fundraising for a registered charity?**', select '**Yes, continue**'.
4. Search for '**The Pumping Marvellous Foundation**'.
5. Let us know whether you're taking part in an event, celebrating an occasion, fundraising in memory or doing your own thing.
6. If you can't see your event listed, select '**Add your own**' at the bottom of the page and tell us a bit more about your activity.
7. Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.
8. Tick '**Yes**' if you're running a bake sale, or selling tickets to an event, raffle or auction. Donations to your page won't be eligible for Gift Aid.
9. Click '**Create your page**'.

Job done! Your fundraising page is now set up and ready to accept donations. JustGiving will send the money that you raise to The Pumping Marvellous Foundation on a weekly basis. Now you can start on the fun stuff – personalise your page and share it with friends and family.

TEAM FUNDRAISING

A team page allows you and your friends to join your individual fundraising pages together. They're great if you want to raise money separately whilst still contributing to a larger team goal. The page will list everyone's individual page and the collective total you've raised together.

Alternatively, if you and your team mates would prefer to use the same page, create a page as per the individual fundraising page instructions and list all your team members' names in the story section. Choose a web address that reflects your team name.

How do I set up a JustGiving team fundraising page?

To create a team fundraising page, all you need to do is follow these steps:

1. Visit www.justgiving.com
2. Log into your account.
3. In the top right-hand corner of the screen, click on your name and select '**Your Fundraising**'.
4. Click '**Start a new team**'.
5. Name the team and choose the team's web address.
6. Decide if your page is going to be open (anyone can join) or closed (you'll need to authorise new team members).
7. Set the team's fundraising target.
8. Choose one of your fundraising pages to add to the team.
9. Click on '**Make a team page**'.

How do I edit a JustGiving team fundraising page?

Once you have set up a team fundraising page, all you need to do to edit it is follow these steps:

1. Visit www.justgiving.com
2. Log into your account.
3. In the top right-hand corner of the screen, click on your name and select '**Your Fundraising**'.
4. Click on your team under '**Teams you have started**' and select '**Edit team page**'.
5. From here, select the relevant '**Edit**' button to:
   - Change the title of your team page
   - Add a photo
   - Add a logo
   - Add a story
   - Add a target
   - Change the default order in which team members are listed.

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JustGiving™

CHARITY CHECKLIST

Fundraising for a charity checklist - are you using all the available JustGiving features?

Are you getting the most from your fundraising page? Use this checklist to make sure you're taking advantage of all the different features.

Have you:

1. **Added a photo?**
   Fundraisers who add a profile picture tend to raise 15% more.

2. **Added a fundraising story?**
   An engaging story can make all the difference. Not sure what to say? Please see JustGiving's tips on how to write a great fundraising story at the very bottom of this section.

3. **Set a fundraising target?**
   Target setters raise up to 46% more, so it's a great way to kick-start your fundraising.

4. **Added a fundraising summary?**
   Make sure your supporters know what you're doing, for who and why. A page with a summary raises an average of 9% more.

5. **Added updates?**
   Regular updates keep your page looking fresh and give you plenty of opportunities to share it. We've found that you could raise an average of 6% more for every update you make!

6. **Chosen a page theme?**
   Give your page a background that really reflects your fundraising.

7. **Joined a fundraising team?**
   There really is strength in numbers - pages that are part of a team raise an average of 10% more.

8. **Joined your company's fundraising?**
   If your company has a JustGiving profile, add your page to it. It's yet another place for people to find out about your fundraising.

9. **Added any money you've raised offline?**
   Add any cash or cheque donations you've collected so everyone can see the total amount you've raised.

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OFFLINE DONATIONS

How do I add money to my JustGiving page that I've raised offline?

There are two ways to make sure offline donations reach The Pumping Marvellous Foundation.

1. **Make an online donation using your own credit/debit card**

Pay the donations into your own bank account and make an online donation via your JustGiving page. If you choose this option, make sure that you untick the Gift Aid box. Gift Aid should only be claimed when an eligible donor is making their own donation, not on behalf of someone else or a group.

2. **Send donations to The Pumping Marvellous Foundation directly and use the 'Raised offline' function**

If your donations are eligible for Gift Aid, it's best to send them directly to The Pumping Marvellous Foundation. It's a good idea to reference your JustGiving page address to help with our reports.

Please use our sponsorship form to collect the details of those that are eligible for Gift Aid and send it to The Pumping Marvellous Foundation along with the donations.

Add these donations as a 'Raised Offline' amount so they're included in your fundraising total. Here's how:

1. Visit www.justgiving.com
2. Log into your account.
3. Click '**Edit**' underneath the page you'd like to add the balance to.
4. Click '**Edit**' alongside '**Raised offline**' on the right.
5. Amend the total amount raised offline and select '**Save**'.

If you'd like to acknowledge the friends and family who've given you money offline, you can add a quick update to your page thanking them for their donation.

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DOWNLOADABLE RESOURCES

Our forms are available as digital downloads, when you see the 'point and click' button, simply click, download, complete and email back to us.

TO DOWNLOAD THE BRAND GUIDELINES CLICK HERE

BY DOWNLOADING OUR LOGOS AND BRAND PLEASE RESPECT OUR BRAND GUIDELINES

SPONSOR FORM

RISK ASSESSMENT FORM

MEDICAL FITNESS DECLARATION FORM

STATIC COLLECTION BOX FORM

EQUIPMENT LOAN AGREEMENT FORM

PERMISSION TO COLLECT FUNDS FORM

CHARITY GIFT AID DECLARATION FORM

FUNDRAISER REGISTRATION FORM

FUNDRAISER KIT FORM

FUNDRAISER FEEDBACK FORM

FUNDRAISING POSTER

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HOW TO PAY IN YOUR MONEY

The possible methods of payment available to you are as follows:

1. **Online direct to our bank account details on request from team@pumpingmarvellous.org**

2. **Click here to pay in money online via JustGiving**

   Click here to pay in money online via Virgin Money Giving

3. **Sending a cheque made payable to The Pumping Marvellous Foundation to:**

   The Pumping Marvellous Foundation
   Suite 111, Business First,
   Millennium City Park,
   Millennium Road,
   Preston, PR2 5BL

JUSTGIVING.COM

UK.VIRGINMONEYGIVING.COM/GIVING/

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SOCIAL MEDIA AND DROPBOX

Click the logos to access our social media. We would be delighted to feature your endeavours on our social media.

Dropbox

If you wish to send us images we can do it for you, please upload them to our Dropbox account.

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CREATE YOUR STORY

LET PEOPLE KNOW WHY YOU ARE FUNDRAISING

How to write your fundraising story

Writing doesn't always come that naturally to everyone, so we've put together some tips to help you write a fundraising story that's unique, engaging and inspiring for your supporters.

Everyone's reasons for fundraising are different, and this is your chance to let the world know why The Pumping Marvellous Foundation matters so much to you. Whether you've personally benefitted from our services, or feel strongly about the work we do for heart failure patients, their carers and families, let everyone know! It might even motivate others to become a fundraiser for us too...

So how do you make your story stand out? Fortunately, there are some simple steps you can follow. Just think about what, how and why.

Why have you decided to fundraise?

What motivated you to start fundraising? Have you set yourself a personal challenge, like running a marathon? Did someone special inspire you? Maybe you have a connection to The Pumping Marvellous Foundation and want to do something to pay us back for our support. Sharing your reasons might feel a little bit intimidating but the more you are able to tell people about why you're fundraising, the more chance you have of inspiring their empathy – and their generosity!

Why did you choose our charity?

What does our charity mean to you? Why is the kind of work we do so important to you? Have we helped you or someone you know, or do you just wish an organisation like ours had existed at some previous point in your life? Remember to include a link to our website so that your supporters can find out more about us too.

What are you doing to raise money?

This is the part where you get to show off your brilliant, selfless, physically demanding, or just plain crazy idea. Whether you're taking part in your first Ironman triathlon, hosting a bake sale or forgoing birthday presents in favour of donations, don't be afraid to shout about it. Tell everyone how much effort you're putting in, or exactly what you're sacrificing for The Pumping Marvellous Foundation.

How will the money you raise help Pumping Marvellous?

Encourage people to donate by telling them exactly how their money will help. This is a great way of showing people what kind of impact their donation will have.

Examples of what specific sums mean to us are:

- **£1 provides one My Marvellous Check Up and Me pad (100 sheets). This will enable 100 patients to optimise their appointments with their heart failure team.**
- **£10 provides 40 patients with an invaluable pocket-sized tool (My Marvellous Symptom Checker) to help them self-manage their condition, recognise their worsening symptoms and when to seek medical advice.**
- **£25 provides 12 A3 laminated posters for hospital waiting rooms**

When people can see what they're 'buying' with their donation, they may feel more inclined to show their support or even increase the size of their donation.

What does people's support mean to you?

Use your fundraising page as an opportunity to thank your donors for getting involved. Let them know how encouraging their support is and how much it means to you that they are getting involved.

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THE LEGAL BITS

EQUIPMENT LOAN - TERMS AND CONDITIONS

1 The User (as indicated in the loan agreement) declares that:

a) The User is at least 16 years of age (or is supervised by a person over 16).

b) The User reasonably believes that the User is capable of safely operating the equipment (as indicated in the loan agreement). In particular, but without limitation, the User is satisfied that the Pumping Marvellous Foundation has given its written consent for the User as highlighted in the loan agreement.

e) The equipment will not be used outside the event boundary without the permission of Pumping Marvellous Foundation.

2 The Pumping Marvellous Foundation reserves the right to cancel any booking and/or repossess the equipment, if it becomes apparent that any of the above information is untrue.

3 In the case of severe adverse weather conditions, the charity must reserve the right to restrict the provision of their equipment in the interests of Health & Safety.

4 The Equipment must be returned to Pumping Marvellous Foundation by the specified time at the end of the Loan Period in the same condition as it was supplied to the User. If delayed the user must notify the Pumping Marvellous Foundation immediately by telephoning the number given at the time of issue.

5 The User accepts full liability for any loss of or damage to the equipment stated in the loan agreement, and any injury to the user or any third party caused (in each case) during the loan period, and which are caused other than as a result of the Pumping Marvellous Foundation's negligence. In case of doubt the user may wish to consider short term insurance cover. For the avoidance of doubt, however, nothing in these terms and conditions is intended to exclude the Pumping Marvellous Foundation's liability for any death or personal injury caused as a result of its own negligence.

6 The User must immediately report to the Pumping Marvellous Foundation any loss of or damage to the Equipment, and any accident causing personal injury to anyone or any damage to property. Details of any insurance claim must also be provided where applicable. Reports should be made in writing to the Pumping Marvellous Foundation's personnel or by telephoning the office on 01772 796542.

7 The equipment remains the sole property of the Pumping Marvellous Foundation, is lent to a specified person and cannot be lent or sublet to others.

8 Definitions:

'Equipment' refers to any cameras, recording equipment, accessories, keys, chargers, other electrical equipment, display items, exhibition equipment on loan from Pumping Marvellous Foundation. 'Loan agreement' is a form setting out details of the equipment to be loaned out by Pumping Marvellous Foundation and the terms of loan.

'User' is the individual or organisation entering into the agreement to loan Equipment from Pumping Marvellous Foundation, as set out on the Loan agreement.

'User' is the person specified on the Loan agreement as being the intended User of the Equipment and, where this is not the User, will be treated for the purposes of these Terms and Conditions as using the Equipment with the User's full approval.

'Loan Period' is the period of time specified on the Loan agreement from the issue of the Equipment to the User or the User to its return to Pumping Marvellous Foundation, or as amended by prior agreement with Pumping Marvellous Foundation.

THE PUMPING MARVELLOUS FOUNDATION
Telephone: +44 (0)1772 796542
E-mail: team@pumpingmarvellous.org
PM1
WWW.PUMPINGMARVELLOUS.ORG

@PUMPINGHEARTS

HELP FOR HEARTS

The Pumping Marvellous Foundation is GDPR compliant. Please see our **Privacy Notice** which is held on our website.

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HELP

PumpingMarvellous for heart failure patients

BUILD A BETTER QUALITY OF LIFE FOR PATIENTS AND THEIR FAMILIES LIVING WITH HEART FAILURE

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