

# Your guide to **RAISING CASH FROM YOUR DASH**

Thanks so much for taking on the Leeds Abbey Dash 10k for Age UK on Sunday 22 October. Together, we can make a difference to the lives of older people in Yorkshire and across the UK.



## **How much will you raise in your race to the finish line?**

Every runner and every donation count. While registration fees cover the cost of the event, every extra pound you raise for Age UK will help us provide information, friendship and advice to older people who need us most.

### **Start your fundraising today**

Your Enthuse online fundraising page is the fastest, easiest way to share the news and get your friends and family to support you. To help you get off to a flying start, we set your fundraising page up for you when you registered.

### **Our top tips for a successful page**

- **Add a profile picture or story** to tell people why you're taking part, and how their support will help older people with vital friendship and advice.
- **Give a donation yourself** to get the ball rolling (people who do this raise 81% more on average).
- **Use the social share buttons** to spread the word to your family and friends.
- **Be sure to post an update after the Leeds Abbey Dash** – many people are inspired to donate when they see the proof!

**Check: does your workplace offer matched giving? If the answer's yes, you could double your donations just like that.**

## **Fundraising ideas to help you go the extra mile**

Here are 3 brilliant ways to boost your total:

- **Download our sweepstake game** and ask your friends and family to take part.
- **Host a bake sale at home, school or work** – a tried-and-tested recipe for success!
- Ask friends and family to **sponsor a kilometre of the race or a song for your running playlist**. Download the sponsorship form [here](#).

**You can find heaps of downloadable resources from posters to bunting [here](#).**



## How will my fundraising help?



**£10**

could make two Telephone Friendship calls to an older person experiencing loneliness.



**£50**

could help pay towards in-depth advice from a Specialist Advisor for an older person who is struggling to make ends meet.



**£100**

could help us campaign to ensure older people's voices are heard at the heart of government in key decision making.



**£250**

could help pay towards a whole year of Telephone Friendship calls to a lonely older person when they have no one else to turn to.

## Your support in numbers *How we helped in 2021/22*



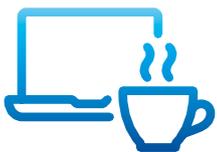
**204,119**

calls were answered by the Age UK Advice Line, offering guidance and support



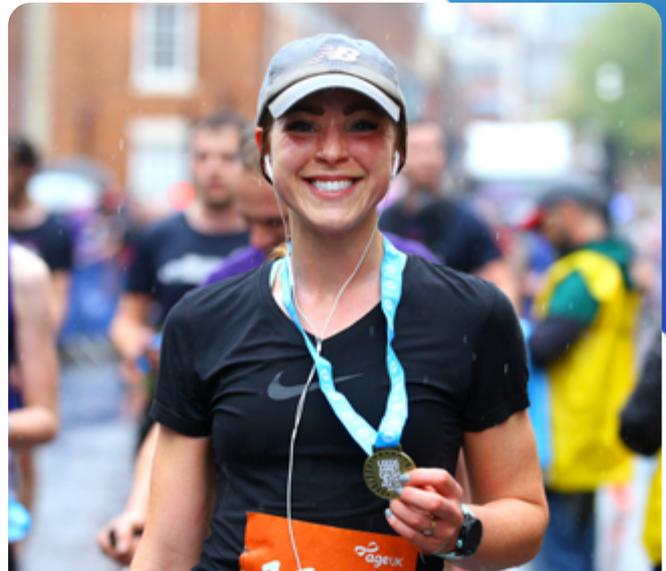
**93%**

of respondents felt their wellbeing had improved thanks to our Friendship calls



**10.7m**

visits were made to the Information and Advice pages on our website



## Get in touch

We'd love to hear about what you're doing to raise funds for Age UK. If you'd like to share your story or you have any questions in the run-up to the big day, please email us at: [10k@ageuk.org.uk](mailto:10k@ageuk.org.uk)

**If you or someone you know needs our support, call the Age UK Advice line on 0800 169 6565, 8am to 7pm every day of the year.**

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