

## Welcome, to Hand on Heart Charity's very first monthly newsletter!

Keeping you updated on our progress, current ventures and upcoming events we have.

We thought it was important to keep you up to date with how we are getting on and also give you the opportunity to provide any input or ideas on what you would like to see going forward with Hand on Heart Charity.

For the month of September we'd really appreciate any Twitter and Facebook mentions you can give us to help us raise awareness of Hand on Heart Charity and also the UK Heart Safe Awards, less than 2 months to go!

In preparation for our UK Heart Safe Awards, any donations in the means of a prize in which we could auction off on the evening would be greatly appreciated.

For more information on the awards please visit [www.UKHeartSafeAwards.co.uk](http://www.UKHeartSafeAwards.co.uk), we look forward to seeing you there!

### Meet the Team

Since becoming a full registered charity in January 2012, we have recruited 2 new additions to the Hand on Heart team!

Gina Harris who is our Fundraising Manager has been with us from the beginning and brought what started as a small campaign into a national charity.

We now have Lesley Groome who joined us in January as the Fundraising Co-ordinator. Lesley is responsible for bringing in money for us to spend by donating life-saving defibrillators!

Frankie Wilson has been with us since the beginning of June and is the Marketing Assistant for Hand on Heart Charity, she handles all press, social media matters and PR enquires for the Charity!



Top - Bottom, L-R; Gina Harris, Lesley Groome and Frankie Wilson



### Our Progress to Date

Our success began in 2011 when we equipped 34 schools in the UK with defibrillators; (10 being donated courtesy of Hand on Heart) 2012 continued the success with 47 defibrillators, 7 of these being fully-funded by Hand on Heart, being placed in schools throughout the UK.

So far in 2013 we have been able to put 75 life-saving defibrillators into schools! 27 of these were cost free to the school, 48 were purchased by schools which had fundraised for the life-saving equipment with the encouragement of Hand on Heart. In 2013 alone 600 school staff have been trained on a 4 hour AED training course and approximately 2250 pupils in basic life-saving skills.

This brings our total to an amazing 156 schools becoming Heart Safe through Hand on Heart Charity.

We want to continue to successfully educate and equip schools with the life-saving defibrillators they need. With your help and our determination to the cause we're hoping we can double our numbers by this time next year.



## Recent Events

Taking part in Fun Day's during the Summer months has been invaluable to us in regards to raising awareness of Sudden Cardiac Arrest in the young and also promoting our Charity and getting people interested in what we do.

We managed to raise a combined amount of over £1000 at these events; from a combination of raffle ticket sales, to fund raising efforts from the other companies at the event, to the increasingly popular glitter tattoos!

These events help us not only raise money for us to donate defibrillators into schools, but to raise awareness of Hand on Heart and generate support from the general public.

**Top:** Chris Riley teaching CPR at Sainsbury's Culcheth Fete **Middle:** Gina Harris with Parky Pig at the Leigh Centurions Fun Day **Bottom:** Our awareness area at Raring2Go! Warrington Family Fun Day



YPI winners! Manor High claiming their prize

## Chosen Charity of the Year 2013-14

This year we have been chosen as the following companies as charity of the year

- Sainsbury's Culcheth, Oldham, Westhoughton, Stockton Heath
- EPC UK LTD
- Oakland Hall Hospital
- Raring2Go!

We hope to achieve even more success with these companies as we did the previous year and continue to make local communities Heart Safe.

Don't forget to check our new website for blogs and updates of our recent events!  
[www.HandonHeart.org](http://www.HandonHeart.org)

## Salford Heart Safe Campaign

Our Salford Heart Safe Campaign is doing excellently, since it began in January 2013, Salford now has 7 Heart Safe High Schools and 25 Heart Safe Primary Schools.

This is through a combination of donations from City West Housing Trust, Armitage Residents, Hand on Heart and also a July Match Fund Offer we created to give schools the chance to purchase a defibrillator for their school with Hand on Heart matching half the price.

We will continue to work with the schools throughout the year to make it one of the first Heart Safe Communities!

## YPI

We had huge success at the YPI (Youth and Philanthropy Initiative) event which works with schools worldwide. Small groups present a charity of their choice to a panel of judges with the chance of winning a whopping £3000 for the charity they have represented.

Manor High, a special needs school in Sale chose Hand on Heart and did an amazing and very heartfelt presentation and were chosen as the winners back in May 2013.

Each child pictured now knows how to save a life and with their help we have managed to create heart safe environments to two secondary schools in Trafford.

## Charity of the Year 2012-2013

We were chosen as charity of the year by various Sainsbury's stores during the year 2012-13, including; Chaddesdon; Kidderminster; Culcheth; Coventry; Saltburn-by-the-sea; Leigh and also Fulwood Hall and Euxton Hall Hospital

Through their fund raising and donations so far we've been able to provide 11 life-saving defibrillators through Hand on Heart in their local areas with still more to go!

### Leigh Centurions

We're very proud to see our logo on the new Leigh Centurions kit!

We'll be training apprentices at Leigh Centurions so we can have them teaching pupils Basic Life Support skills in local Leigh schools.

Our aim is to work together and host more fund raising days to help make Leigh a Heart Safe community!



### Wigan Warriors

We have plans to work with Wigan Warriors in the near future to help create more Heart Safe environments. Our aim with Wigan Warriors is to work with them and create a Heart Safe Community in Wigan using their help and branding.

### New Website and Sponsor

We'll be working very closely with Physio Control over the next 3 years who will be supporting us in a number of different ways. Our new website goes live in September which will take our charity to that next level, but create very clear and simple marketing communications content and new materials for Hand on Heart.

This partnership will take us from strength to strength and with the discounted products and accessories and the expertise from his media team we should be able to create more Heart Safe schools. Paul Bean National Sales Manager is delighted to be working with us and making a difference and is our main sponsor at our UK Heart

### Lancashire County Council

We approached Lancashire County Council for some funding to help create Heart Safe schools in Lancashire. Each division will choose events or projects that are going to make a beneficial change to the community and have longevity.

A number of divisions have already accepted our application and so far 6 schools will be made Heart Safe in September with the help of joint funding from Hand on Heart and the Lancashire county Council.

In total there are 84 councillors so we could have 84 schools in total heart safe through us.

### Trafford Campaign

We have recently had meetings with Mayor of Trafford, Councillor Dylan Butt and Trafford County Council who, with NWSA have highlighted 59 hotspots in the local area which need to be equipped with defibrillators, each of these will be bought through Hand on Heart and in return we will place a FREE defibrillator and training into each of the high schools that does not have one.

### We Need You!

We're looking to expand our team of ambassadors to help us reach more people, make them aware of Hand on Heart and what we'd like to achieve. Do you know anyone who would like to represent our charity as an ambassador and help make communities, schools and sport environments Heart Safe?

### Merchandise

Do you know of all the Hand on Heart merchandise we have to offer? We have wristbands, t-shirts, trolley key rings and pin badges.

Please get in touch if you would like to place an order for family and friends or if there is a store in your area who would gladly stock a selection.



Don't forget to check our social media sites and website for the latest news and blogs!

[www.facebook.com/HandonHeartCharity](http://www.facebook.com/HandonHeartCharity)

@HandonHeart

[www.HandonHeart.org](http://www.HandonHeart.org)

Thanks for all your support to Hand on Heart Charity, we'll see you in October for the UK Heart Safe Awards!