



Fundraising Guide

Age UK Sheffield is a registered charity (1108413) and company limited by guarantee. Registered in England and Wales number 5207254.
Registered office: First Floor, South Yorkshire Fire & Rescue, 197 Eyre Street, Sheffield, S1 3FG.

Your support helps us support older people in Sheffield

We are providing vital information, support, friendship and advice to those who need us and who often have no one else to turn to.

“They helped me access support I didn’t know existed”



A Record Year

We Supported
4,180
Older people with
reported casework



We helped at Least
425
to Increase their
Benefit Income



We also supported people with a wide range of issues to help them continue to live safely at home.

We Helped Over
2,000
people at risk of
loneliness to access
leisure/social activities

Age UK Sheffield is a registered charity (1108413) and company limited by guarantee. Registered in England and Wales number 5207254.
Registered office: First Floor, South Yorkshire Fire & Rescue, 197 Eyre Street, Sheffield, S1 3FG.

Your Fundraising Helps Us To:

£10

Helps us to provide 2 hours of befriending support for a lonely or isolated older person each week.

£20

Helps us to provide an hour of Information and Advice to older people who need it most.

£50

Helps us to build our existing Befriending, Information and Advice and Dementia Wellbeing services.

Age UK Sheffield is a registered charity (1108413) and company limited by guarantee. Registered in England and Wales number 5207254.
Registered office: First Floor, South Yorkshire Fire & Rescue, 197 Eyre Street, Sheffield, S1 3FG.

Fundraising Ideas

Not Sure Which Fundraising Challenge Is Right For You?

Getting Started

When picking a fundraising activity, ask yourself:

- What Preparation Do I Need To Do?
- How Long Will The Activity Take?
- Where Will I Need To Do It?
- When Will I Do It?
- Will I Go Solo or As a Team
- Do I Need Any Resources?
- What Is My Target?
- What Is My Budget
- Could a Hobby of Mine Be a Good Place To Start?











Fundraising at School

There are lots of ways your school can get involved

Here are a few ideas to get you started



Fancy Dress

Ask your teacher if you can have a Fancy Dress Day with £1 donations to join in

Get Active

Get sponsored to do something challenging like walking 5 miles, swimming 100 metres, or having a dance-a-thon

Talent Show

Host a talent contest to showcase your singing, dancing or magic tricks, and sell tickets to family and friends to watch

Bake Sale

Make delicious buns and cakes and have a bake sale at break time to sell them

Fundraising at Work

There are lots of ways you can get involved at work

Here are a few ideas to get you started

Sweepstake

Run a sweepstake on a sporting event or reality TV competition. Charge for entry with the nearest guess winning a prize.

Dress Down/ Dress Up

Hold a dress down day in the office with a small donation to be involved, or get sponsored to wear fancy dress for the day.

Office Olympics

lan a range of office Olympic Games (paper aeroplane javelin or desk chair racing). Charge £2 to enter with a prize for the winner.

Bake Off

Get together with your workmates to host a baking competition. Put it to a vote to decide a winner and sell your tasty treats to raise money.

Fundraising in the Community

Here are few ways to get involved in your community

Here are a few ideas to get you started

Car Boot Sale

Gather together your unused goods to sel at a car boot sale and donate the money you raise

Come Dine With Me

Put on a meal for a group of friends. Ask them to donate whatever they score you (a score of 7 would be a £7.00 donation)

Give It Up

Chocolate, alcohol, coffee or cake, task yourself to give up something you love for a month and get sponsored to do it

Classic Pub Quiz

Contact your local pub and ask to host a charity pub quiz. Charge an entry fee with a prize for the winning team and a raffle for everyone to take part in

Fundraising Champions





Partnering with local clubs community hubs



Find out more about fundraising by scanning the code or visiting Age UK Sheffield online



Take on a Challenge

1. Backup Plans

Fingers crossed your fundraiser will go according to plan, but just in case it doesn't it's best to make some contingency plans

2. Make the Most

Have a think about ways you could bump up your total, e.g. hosting a pub quiz and also doing a raffle on the night

3.Decorate

Make your event look fantastic! You'll find downloadable resources like DIY bunting on our website: www.ageuk.org.uk/sheffield

4. Take Photographs

We'd really appreciate you taking lots of photos and sending them our way so we can show off how proud we are of you!

5. Make Donating Easy

Remember there are several ways people can donate - set up an online page or sponsorship form

6 .Don't Give Up!

Persistence pays off, and there's nothing wrong with sending out a reminder before the event. People will usually appreciate the prompt

7. Get Clued Up

It's important to explain to people why they should donate to Age UK Sheffield. Visit our website to find out a l about our services

8. Say Thank You

You'l find a printable thank you card on our website but you could also share thank you messages by letter, text, in person or on social media.

9. Funraising Page

Ask close friends and family to donate first, as other people may then match their generosity. Don't forget to ask for Gift Aid, as it adds 25% onto your total!

10. Contact Local Press

A few lines in the local paper or an appeal on your local radio station wi l give your event and fundraising total a huge boost!

Top Tips!
Planning Your Event

Keeping it Safe and Legal

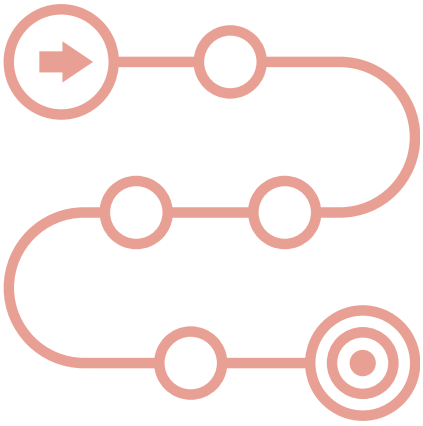
As a Volunteer fundraising in aid of Age UK Sheffield you will be responsible for making sure everything is safe and legal, so we've put some suggestions together to help you do this

Planning

Fingers crossed your fundraiser will go according to plan, but just in case it doesn't it's best to make some contingency plans







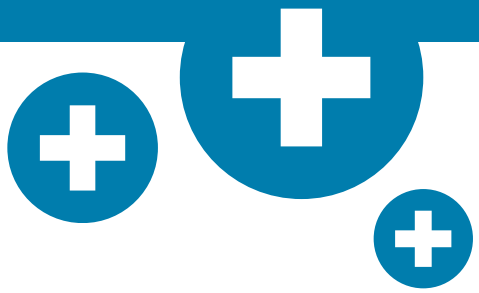
Refreshments

If you'l be having food at your event then you'l need to ensure it's safe. Check out the Food Standards Agency website for guidelines on handling, preparing and storing food. If you are using a caterer you need to make sure they have a Food Hygiene Certificate and Public Liability Insurance. If you're se ling alcohol then it is likely that you wi l need a licence.

Find more information about staying safe and legal on www.gov.uk/guidance/fundraising-legally-and-responsibly. Alternatively, call us on 0114 250 2850, and we'll help you in any way we can

First Aid

It's a good idea to have first aid supplies available and qualified first aiders if possible. Make sure emergency evacuation procedures are in place and that there is adequate access for people with disabilities.



Licencing

You may need to contact your local authority to check whether you need a licence if, for example, you're planning to: hold a raffle, lottery or auction, provide alcohol, co lect money in public. Contact Sheffield City Council to check which licences you might need on 0114 273 4264.

Handling Money



Be careful and vigilant when carrying money around. Make sure at least two people are around when money is being handled and counted Colect cash using a secure container (you can order these by caling us on 0114 250 2850). Donate raised money at the first available opportunity.

Find more information about staying safe and legal on www.gov.uk/guidance/fundraising-legally-and-responsibly. Alternatively, call us on 0114 250 2850, and we'll help you in any way we can



Keep Us Posted

Age UK Sheffield is a registered charity (1108413) and company limited by guarantee. Registered in England and Wales number 5207254.
Registered office: First Floor, South Yorkshire Fire & Rescue, 197 Eyre Street, Sheffield, S1 3FG.

knit a helping hat

knit us a hat and
we'll pop it on a bottle
to help older people
live well



30p goes to Age UK*

Send your hats to this address by 1st October 2027:

**Age UK Sheffield
First Floor, South
Yorkshire Fire &
Rescue, 197 Eyre**

Sheffield age UK

innocent the big knit

age UK
Let's change how we age

*innocent gives 30p to Age UK for every bottle sold with a hat on

Age UK is a registered charity (1128267)
Registered with FUNDRAISING REGULATOR

Corporate Partnership

Why Become a Corporate Partner?

By partnering with Age UK Sheffield, you will support us to deliver a range of needs led services in the community to support older people, across Sheffield - helping to improve and sustain their quality of life.

Help Us Help You

Partnering with us will not only support our missions, but raise awareness of your business and maximise your understanding of potential clients that are over the age of 50.

We can also help you and your staff with supporting any of their older loved ones.

Become a corporate partner of Age UK Sheffield, support us, and together we can change how we age

Age UK Sheffield is a registered charity (1108413) and company limited by guarantee. Registered in England and Wales number 5207254.
Registered office: First Floor, South Yorkshire Fire & Rescue, 197 Eyre Street, Sheffield, S1 3FG.

The Difference Your Support Makes

- Our friendly volunteers help support a wide range of charity activities, including our Dementia Wellbeing Centres and cafes, our “In Touch” befriending programme. 25,000 volunteering hours equivalent to £286,00 in value

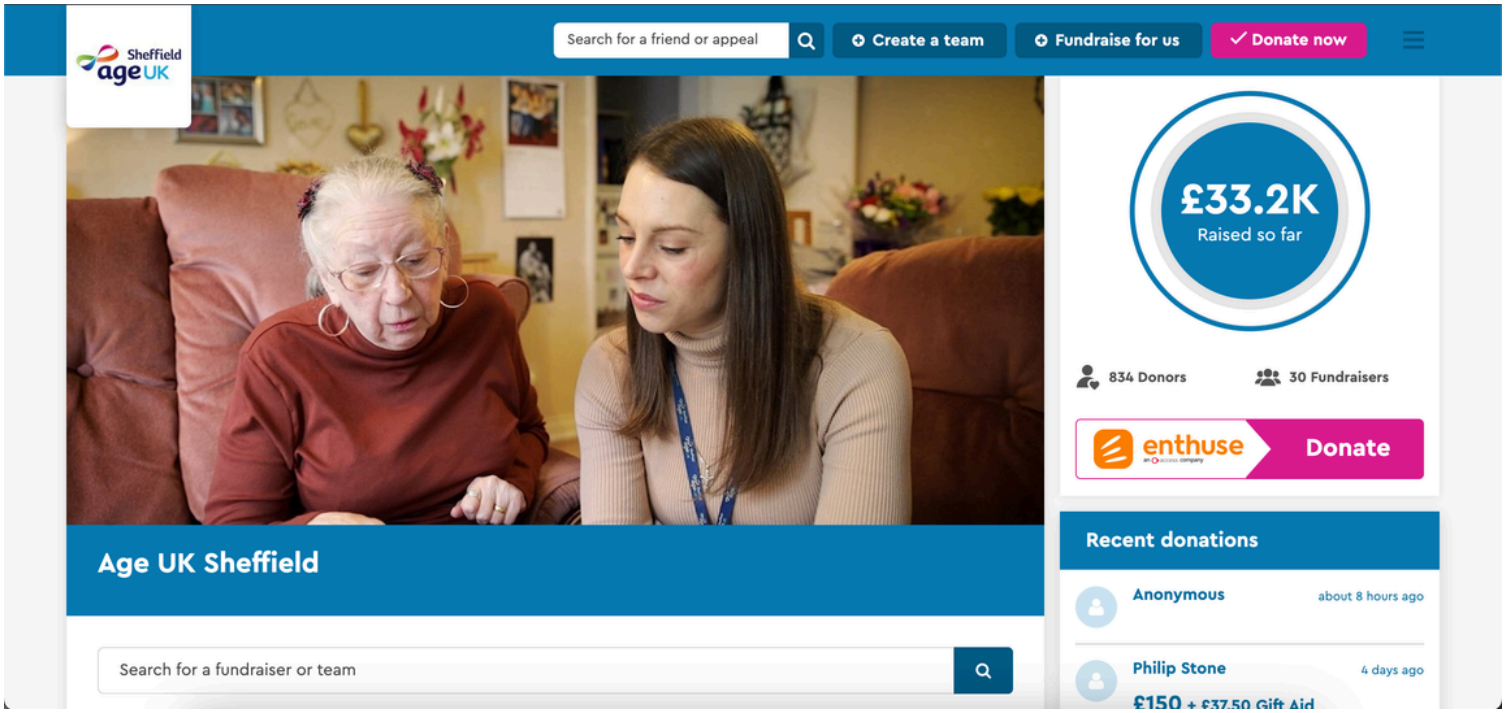
- We took on 4,180 new cases for people who required our support an increase of over 10% compared to the previous year. Helping people to increase their income by over £2.65 million in the first year by claiming entitled benefits

- We helped over 2000 people at risk of loneliness to access leisure and social activities reducing the demand on the NHS. Patients we supported were discharged on average 2 days quicker than a comparator ward, with a lower readmission rate. Saving £318,000 on bed days

- Enabling our Dementia Wellbeing team to support the 1347 people who have been newly diagnosed with dementia, to attend regular dementia cafés, day trips, maintenance cognitive stimulation therapy and general advice and support.

Age UK Sheffield is a registered charity (1108413) and company limited by guarantee. Registered in England and Wales number 5207254.
Registered office: First Floor, South Yorkshire Fire & Rescue, 197 Eyre Street, Sheffield, S1 3FG.

Your Online Enthuse Page



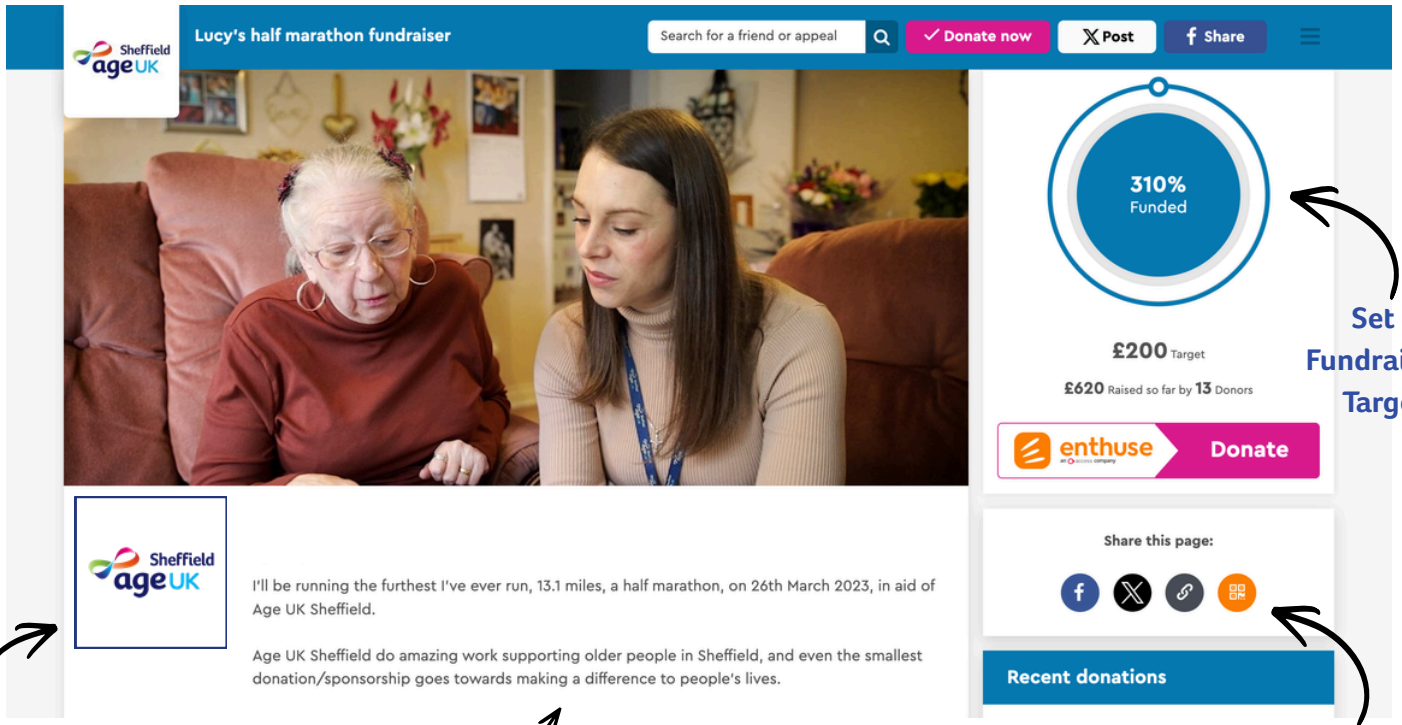
Welcome to Age UK Sheffield's Enthuse page

From here you can create an account, see recent donations, interact and view the total raised so far.

Once you have followed the initial steps to register an account on the Enthuse platform, you will have created your own personal fundraiser page! You should receive an email to confirm this and a link to login to the page

Your Online Enthuse Page

Here is an overview of your fundraising page

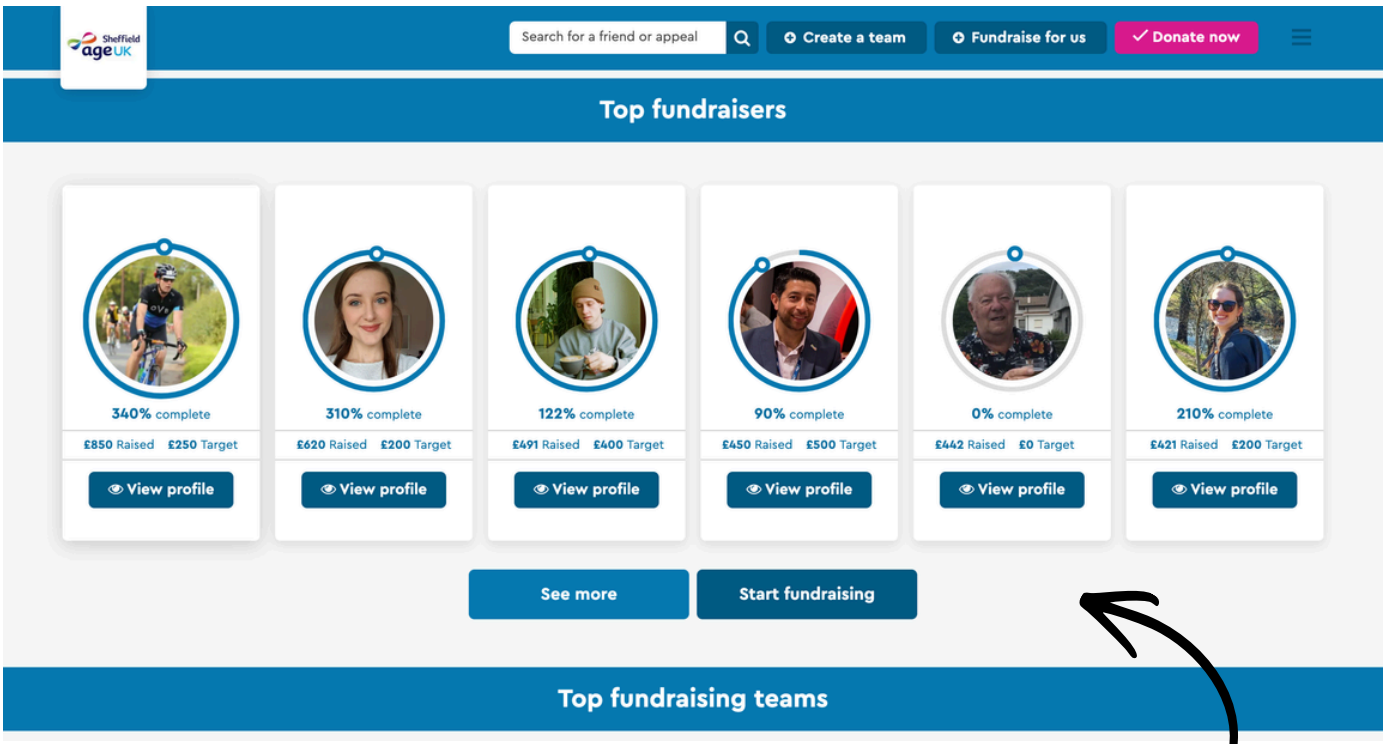


Set a Fundraising Target

Add a Photo

Let everyone know your goals/ achievements

Share your journey



Get Competitive

See who else is fundraising for the same cause

Fundraising Checklist

Tick off these as you go

1. Read Our Fundraising Guidance ☐

Guidance is available online and in this pack

2. Create Your Personal Fundraising Page ☐

Sign up through the fundraising section of our website and follow the instructions to get started

3. Customise Your Enthuse Page ☐

Boost your donations by customising your Enthuse page. Pages 17 and 18 of this guide detail some of the ways you can do this

4. Organise Your Event/ Challenge ☐

Thought of an idea? Lock in a date, time and location for it to take place

5. Check Out Our Fundraising Resources ☐

Make use of our free promotional fundraising resources. They are available through the fundraising section of our website

6. Share Your Fundraiser ☐

Tell your friends, family and colleagues about your fundraiser. You can share your Enthuse page directly across social media and make use of our resource pack for printed promotions

7. Collect Sponsorships/ Donations

Use your Enthuse page to collect donations from your supporters. Alternatively, you can use our sponsor form in our resource pack

8. Pay In Your Donations

Make sure you pay in any donations you receive directly into your Enthuse page. If your not using Enthuse, please contact us to discuss how you can pay in

9. Tell Us About Your Fundraising Journey

We love a good story! Tell us what you have been up to on your fundraising journey. Tag us @ageuksheffield and use the hashtag #AgeUKSheffieldFundraiser when sharing your story and photos

Enjoy Yourself!

No matter what you have chosen to do, it is important to have fun and enjoy yourself whilst doing it!

Good Luck!

Age UK Sheffield is a registered charity (1108413) and company limited by guarantee. Registered in England and Wales number 5207254.
Registered office: First Floor, South Yorkshire Fire & Rescue, 197 Eyre Street, Sheffield, S1 3FG.