



JANUARY 16 - 17 2022

36
HOUR
APPEAL

A lifetime of precious moments *starts with you*

Thank you for being a champion for Chana's Matched Funding Campaign. We hugely appreciate your support!

Demand for our vital services has increased by 20%. Since our last fundraising campaign 18 months ago, your support is needed more than ever for our Matched Funding Campaign on 16th-17th January 2022. We need to raise £700,000 to ensure that we're able to continue to support couples in our community that need our help.

During the campaign on 16th - 17th January 2022, all you need to do is reach out to friends and family to ask them to support the vital work of Chana. We will provide you with a simple message that you can send out by text/WhatsApp or email, together with links to videos about our work.

All donations will be doubled.

About Chana

Chana, the leading UK fertility support organisation for the Jewish community, supports couples with the emotional, practical, halachic and financial challenges of infertility, miscarriage and any reproductive health issue.

We have a team of experienced psychotherapists, an in-house scientific advisor, an expert medical advisory panel and esteemed rabbinic patrons, all combining their knowledge to ensure a package of joined-up care and support for you on your journey.

Chana can offer support with:

- Primary infertility
- Secondary infertility - difficulty conceiving again after 1 or more pregnancies
- The loss of a baby through miscarriage or still birth
- Male infertility
- Fertility treatment to avoid genetic disorders
- Fertility preservation following a cancer diagnosis
- Relationship and intimacy issues

1 Timed campaign

We are hoping to raise £700k in 36 hours. The campaign goes live from 10am on the 16th of January until 10pm on the 17th.

2 Matched campaign

Every donation made will be doubled by our generous 'match funders' during the 36-hour live campaign.

3 Crowdfunded campaign

Every donation, large or small, will make a real difference! This campaign is a chance for the whole community to come together.

FAQ

When will I get the link to my team page?

All links will be sent out on Saturday evening, just before the campaign goes live.

Why can't I start sending out my link now?

The campaign is not live until just before Sunday 16th January and therefore it is not possible to make a donation via the online platform. However, you can start working on pledges.

Will you supply me with wording for text, WhatsApp message or email?

Yes, we will be sending out template wording which you can edit and personalise. This will be sent to each team member individually with your personal link to your page on Saturday evening, just before the campaign goes live.

Can people donate with cash, cheques or vouchers via the Charity Extra website?

Yes, we can accept cash, cheques, PayPal and charity cheques. All methods of payment are accepted on the very easy to navigate Charity Extra website.

Can donations also be delivered in person?

Donations can also be dropped off with your details so they can be added to your page at:

91 Bridge Ln, London NW11 0EE

US donors: Friends of Chana Inc, c/o Judy Weiss
London 1671 East 29th NW11 0EE Brooklyn, NY 11229

Offline donations not received by Chana cannot be entered onto your page. Use letterbox afterhours.

What If I am unable to collect or drop off an offline donation?

Chana will have a "pickup team" which will be on the road throughout the campaign. If someone would like their donation collected please call us on 020 3927 5010 and we will arrange a pickup.

Who should cheques/vouchers be addressed to?

Name: Chana Charity Ltd

Charity Number: 1172957

Can donations be made over the phone?

Yes. Supporters will have the option of calling Chana on 020 8203 8455

Can people donate anonymously on the Charity Extra platform?

Yes, they can donate anonymously so their name isn't public on your team page but as a team member you will still be informed of the name of the person who has donated.

Can I donate via BACS or pay directly to Achisomoch?

Yes, you can pay in the following ways online:

Bank: Barclays

Account Name: Chana Charity Ltd

Sort Code: 20-29-47

Account Number: 40230359

For international payments:

SWIFTBIC: BUKBGB22

IBAN: GB30 BUKB 2029 4740 2303 59

Achisomoch

Account 0672 Acc. 8311013630 SWIFT 221472815

A screenshot or receipt of transaction is required to confirm the donation offline.

Will I get a notification each time someone donates to my page?

Yes, you will receive an email notification.

Will Chana thank everyone who donates?

Yes, Chana will thank every donor. In addition, Charity Extra will send a receipt and thank you email every time someone donates.

3 easy steps to help with your fundraising



1

We will send you video clips in the lead up to the live campaign - please share them directly with your friends and on your social media.



2

From 10am on 16th January, please send messages to all your friends, family and other contacts to ask them to support during the 36-hour live campaign.



3

Keep encouraging people to donate throughout the 36 hours and ask them to share your link with friends who might also like to support Chana.