



Little Hearts

FUNDRAISING PACK

This pack will provide you with information and inspiration to
fundraise for Muntada Aid's Little Hearts project.

Meet new people • Socialise • Fun activities • Learn new skills

SALAM,

Thank you so much for choosing Muntada Aid and supporting our Little Hearts project. Together, we can provide medical intervention to thousands of children with congenital heart defects who need our support.

There could be so many reasons why you decided to help Little Hearts project; whatever your motivation may have been; this support could not have come at a better time for 1,500,000 babies are born worldwide with a congenital heart defect.

Congenital Heart Disease (CHD) is a defect in the heart that a baby is born with. It affects 1 in 100 births around the world and can be treated with an invasive/non-invasive heart operation at birth depending on the type of heart defect. In poor underdeveloped countries, the lack of specialised medical infrastructure in developing nations means babies born with congenital heart defects have little to no access to critical treatment.

Little Hearts fundraising pack gives you the freedom to devise your fundraising campaigns. It also comes with a choice of brilliant ideas, from fun to challenging, from entertaining to endearing- making sure that your fundraising experience with Muntada Aid remains a joyful and rewarding practice.

Throughout your fundraising campaign, we will make sure that we will stay in touch and support you in every possible way.

Your decision to fundraise with Muntada Aid means life saving treatment to children who are in desperate need of support.

YOUR SUPPORT MEANS SO MUCH TO US.



Nayaf Shiekh
CEO



WHAT YOUR DONATION WILL PROVIDE

Our Little Hearts project provides free life-saving heart surgery to babies and children with Congenital Heart Defects from underprivileged families irrespective of gender, race or religion.

£100

Will Support
Little Hearts
Mission.

£925

Will Fund Half
of a Life Saving
Operation.

£1850

Will Fund
a life Saving
Operation.

OUR HEROES!



// INITIALLY, CYCLING WAS ALL ABOUT WEIGHT LOSS, GENERAL FITNESS AND CHANGE IN LIFESTYLE. BUT, NOW IT IS MORE ABOUT BROTHERHOOD, BANTER AND A BIT OF FUN.

Kamal Matin was part of the team that in the summer of 2019, came together to fund children's heart operations in Bangladesh. They cycled just over 250 miles through Prague, Ceske Budejovice and Vienna, and raised over £70K in donations to fund at least 50 children's heart operations in Bangladesh.

Matin (45) is the friendliest face you can ever come across. His love for bhuna prawn is legendary, so is his passion for cycling. As a structural engineer, everything in his day job is about perfect measurements, but beyond the professional duties, his mannerism is relaxed and he loves spending time with his family and friends.



// **AS A FATHER OF THREE YOUNG CHILDREN, LITTLE HEARTS IS SOMETHING THAT INTERESTS ME PURELY BECAUSE IT HELPS CHILDREN IN NEED - IT IS ONLY A GOOD THING TO DO.** //

- Kamal Matin

GET IN TOUCH REGARDING YOUR FUNDRAISING

If you want to discuss your fundraising ideas with us, we are here to support. To get in touch with our team directly, please give a shout to Asad Hakim.

Call: 020 7118 0777

Email: a.hakim@muntadaaid.org

You can also get in touch with us on following media handles.



[/MuntadaAid](#)



[@MuntadaAid](#)



[@muntadaaid](#)

If you want to write to us or post a cheque of your donations, please mail us at the following address.

Address: Fourth Floor - LMC Business Wing 38 - 44 Whitechapel Road E1 1JX

You can use our free post service by simply writing FreepostMuntadaAid on your envelope, and the Royal Mail will deliver your correspondence to our HQ.

Freepost: FreepostMuntadaAid

Here are all the details you need to make a transfer to our bank account.
It can be an online transfer or by visiting a branch close to you.

Bank: **Barclays Bank UK PLC**

Account No: **73277089** Sort Code: **BUKBGB22**

Reference Name: **Little Hearts**

PICK UP AN EVENT

To book a place please visit muntadaaid.org/events

Call: 020 7118 0777

Email: info@muntadaaid.org



ROYAL PARKS HALF MARATHON

This stunning central London Half Marathon, takes in some of the capital's world-famous landmarks on closed roads, and four of London's eight Royal Parks - Hyde Park, The Green Park, St James's Park and Kensington Gardens.

HACKNEY HALF MARATHON

Discover London's East End streets with vibrant street art and cheering spectators at Hackney Half.



ISTANBUL HALF MARATHON AND 15K RACE

There is no city like Istanbul in the world. Its rich history and geographical position make it one of the most important cities in the world.

JOIN TEAM MUNTADA AID AT BIG HALF

Organised by London Marathon Events, The Big Half is a vibrant, inclusive half marathon with a fun, festival atmosphere.



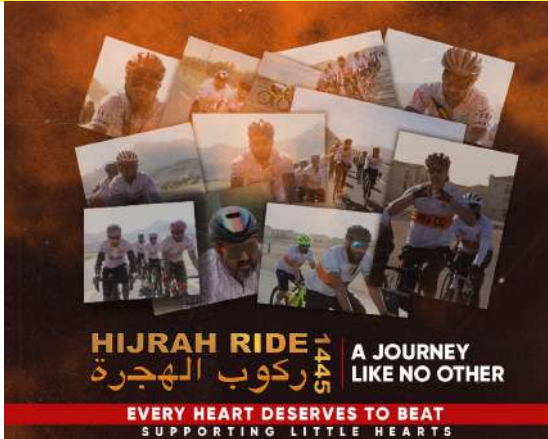
To book a place please visit muntadaaid.org/events

Call: 020 7118 0777

Email: info@muntadaaid.org

ASICS LONDON 10K

Join Muntada Aid at this year's ASICS 10K and help us provide free heart operations to children suffering from congenital heart defects in Asia and Africa.



HIJRAH RIDE 1446

Hijrah Ride 1446 will continue on this legacy this year and support children suffering from congenital heart defects in Pakistan.

AQUA ACTION DAY

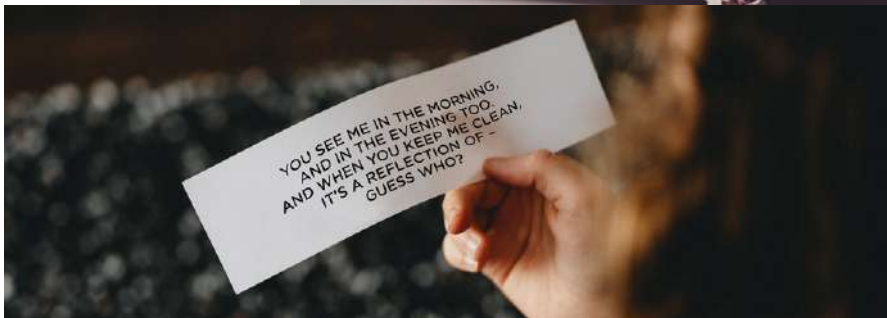
Muntada Aid Will Like To Invite You To Join Us And Enjoy A Bit Of Splash With Us At Fairlop Waters On 6th Of July.



**WE HAVE OVER
DOZENS OF EVENTS FOR
YOU TO CHOOSE FROM.**

DO IT IN YOUR STYLE

If you have an idea, which is unique, and you would like to run it your way, be our guest. Get in touch with our team, and we'll do all we can to help.



However, if you are looking for inspiration, how about these?

ORGANISE YOUR OWN WALK, RUN CYCLING OR TREK

If you enjoy walking, running, cycling or trekking and know a great route...organise your own version. You can do it on your own, or with your friends and family.

Starting your fundraising could not be simpler.

Select your route. **Select the date.** **Select a target.**

Set up your fundraising page on JustGiving.

Your donations will help us provide free life-saving heart surgery to babies and children with Congenital Heart Defects from underprivileged families irrespective of gender, race or religion.

Learn more about where and how we are supporting children with CHD on our website.

Please click [here](#) for your resource pack.

HOST AN AFTERNOON TEA PARTY

There is such an elegance to hosting an afternoon tea party.

You can organise it:



All you need to make a success of it is keep tea and treats flowing. Send invites to friends, family and bring them together for a cause. A cuppa can make all the difference.

In a world where the text message interaction is preferred over physical contact, people are losing that physical and personal connection within families and communities. Your afternoon tea party could be just the thing that will help people come together and at the same time, you will also be helping children with congenital heart defects.



HOST YOUR OWN
TEA PARTY
AND SPREAD THE
WARMTH



The donations you raise will help us free life-saving heart surgery to babies and children with Congenital Heart Defects from underprivileged families irrespective of gender, race or religion.

Please click [here](#) for your resource pack.

HOST AN IFTAR PARTY

During the blessed month of Ramadan, breaking fast with friends and family is a joy unmatched.

You can make this precious moment even more special by hosting your friends and family to an iftar party for a worthy cause.



OUR LITTLE HEARTS PROGRAMME IS A ZAKAT ELIGIBLE PROJECT, WHICH MEANS YOUR SUPPORTERS CAN DONATE THEIR ZAKAT TOWARDS THIS CAUSE.

Your donations will help us provide free life saving medical treatment to children with CHD.

Please click [here](#) for your resource pack.

COME DINE WITH ME

Hosting a dinner party is such a merry affair. You can do it any time of the year and express your love by sharing a meal with your friends and family.

**GREAT
CONVERSATIONS
START OVER
DINNER.**

Dine with me

Send invites
to friends, family and bring them
together for a dinner that
they will never forget.

Please click [here](#) for your resource pack.

BAKE SALE

It is such a time-tested idea, and it works all the time.

Delicious cakes and biscuits have this unique tendency to raise vital cash for people who desperately need our support.



If you are keen on hosting a cake sale outside a mosque, a community fair or at an event, please get in touch with us, and we will try our best to support your campaign.

Please click [here](#) for your resource pack.

GAMING FOR LITTLE HEARTS

If you love the realms of possibilities virtual world can offer through computer games, this fundraising activity is just your game. Invite your friends for a virtual duel and help raise some vital cash for people and communities who need your help.

Starting your fundraising could not be simpler.



SELECT YOUR GAME.

SELECT THE CONSOLE.

**YOUR VIRTUAL VICTORY
WILL HELP PEOPLE IN THE
PHYSICAL WORLD.**

Please click [here](#) for your resource pack.



OVER

29,00

**HUNDRED
OPERATIONS**



49

MISSIONS



13

COUNTRIES

To reduce the rate of CH death, MI stroke in ACS



EVERY
HEART 
DESERVES
TO BEAT

CCU 1

**EVERY
HEART 
DESERVES
TO BEAT**



**EVERY
HEART 
DESERVES
TO BEAT**

WE ARE HERE TO HELP

Our Little Hearts project provides free life-saving heart surgery to babies and children with Congenital Heart Defects from underprivileged families irrespective of gender, race or religion.

Your donations and fundraising activities are the fuel to keep this engine going. This project is simply not possible without your help and support.

HOWEVER YOU CHOOSE TO FUNDRAISE, WE WILL BE ALONGSIDE YOU THE WHOLE PROCESS.

Once you have decided to fundraise, drop us an email or give us a call to say hello and let us know your plans.

To get in touch with our team directly, please contact Asad Hakim.

Call: 020 7118 0777

Email: a.hakim@muntadaaid.org

We would love to hear all about your fundraising. Make sure you update us with your latest photos and videos. Also, don't forget to tag us on social media.



[/MuntadaAid](#)



[@MuntadaAid](#)



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BE OUR STAR

We cannot promise you that you will be on the front pages of all major news organisations, but we are keen on sharing your good work with local and international news agencies. It helps your fundraising, spreads the word and you get the attention your dedication deserves.

GET READY FOR BIG DAYS

We have loads of stuff to make those big events a great a success. Be it Ramadan, Eid, a local festival or an event, we have bunting banners, balloons and those important collection and buckets for you.



Contact Asad Hakim for specific requests.

Call: 020 7118 0777 Email: a.hakim@muntadaaid.org

Please click [here](#) for your resource pack.

MAKE YOUR MONEY GO FURTHER

giftaid it

Gift Aid is cherry on your warm fundraising cakes. We claim 25P on every pound donated with it. Request all your sponsors who are UK taxpayers to tick the Gift Aid on sponsorship forms they have received from you. If you are using Just Giving, please remind your sponsors to tick the Gift Aid option while submitting via JustGiving.

LEGAL

If this section is not that interesting, we apologise, however, your safety is paramount to us.

For some events, you will need proper licensing, insurances, and you will have to follow health and safety regulations. Also, if you are handling money in public, there are some policies and protocols that you need to know.

Don't worry; our team will help with all of this.

Please get in touch with our team for more details.



If you are raising money through JustGiving, your donations and Gift Aid will come directly to us. You may still end up with some cash, which you can take straight to the bank.

Here are all the details you need to make a transfer to our bank account. It can be an online transfer or by visiting a branch close to you.

Bank: **Barclays Bank UK PLC**

Account No: **73277089** Sort Code: **BUKGB22**

Reference Name: **Little Hearts**

ONLINE FUNDRAISING

The most secure and easy way to fundraise is online.

Consider Just Giving as your best fundraising partner. It will make life a lot easier for your friends, family and sponsors if you have an online sponsorship page.

1 Set up your JustGiving page

First things first, set up your [JustGiving](#) page. Set your target. It is a good practice to set a fundraising target for the campaign. It helps in attracting sponsorships.



2 Use Our Resource Pack

Use our [Resource Pack](#) for banners, picture gallery and project information. We are providing you with all the necessary digital assets in this pack for a successful fundraising campaign.



3 Tell Your Story

Create that connection with your sponsors. Let them know why you are doing this. In our resource pack, you will find all the vital details and stats on CHD and how Little Hearts project is helping children in need.



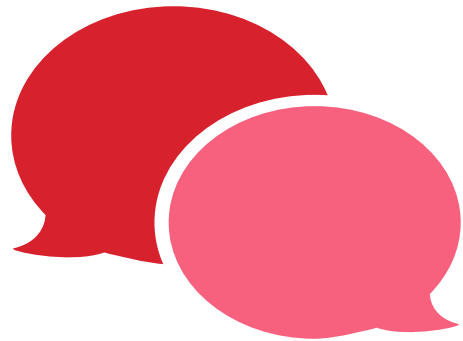
4 Let Pictures Tell The Story

Use as many pictures as possible. We are providing you with the photographs of beneficiaries, and we urge you to use them. Also, use your photographs. Whether you are baking or training for a marathon, your sponsors would like to know how you are getting on with your challenge. Keep them updated with your personal pics, and we promise you that it will make a big difference in achieving your fundraising target.



5 Spread the word

Make sure that enough people know about your activities and your fundraising target. Use every possible channel to communicate with your sponsors. Also, keep updating them with your progress, challenges and achievements.



6 Create a Community

Request your friends and family to join your Just Giving campaign. Provide them with the necessary resources from our pack and ask them to donate and spread the word. Teamwork makes a dream work.



7 Go Social

Your Just Giving page is ready. You have set your target. You know how you are going to train for your activity, now share your Just Giving link on your social media and broadcast all your announcements and achievements.

Please don't forget to tag us as well.



Facebook

Request your friends to donate and share your status. Facebook is a great resource to extend the reach of your Just Giving page. Update your sponsors with the latest information on FB, but do keep sharing the link to your Just giving page with each post.

Tweet Tweet Tweet

Use Twitter to update your audience with all latest achievement throughout the event. Use the relevant hashtag (#LittleHearts) and share the link to your Just Giving page. Also, tag us @muntadaaid.



Instagram

Let the pictures and your videos tell the story. Set the mood of the campaign on this platform and post the link of your Just Giving page in your bio for possible sponsorships. Please do not forget to tag us as well.



WhatsApp

It is such an excellent resource for online fundraising. Just Giving works like a German car engine when it comes to WhatsApp. Use this combination to your advantage and build some speed to your campaign.



YouTube Yourself

From video logos to live training, video log your journey and share it.



**THE POWER OF SOCIAL MEDIA
LIES IN ITS POTENTIAL FOR STORYTELLING,
MAKE YOUR FUNDRAISING CAMPAIGN
STAND OUT**



YOU'RE A STAR

**Every penny you raise, every supporter you reach
- help us provide vital help to children with CHD.**

You are a difference maker!

If you have any questions or need advice about your event we are here to help. Get in touch, call us on: 020 7118 0777 or send an email to: a.hakim@muntadaaid.org

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Phone: 020 7118 0777 | Email: info@muntadaaid.org | Website: www.muntadaaid.org