



Go Red for Heart Month



Feb 24 | Fundraising Guide

Why Go Red?

In the UK, someone dies from a heart or circulatory condition every three minutes. That's about the time it takes to make a cup of tea.

Whether it's losing a loved one to sudden cardiac arrest or coping with the devastating impact of heart failure, far too many of us have felt the heartbreak that heart conditions can cause. But with your help, we can give more hearts a fighting chance.

Inside this guide, you'll find lots of different ways you can Go Red for Heart Month and raise money for lifesaving research. It could be holding a red healthy bake sale, glamming up for red

carpet fancy dress, or getting your cheeks glowing in a sponsored red walk.

And if you want to take things a step further, you can also learn CPR with our free, online tool, RevivR. It only takes 15 minutes and we've included the details in this pack.

No matter how you choose to support British Heart Foundation (BHF) this Heart Month, thank you. Our hearts are precious and with your help, we can protect them.



Kickstart your fundraising

Choose one of the ideas below or come up with your own and join supporters Going Red across the UK to support lifesaving research.



Wear Red!

Get your red socks, jumpers and jeans out for a 'wear red' day in the office and ask everyone to make a small donation. Or, if you're feeling bold, why not wear red for the whole month?



Healthy Bake Red

A table full of homemade treats is a sure way to tempt people into giving donations. Instead of the usual cakes and biscuits, try healthier options instead like red fruit kebabs, strawberries with a yoghurt dip, or search for healthier bakes on the BHF recipe finder.



Guess How Many

Print off a picture filled with red balloons or fill a large jar with marbles and ask people to guess how many there are in exchange for a small donation to lifesaving research.



Red Carpet Ready

Not a fan of fancy dress? Roll out the red carpet with your colleagues by going all-out formal for a day. Ask for donations and share photos on social media with #GoRed.



Sports Tournament

Golf days, five-a-side tournaments and danceathons are great to get people together for fitness and fun. Wear red and ask people to donate as their entry fee.



Get Quizzzy

Host a love-themed quiz and ask for donations to enter. A raffle will help to raise a bit extra, so ask local businesses if they can donate a prize – bonus points if they're red.

Our vital work

We're here for anyone affected by heart and circulatory diseases. By funding research, we give hope. With our expert advice and training, we give knowledge. And with our campaigning, we're building a healthier world for everyone.



CPR Skills

Knowing CPR could save the life of someone you love. With our free online tool, **RevivR**, you can learn the lifesaving steps in just 15 minutes. All you need is a mobile or tablet and a cushion to practise on. Go to bhf.org.uk/RevivR to find out more.



Community Impact

We support hundreds of volunteers and community groups who have first-hand experience of heart and circulatory diseases.



Campaigning

We develop evidence-based policies that help to inform and influence Government and health service decisions relating to heart and circulatory diseases and research.



'The Circuit'

We're proud to be working with other leading organisations to support and promote 'The Circuit', connecting thousands more defibrillators to NHS ambulance services across the UK, so that in an emergency they can be found quickly to help save lives.



Heart Helpline

Our cardiac nurses are on hand to provide information and support to all those affected by heart and circulatory conditions. We also have lots of resources available at bhf.org.uk/information-support/heart-helpline

Go Red for Harry

Your support this Heart Month could help protect the hearts of those you love and give more people like Harry the best chance of a happy, healthy future.

“CPR saved my life.”

At just seven years old, Harry suffered a sudden cardiac arrest at his after-school football club. Thanks to CPR, he survived and was rushed to hospital, where doctors diagnosed him with Hypertrophic Cardiomyopathy (HCM), a condition that can cause thickening of the heart muscle. HCM can be inherited and it affects 1 in 500 people worldwide. But because Harry doesn't carry any of the genes linked to HCM – the cause of his condition remains unknown.

How can BHF help Harry and others like him?

Your donations can help power BHF-funded research like Professor Chris Denning's at University of Nottingham. His research hopes to shed further light on HCM by hunting for more genes linked to the condition. If successful, Professor Denning's research could help to improve genetic tests for HCM and make it easier to develop targeted treatments.



Thank you

By Going Red and raising money for lifesaving research this February, you're helping to protect the hearts of those you love and so many others across the UK.



£100 could support one of our PhD students for a day. They are essential for the day-to-day progress of lifesaving research and we currently fund nearly 300 PhD students.



£250 could help buy a month's supply of tiny molecules that light up under a microscope – these are used by researchers to see what's going on inside our heart and blood vessel cells.



£500 could buy human blood vessel cells, so researchers can study how our blood vessels work, a vital part of understanding how to diagnose and treat.



£3,000 could help pay for one week of a project to build new patches of healthy heart tissue. New heart tissue could be used in the future to treat heart failure.

Get in touch

If you'd like to chat about your Go Red fundraising, email parsonsjo@bhf.org.uk or call 07811 765 948 between 09:00 and 17:00. Our friendly team are always on hand to help.



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