

# Fundraising Guide

**How to contact us...**

**Email:** [fundraising@ageukbristol.org.uk](mailto:fundraising@ageukbristol.org.uk)

**Phone:** 0117 929 7537

**Fax:** 0117 922 1911

**Address:** Age UK Bristol Canningford House 38 Victoria Street Bristol BS1 6BY

More information at: **[www.ageukbristol.org.uk](http://www.ageukbristol.org.uk)**



# Thank you for fundraising with Age UK Bristol!

We have developed this guide to help with your fundraising.

Age UK Bristol aims to **improve the lives of older people living in Bristol**, and the money you raise will help us to:

Promote **positive attitudes** to ageing in the city

Lead and enable **collaboration between other organisations** working with older people in Bristol



Provide top-quality **services and support** to all older people in Bristol

**Influence** local **public spending** and policies in a way that benefits older people





# Where will your money go?

## *Practical and emotional support for those who need it most.*

Margo and Ken have been married for 38 years, but when Ken started to lose his way around their home, Margo knew something was wrong. Ken was later diagnosed with Dementia and Alzheimer's. Margo was struggling to find legal advice and feared saying the wrong thing and having her house taken away. Age UK Bristol was able to help support Margo as she applied for council tax reductions, pension credit and power of attorney. Margo also feels reassured by the helpline and knows she can go to Age UK Bristol for impartial advice.

*"If I've got a problem, I know I can go to Juliet for impartial advice. She's a good intermediary to have with the council and she helps me to find out what I need to know to make the right decision. Best thing I ever came across."*

We rely on your **fundraising** efforts to **improve the lives of older people** in Bristol.



*“It felt like we  
clicked and I’d  
always known her...  
**Best thing I ever  
came across.”***





# Fundraising Checklist

## 1. Pick your activity or event

We have provided a number of fun ideas, or alternatively you can come up with your own!

## 2. Set yourself a target

Begin your activity with a clear goal of what you would like to achieve

## 3. Set up a fundraising page

Set up a fundraising page on Just Giving or Virgin Money Giving

## 4. Spread the word

Link your fundraising page on social media and be sure to tell your family and friends!

## 5. Update your supporters

Provide regular updates e.g. pictures of your training or preparation for an event

## 6. Have fun!

Fundraising should be a fun and rewarding experience!

Fundraising  
is often **more  
fun with others**  
than alone!



# Ideas for Activities and Events

Here are some **fun ideas for fundraising!** Fundraising **can take place in many different ways** varying from simple to more expansive, but here are just some ideas to help get you started.



**Pub quiz** - Pub quizzes are a great, fun way to raise money. You can hold these in a pub or any venue of your choice and charge people to enter. You can find a range of questions online.



**Walk or run** - Set yourself a challenge! Anything from running 100km over a month, to walking a million steps over 3 months (ave. 10,000 steps per day).



**Swim or cycle** - Ask friends and family to sponsor you to do a swimming or cycling challenge



**Cake sale** - Bake some cakes and sell these at school, work, to your neighbours or friends and family.



**Party** - This could be a themed party, dinner party or even an afternoon tea. Ask your friends and family to donate to attend.



**Anything else you can think of!** - Activities that bring people together and spread positivity work well for fundraising.



# Pandemic-Proof Activities And Events

We need people like you to fundraise for us now more than ever - so here are some ideas of events and activities that can be done whilst social distancing.

**Sponsored walk / run / cycle** - Set yourself a personal challenge, and ask friends and family to sponsor you. For example, you could set yourself the challenge of running 100km in a month.

**Ask people to donate their commute to work or daily coffee** - Reach out to your family and friends and ask them to donate the money they would usually spend on their commute or coffee whilst they're working from home.

**Online pub quiz or games night** - Host an online quiz or games night for your friends and family.

**Facebook birthdays** - Is your birthday coming up? Select Age UK Bristol as your charity!

**Cut, shave or dye your hair** - Be creative! The more wacky the idea the more likely people will be to donate.

**Danceathon** - e.g. dance for 24 hours and ask friends and family to donate.

**And anything else you can think of!** - Maybe try adapting a pre-isolation activity to work socially distanced?



# Keeping things safe and legal

**Some methods of fundraising are restricted** by local and national charity law. If you are organizing a fundraising activity in aid of Age UK Bristol please be aware that you will be **responsible for carrying it out safely and legally.**



**Insurance** - If your event involves the public it is likely that you will need to have Public Liability Insurance. If you're hiring a venue then check whether they already have this. Any event carried out in aid of Age UK Bristol will not be covered by Age UK Bristol's insurance.



**Health and Safety** - Advice will vary depending on when and where you are planning to hold your fundraising activity. The Health and Safety Executive has further information at [www.hse.gov.uk](http://www.hse.gov.uk)



**Food and Drink** - It is not always necessary for a food certificate to be held although it is advisable. Food Hygiene regulations can be found at [www.food.gov.uk](http://www.food.gov.uk). If you are selling alcohol then it is likely you will need a licence.



**Licences** - 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, or collect money publicly. Contact your local authority to check which licences you might need.



**First Aid** - It's very important to ensure you have adequate provision for your event. You must decide if you need a qualified first-aider present or if having a first aid box is enough.



# Spreading the word on Social Media



**Post** photos and videos showing your fundraising and **explain why** you have chosen to support Age UK Bristol



**Tag Age UK Bristol** on your posts on your chosen social media platform



Include the **website** link:  
[www.ageukbristol.org.uk](http://www.ageukbristol.org.uk)



**Tag others** to **encourage them to sponsor you** and inspire them to start their own fundraiser



# FAQS

## **Where can I get a sponsorship form?**

You can download and print a sponsorship form [here](#).

## **I can't fundraise right now, but I'd like to donate, how can I do this?**

You can donate to us [here](#) on JustGiving, or [here](#) on Virgin Money Giving.

## **I'm stuck for ideas, what can I do?**

If you are still stuck for ideas, check out our A-Z list of activities that you can do [here](#).

## **Can I receive any materials to help me with my event?**

Get in touch if you need any materials or support - we'd be happy to help!

## **I'm still stuck, can you help?**

Yes! Feel free to contact us on social media or email us at [fundraising@ageukbristol.org.uk](mailto:fundraising@ageukbristol.org.uk)

**Thanks** for  
helping to  
support **Age  
UK Bristol!**