

# Heartstart Malvern Newsletter

No: 4 October 2016

[www.heartstartmalvern.org.uk](http://www.heartstartmalvern.org.uk)



## **We've started training!**

In September we started delivering our free Heartstart Malvern training courses. So far we have held four courses and have trained 29 people.

We ask everyone who attends a course to complete a short evaluation. So far, the feedback has been excellent with 100% of participants saying they would recommend our training to their friends and family.

Most people attending the training have never been trained to use a defibrillator before but say they would be confident to use one after the training. We will provide a detailed analysis of feedback in a future newsletter.

At the moment we are deliberately keeping the number of courses we are advertising and the number of places on each course relatively small. This is so we can continue to develop our trainers and refine our processes. However, early in the New Year, we would like to increase the number of people being trained quite significantly. We already have a number of group bookings for 2017!

## **Facebook**

So far, most of the advertising for our courses have been through Malvern Gazette. We would now like to start promoting our training through social media like Facebook. The reason for this is that it's free and it will help

reach people who do not buy the Gazette every week.

If you have a Facebook account, it would be appreciated if you would post a short message to your friends encouraging them to book a place on a course by including a link to our website [www.heartstartmalvern.org.uk](http://www.heartstartmalvern.org.uk)

## **Trainers' Evening**

We are holding our next Trainers Evening on Monday 31 October between 19.00 and 20.00 hrs. This evening is for people who are interested in becoming volunteer trainers and have not attended a Trainers' Evening before. Please do not worry if you are unable to attend this evening as the next one will be held sometime in early December. Please contact Richard if you would like more information about the evening or becoming a trainer.

## **Heartstart Malvern Launch**

We are in the process of planning the formal launch of Heartstart Malvern to be held mid-morning on Friday 27 January 2017. Details of the exact time and venue will be circulated once they have been confirmed.

In addition to formally launching Heartstart Malvern, we will be launching our *saving lives together* appeal. This will be an appeal to raise sufficient money (about £75,000) to buy and install about 50 public access defibrillators (PADS) to be placed around Malvern. This is quite an ambitious but achievable target which will significantly increase the chance of surviving a cardiac arrest in Malvern.

Over the next few months Cathy (our secretary) will be busy contacting local businesses and fundraising groups to send them an invitation to attend our launch. If you are aware of any businesses or organisations who may be able to support the fundraising appeal and whom we should invite to our launch, please e-mail their contact details

directly to Cathy  
([thameshead@hotmail.co.uk](mailto:thameshead@hotmail.co.uk)).

It is really important that we invite as many people who may be able to support our fundraising efforts to our launch as possible. The more people who attend, the greater our chances of getting 50 defibrillators around Malvern. Therefore, any help you can provide in adding names to our guest list will be appreciated.

We will also be inviting everyone who has helped us so far to our launch to say thank you. Heartstart Malvern is still less than six months old but we have come a long way in a very short time. This has only been possible with a lot of help from many individuals and groups.

### **Thank You**

Councillor Paul Tuthill has made a generous donation of £800 to buy a defibrillator to be placed in Malvern Link. We have quite a high profile location in mind for this defibrillator but need to raise about another £500 for the cabinet.

Malvern Town Council have kindly awarded us a grant of just over £1,600 to buy some more training equipment. This additional training equipment will enable us to train much larger groups including whole classes in a school.

Following a presentation by Heartstart Malvern at a recent meeting, Malvern Town Council have agreed to buy two defibrillators and cabinets. We hope that these will be purchased and installed shortly.

A special thank you goes to the Mayor (Councillor Cynthia Palmer), Councillor Caroline Bovey and Mary Piercy from the Council for their help in generating the support for the Town Council to purchase two defibrillators.

### **A date for your diary**

Richard Hartley, who is one of our trainers, has very kindly arranged for the proceeds from the Malvern Singers 2016 Christmas Concert to be donated to Heartstart Malvern.

The concert is being held on Thursday 8 December at 7.30 PM. Malvern Singers have an excellent reputation and have raised a significant amount of money for good causes in the past. We are absolutely delighted that they will be supporting us this year.

There will be more details about the concert in our next month's newsletter but it would be worth keeping the date free.

### **Charitable status**

Registering with the Charity Commission will enable Heartstart Malvern to apply to a number of organisations for funding. It will also reassure other potential funders that we are well run and are a reputable organisation.

To register as a charity you need an annual income of over £5,000. We only need just over £500 to reach this milestone. We would like to become a registered charity before our launch. Please contact Richard if you are aware of any organisation who may be able to donate £500. The money would be used to buy a defibrillator cabinet to be placed in Malvern Link.

### **Mailing list (important)**

To ensure that you receive future editions of this newsletter, please join our mailing list. To do this, please go to the News Section of the website and add your e-mail address to the subscribe section. It will only take less than a minute to do.

For more information about Heartstart Malvern or to become a volunteer, please contact Richard on 07716 345300 or at [richardvakislowe@gmail.com](mailto:richardvakislowe@gmail.com)