

Welcome

Charity fundraising ideas come in all shape and sizes. Whether you take inspiration from our tried-and-tested fundraising tips or let your imagination run wild, every penny raised counts, and will make a big difference to people in later life.

All of the money raised locally will be used to benefit local older people in the following ways:

Making sure all older people have a decent in-come and access to services available to them by providing them with information and advice, including benefits advice.

Reducing the loneliness and social isolation experienced by Calderdale and Kirklees' older people by providing services such as our Befriending Service, Day care centres and a handyman service.

Offering a range of home based, practical and enabling services that support older people to live independently at home safely and with a good quality of life.



Audrey and Daughter



Your support means we can continue to improve the lives of older people in Calderdale and Kirklees.

Who we are...

Age UK Calderdale and Kirklees is an independent local charity dedicated to improving the lives of older people across Calderdale and Kirklees. We are a brand partner of the national charity, Age UK. We are a separate organisation, but we share the same values and mission. Age UK work on a national level to improve the lives of older people.



What's in the pack...

- Getting started
- Fundraising poster (To advertise your fund raising plans)
- Fundraising event ideas
- Fundraising thermometer (To track your fund raising and help you to hit target)
- Workplace fundraising ideas
- Sponsorship forms (Print off as many as you like)
- A-Z of fundraising ideas
- Setting up a Justgiving page

A-Z of fundraising

Below are just a few fundraising ideas' to help you get started with a fun-filled fund-raising event.

Afternoon tea	Film night	Pancake flip
Antiques fair	Football competition	Plant sale
Arts & crafts stall	Games night	Pot luck dinner
Auction	Gardening	Pub games night
Bake Sale	Give up (anything)	Quilt making
Battle of the Bands	Guess the weight	Quiz night
BBQ	Head-shaving	Race night
Bingo	Italian night	Raffle
Book sale	Jazz night	Rounder's tournament
Bring & Buy	Jewellery sale	School sports day
Carol singing	Jumble sale	Scrabble tournament
Coffee morning	Karaoke night	Sponsored silence
Concert	Knitting marathon	Sports sweepstake
Dance event	Late night walk	Swear box
Darts tournament	Line dancing	Talent competition
Dog-walking	Masquerade ball	Tombola
Dress down day	Murder mystery	Treasure hunt
Easter egg hunt	Nearly new sale	Unwanted goods sale
Egg and spoon race	Netball tournament	Valet service
Eighties night	No shoes day	Variety show
Expert talk	No smoking day	Vegetarian night
Exhibition	Obstacle course	Wine tasting
Fancy dress	Odd jobs	Xmas card sale
Fashion show	Outgrown clothes sale	Yoga marathon

We love seeing pictures of you fundraising for us. So please tweet and share your photo's! With the [#AgeUKCalderdaleandKirklees](#)

Registered charity number 1102020

 enquiry@ageukck.org.uk

 [@AgeUKCK](https://twitter.com/ageUKCK)

 [/AgeUKCalderdaleandKirklees](https://www.facebook.com/ageUKCalderdaleandKirklees)

**Fundraising
Pack**

Getting Started

Age UK Calderdale & Kirklees provide a wide range of services and support to older people and their carers in the local community. When you fundraise for us, you help make sure we can continue to provide help.

1 // Getting Started

The sooner you start, the more you'll raise. No ex-planation needed! Don't leave it until the last mi-nute.

2 // Individual sponsorship

Use sponsor forms or set up your own online spon-sorship site. See "setting up a Justgiving page" for information.

3 // Spread the word

Tell everyone what you are doing. Use email signa-tures, work noticeboards, local press, Facebook, Twitter – use every means possible! And don't for-get to hook up with Age UK Calderdale and Kirklees website, Facebook and Twitter.

4 // Why should people sponsor you?

It is important to explain to people why they should sponsor you in support of Age UK Calderdale and Kirklees. To find out more, visit our website <https://www.ageuk.org.uk/calderdaleandkirklees/>

5 // Approach your employer

Ask your company if it operates a matched-funding scheme, which means it'll match your fundraising pound for pound. If they can't, you could ask for a donation or for permission to arrange some fund-raising events within the workplace.

6 // Don't feel daunted

If you set yourself a fundraising target, by breaking it down into easily achievable chunks, it will be less daunting. Divide your fundraising target and work towards a monthly or weekly target, instead of one amount.

7 // Play to your strengths

Where do your talents lie? If you're good at something, or want to do something special for a milestone birthday then make some money out of it! For example, dog-walking, car-washing, gardening, odd jobs, babysitting, sky-dives, knitting special items and making greet-ings cards.

8 // What's in it for me?

Don't rely on sponsorship alone. People are helping you to achieve your goal, so give them something in return. How about a quiz or dinner party?

9 // Don't give up

Persistence really pays off. You don't want to pester people too much, but there's nothing wrong with sending out an email reminder a couple of weeks after your first request. Don't be afraid to do this – people genuinely forget, and will appreciate the prompt.

10 // Collections

If you would like to help Age UK Calderdale and Kirklees with the organised local collec-tions in the area and local supermarkets please contact us on **01422 252 040**. We will provide you with the materials you need including t-shirts, tins or buckets and stickers.

Ways to fundraise

Event ideas

Sometimes people get donor fatigue, so give them something for their money instead, by hosting an event!

Host a dinner party

Invite ten friends over for dinner, charging them £15 a head for their meal. Ingredients don't need to be expensive – make a huge casserole or paella or buy some cheap party food from the supermarket. You could theme the party – a Mexican or 1980's theme. Or why not host a murder mystery dinner party and have everyone dress up as different characters. You can buy different games, download free versions off the internet or write the plot yourself.

Throw a party

Contact local pubs and venues. Many places are prepared to give you a bar or area for you to hold a part or night for free. You can ask people to pay for entry and then run a raffle to maximise takings. How about a marathon or sporting legend theme, a barn dance or fancy dress... the possibilities are endless!

Coffee Morning

Lots of people fundraise through coffee mornings but you can make yours little different. Try Turkish Coffee or French Pastries?

Bring and Buy

Clear out the loft and raise a bundle at your local car boot sale or local fair. Whether you're selling an excess of homemade chutney or unwanted gifts, your unwanted goods could be someone else's treasure. Maximise your fundraising by asking friends and family to do the same.

Cheese & Wine Night

Many wine companies offer tasting sessions for local organisations and they can assist in your fundraising efforts. You can receive a commission for every bottle sold and hold a raffle as well. Ask people to bring a bottle of wine and a cheese from a different country.

Host a pub quiz

Always a firm favourite – contact your local halls or pubs and see if they'll give you the space for free. Invite all your friends, colleagues and family and encourage them to bring their friends and family to create teams. Charge entry per person or per team and download a free pub quiz offline. Have a friend who thinks they're a comedian? Then get them to be the host. Why not use the opportunity to tell everyone about the work that Age UK does – maybe have a golden oldie round. Maximise your fund-raising by also hosting a raffle or a bake sale and try and get a prize donated by a local business.



Coffee morning



Bake sale

Workplace ideas

The workplace is a great way to raise some funds. Why not use these tips to get your work colleagues to support you

Bake Sale

Bake some cakes and sweet treats at home, also asking colleagues to bake as well and sell them by the slice at work. It's a simple and effective way to raise money and it perks up the morning coffee break.

The #!#!# swear box

This is very easy to organise and a great tongue-in-cheek aid to cleaning up your work environment. You'll be amazed at how quickly those persistent offenders change their behaviour.

Run a raffle

Approach local companies or your company di-rectors for prizes. These could be bottles of wine, hampers, dinner at a local restaurant, electrical equipment, and theatre ticketsanything! In return for donating prizes offer the company publicity on raffle tickets or post-ers.

Email Signature

Really simple but if your workplace allow you too, change your email signature to let people know you're running the marathon. You can also add in your online fundraising page and advertise any workplace fundraising you are also doing.

The infamous office quiz

Run this from the canteen or the pub local to your workplace. Just charge an entrance fee and use part of the money to purchase a prize (if not donated). Quiz questions can be easily found online.

Sweepstake

Set up a sweepstake for upcoming sporting events like the Derby, or on Eurovision, X factor, or even just the days of the month. Get every-one to pay £2 and put 50p from that into a prize fund. If you get 20 people playing the prize will come to £15 and you'll make £45. If the winner is feeling especially generous they can donate the prize back to you.

Casual Clothes Day

The idea is that people make a donation to dress casually. You could even persuade the more adventurous to adopt fancy dress for the day and get sponsored. If you're employers won't allow fancy dress, try having a bad tie day instead.

Set up a Just Giving page

Make a fundraising page and share it with family and friends! It's that easy!

Create your very own personalised page. Anyone can donate with a credit/debit card from anywhere in the world. Just Giving sends your donations straight to us. (Remember, our charity number is 1102020. and reclaims gift aid automatically on our behalf.)

1// Create your page

Go to Just Giving and follow the instructions. (Make sure that you select Age UK Calderdale and Kirklees as your charity.)

2// Personalise your page

Go to your account and personalise your page with a message, image and target. Try to update this regularly to let your sponsors know how you are doing.

3// Share your page

Email or Facebook message a direct link to your page to all your friends, family and colleagues.

4// Update people

Keep people updated on your progress - remind them to donate if they haven't already and to forward your page to their friends.

5// Share your news

Let us know how your fundraising is going so we can share your news and good ideas with other fundraisers.

6// Keep smiling!

Remember that every pound you raise helps provide a better future for people in later life.

JustGiving™

Remember to select Age UK Calderdale & Kirklees to ensure your money raised stays local to you.