



Connecting the  
**Children's Heart**  
Community

[www.echo-uk.org](http://www.echo-uk.org)  
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# HEART MONTH GUIDE





# What is Heart Month?

February is National Heart Month, a time to raise vital awareness around heart conditions and an opportunity to fundraise for ECHO in your workplace and community.

Heart Month is a time for us to join together to help make a difference to children and young people affected by heart conditions and their families.

Each year we've seen individuals, families, schools, workplaces and companies hold 'Wear Red' days and organise fundraising for ECHO. We hope you can join us & have fun in the process!



**#RedForECHO**



**#RedForECHO**



# Get involved

It is really easy to take part in National Heart Month with ECHO: the easiest thing you can do is wear red during February and make a donation! Take photos and share them with us on social media @echoukcharity and **#RedForECHO**

**In schools and nurseries:** Use our template letter to contact your child's school or nursery and let them know about Heart Month. Organise a wear red day and invite everyone to make a donation in cash, by text or online.

**In your workplace:** Use our template letter to contact your employer and let them know about Heart Month. Organise a wear red day (this could be in-person or online) and set up a fundraising page or invite colleagues to make a donation of their choice.

**In the ECHO Heart  
Month pack,  
you will find:**

- Graphics to share on your social media
- Letter templates for schools & workplaces
- PowerPoint slides
- Posters to print out
- Colouring-in sheet





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# How your donations help

£20 provides a family with an ECHO Cares pack as they arrive in hospital, letting them know they are not alone and providing important hospital information and a cuddly Eddie ECHO teddy.

£30 provides children in hospital with play equipment including arts & crafts and toys.

£90 provides vital practical and emotional support and signposting to a family in need.

ECHO's services offer a lifeline to children with heart conditions and their families at times when there is often little other support available.

ECHO receives no government or NHS funding, so it's only with your help we can continue to be there for families.





# Who are ECHO?

ECHO is a charity supporting children and young people with heart conditions and their families.

Congenital heart disease is the most common birth defect, affecting just under 1 in every 100 babies born in the UK.

Discovering your child has a potentially life threatening heart condition is one of the hardest things any parent has to face. ECHO are there at every stage of a family's journey, providing practical information and guidance, emotional support and opportunities to connect with other children, young people and families.



"We are going through so much when we are in the cardiology ward with our babies. Thank you is not enough for everything you guys do to make our day lighter"

*ECHO parent*



# Fundraising tips

**Facebook Fundraising:** Setting up a Facebook Fundraiser is an easy way to raise money for ECHO. Just head to [facebook.com/fundraisers](https://facebook.com/fundraisers), select 'ECHO Charity – Evelina Children's Heart Organisation' and create your page.

**JustGiving:** Creating an online fundraising page by going to <https://www.justgiving.com/campaign/echonheartmonth> and click the orange button, 'Start Fundraising' and follow the few simple steps to get your fundraising page set up. Any questions, just contact the team on [hello@echo-uk.org](mailto:hello@echo-uk.org). Personalise your page and then share it with friends, family and colleagues by WhatsApp, email and on your social media channels!

**Text donate\*:** From your phone, text ECHORED + the amount you want to donate to 70085.

For example, text 'ECHORED 3' to donate £3.

**Collection pot:** Want to put a collection pot in your local shop, bakery, business, child's school, or your workplace? Pop an email to [hello@echo-uk.org](mailto:hello@echo-uk.org), and we'll send one out to you!

**Via our website:** To pay in cash (offline) donations or to make a single donation, just go to [www.echo-uk.org/heartmonthdonate](http://www.echo-uk.org/heartmonthdonate) or do a bank transfer with our details below.

**Bank Transfer:** Please do just include 'Red' and your surname as the reference so that we can easily identify you and that you are taking part in National Heart Month

Account Name: Evelina Children's Heart Organisation Limited

Account Number: 00089883

Sort Code: 40-52-40

Reference: Red and your Surname

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\*Texts cost £3 plus one standard rate message and you'll be opting in to hear more about our work and fundraising via telephone and SMS. If you'd like to give £3 but do not wish to receive marketing communications, text ECHOREDNOINFO 3 to 70085.





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# Thank you

We can't thank you enough for taking part in Heart Month over the years - we have loved seeing you wearing red at school, work and home, fundraising in-person and online and sharing your photos with us along the way.

With your help, ECHO have been able to continue to provide support for children, young people and their families at every stage of their heart journey.

Together we have also been able to raise vital awareness of congenital heart disease and share stories from members of the ECHO heart community.



We're here to help so feel free to get in touch anytime by sending us an email to **hello@echo-uk.org**

Follow us on social media:

t f i @echoukcharity