



**CHILDREN'S
HEART
SURGERY
FUND**



PARTNERING

WITH CHSF

Registered charity 1148359



There has never been a better time to align your business with Children's Heart Surgery Fund (CHSF).

With an exciting calendar of events, exclusive access to event places, a loyal supporter base and a growing social media following, our team will work with you to maximise the partnership.

Our team includes a dedicated Corporate Partnerships Manager, a Marketing and Communications Manager and Digital Marketing Manager, who together will work to maximise PR and social media opportunities.

Partnerships with CHSF can be tailored to suit your company's marketing needs and preferences.

THE CHSF AUDIENCE

OVER
21,000
followers on
social media

OVER
6,000
website views
per month

OVER
5,000
subscribers to
monthly email
newsletter





The difference your support makes

Children's Heart Surgery Fund supports babies, children and adults across Yorkshire and North Lincolnshire with congenital heart disease who are treated at a specialist Heart Unit within Leeds General Infirmary.

We are a completely self-funded, regional charity set up in 1988 to support the Heart Unit, due to a lack of funding within the field of congenital heart disease.

In addition to supporting the Heart Unit by providing revolutionary equipment and funding clinical posts and research, we deliver a programme of practical and financial support for children and their families each year.

Coming to hospital is a daunting prospect for a child and stressful for parents and other family members. Our aim is to support the family by making the ward a comfortable place, providing accommodation and living expenses for families.



Your business will help to make this experience a more positive one, enabling the whole family to build resilience for the long and emotional journey they face ahead.



“We’ll be forever grateful for the help we received in Leeds.”

Callie-Mae’s Story
written by mum, Amanda

“At my 20-week scan in Hull, we went in expecting to just see our beautiful girlie on the screen - we already knew she was a girl from a private scan two weeks earlier.

“When I laid on the bed the lady was going over my tummy with the probe and smiling away telling us the measurements etc. Then it came to her heart...and she stopped smiling and went quiet.

“Finally, she spoke and said she was having trouble getting the measurements of baby’s heart and she was going to go get someone to help. Another lady came in and had a go at the ‘measurements’. Ryan, Callie’s dad, and I knew something was wrong by their faces.



“When they stopped the scan, they said to us “we think there may be an issue with the baby’s heart”. They said that we would have to come back in a few days to have another scan with a senior sonographer.

“The day came around and we returned to the hospital to be re-scanned. It was then we were told our baby had congenital heart disease - Transportation of the great arteries (TGA) and multiple VSD’s. They said that our care would now be transferred to Leeds General Infirmary as Leeds had a specialist heart unit.

“Once at Leeds we were told in detail what would happen at the birth, how Callie’s operation would go and the rough timing of everything.

“Sarah from Children’s Heart Surgery Fund came to see us after Callie was born, to check how we were doing. Sarah is the Family Support Supervisor at CHSF.

“While I stayed in Leeds with Callie, my husband Ryan was doing trips to and from Hull to see us as much as he possibly could. “Once Sarah found



out we lived so far away, we were given food vouchers and money into my bank to help with all the costs. This was amazing as it really was costly staying in hospital with Callie, and Ryan travelling from home and back in the car.

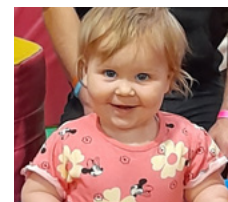
“Callie was given her Katie Bear teddy, medal, and certificate after she had surgery, which we will treasure forever. These are given to every child who has open heart surgery at Leeds.

“We were also given accommodation at the hospital, first in Brotherton Wing and then at Eckersley House, which again was a weight lifted from our shoulders.

“The accommodation meant I wouldn’t have to go home when our little girl was fighting in hospital. Plus, at the time I was breastfeeding so it wouldn’t have been possible for me to be in Hull and Callie to be in Leeds, where she needed to be for treatment.

“Since we left hospital, Callie has thrived and grown so much. I’m so proud of her. She only had to go back to Leeds once, in December last year, to have a band removed from her heart which was placed during her first surgery.

“Now age one, Callie has been attending Children Centre play groups and has been making lots of baby friends, who she loves to see.



“As a family we were shocked and scared by Callie-Mae’s diagnosis, but in time we have learnt that she’s still going to grow and have an amazing life with her siblings (Kaylub, Kyle, Kody and Charlotte) and extended family.

“We will be forever grateful for the help we received in Leeds.”

How your partnership can make a difference



£12 could pay for a **Katie Bear, medal and certificate** given to a child after they have open heart surgery in Leeds.



£15 could pay for a **Welcome Pack** given to parents when a child is admitted to the heart ward, full of daily essentials including toiletries and vouchers to buy food.



£30 could pay for a **Blood Pressure Monitor** - essential equipment for checking how the heart is working.



£99 could pay for a **Kardia Mobile Device**. This piece of kit allows patients to monitor their own heart rhythms at home.



£150 could pay for **five nights of accommodation** for parents who don't live in Leeds, but their child needs surgery at LCHU.



£300 could pay for an **INR kit to prevent strokes**, allowing children to test their blood for clots at home instead of missing school to attend clinics.



£576 could pay for the upkeep of the **fish tank on the children's heart ward for one year**. The tank is used as a milestone for children to walk to after surgery.



£800 could pay for vital **Palliative Care Training**, allowing cardiac staff to have better conversations with patients and families around terminal illness.



£8,700 could pay for an **ECG Machine** - a specialist piece of equipment that checks the heart's rhythm and electrical activity.



£18,000 could pay for **1,000 hours of care** for heart families in our region with a **CHSF Family Support Worker**.



£30,000 could pay for a **Cardiac Nurse Specialist** to work at a hospital clinic in our region for one year, providing local support and advice closer to home.

We want you to know that every donation - big or small - makes a huge difference.

By partnering with CHSF you will be making a huge impact on the thousands living with congenital heart disease in our region, and their families.

Thank you.



Corporate Partners Redcentric on CHSF's annual Wear Red Day



Kairen Brown
Head of CSR
CaddickGroup.

“ As a Yorkshire based company, we love supporting the essential work and care that Children’s Heart Surgery Fund carry out at the Leeds Congenital Heart Unit and across the region.

We are proud to be corporate partners and are committed to providing for the charity in various ways to raise vital funds.



“ Several of the PwC Leeds team and their families have been personally supported by CHSF, which delivers so much support and commitment to people who have been affected by congenital heart disease.

Those who run the charity are not only tirelessly dedicated to helping children and their families cope with the external stress of being in hospital, they are some of the nicest people we’ve met and go above and beyond to spread hope and joy.

The extraordinary selflessness and strength amazed us, and we’re proud to be supporting such an important charity.

Andy Ward Senior Market Partner
PwC Leeds



There are lots of ways to get involved.

Here are some ideas about how we can work together...



CHARITY OF THE YEAR

Make us your charity of the year and we will work together to form a partnership that benefits both your business and the charity. We love really getting to know our corporate partners and building a long-term relationship.



EMPLOYEE FUNDRAISING & VOLUNTEERING

From adrenaline-fuelled challenge events to office-based fundraising fun on our annual Wear Red Day, with a packed calendar of events, there is something for everyone. Or perhaps members of your team would like to donate their time and skills – there are lots of ways your employees can get involved and make the partnership even more powerful.

CAUSE-RELATED MARKETING

When businesses and charities come together to market a product, the impact can be huge. Proven to increase sales; encourage positive brand awareness and customer loyalty; and generate new customers. CHSF is recognised throughout Yorkshire, the Humber, N.E Lincs and N. Derbyshire. We would love to discuss opportunities with you.



SPONSORSHIP

Could you sponsor one of our family events? From our children's Christmas party to our challenge events programme – we have opportunities for your company throughout the year. Sponsorship is a great way to demonstrate your commitment to CHSF whilst maximising PR and marketing opportunities for your company's brand.

PAYROLL GIVING

Payroll giving is a tax efficient way for employees to donate to CHSF. The scheme lets you set up a regular donation from your salary before tax is deducted. Payroll giving is great for charities, because it gives us a regular income stream at the same time as giving employees a tax break on their donation.



BENEFITS OF WORKING WITH CHSF

Partnering with a high-profile charity in your community sends a strong and positive message to your staff and customers.

Our passionate and creative team will work with you to develop the relationship, your event ideas, to ensure you get the most out of the partnership.

Just some of the benefits that a partnership with CHSF can offer:

- Logo on promotional materials.
- Business name, logo and link on our website.
- Your branding included in all pre-event literature, posters, social media promotions etc.
- Blog post on our website (average of 6,000 page views per month).
- Social media posts (social media following of over 21,000 people).
- Spotlight in our BraveHearts e-newsletter (e-mailed to over 5,000 recipients on our mailing list)
- Photo opportunities – for PR and social media.
- Your literature in CHSF event goody bags.
- A range of corporate volunteering opportunities.
- A press release and photo opportunity to announce the sponsorship.
- Launch the partnership via our digital and social channels.
- A personalised visit to the children's heart ward with our CEO, showing how your sponsorship helps.



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To find out more about becoming a
Corporate Partner, please email the
team on corporate@chsf.org.uk