

CORPORATE FUNDRAISING



Age UK Ealing is a local charity supporting older people, their families & carers in your community. In challenging times, our purpose remains clear & resolute. Our mission is to promote the wellbeing of all older people in Ealing & empower them to achieve full quality of life.

Supporting us will help meet your corporate & social responsibility needs. Whether it's a one-off event or a long-term partnership we can provide ideas & support for fundraising initiatives, staff engagement activities or sponsorship opportunities for your company.

We want to ensure that, if you choose to work with us, the partnership is mutually beneficial.

We help more than 11,000 older people in Ealing every year

Helping older people in Ealing since 2003

We support older people in Acton, Ealing, Greenford, Hanwell, Northolt, Perivale & Southall

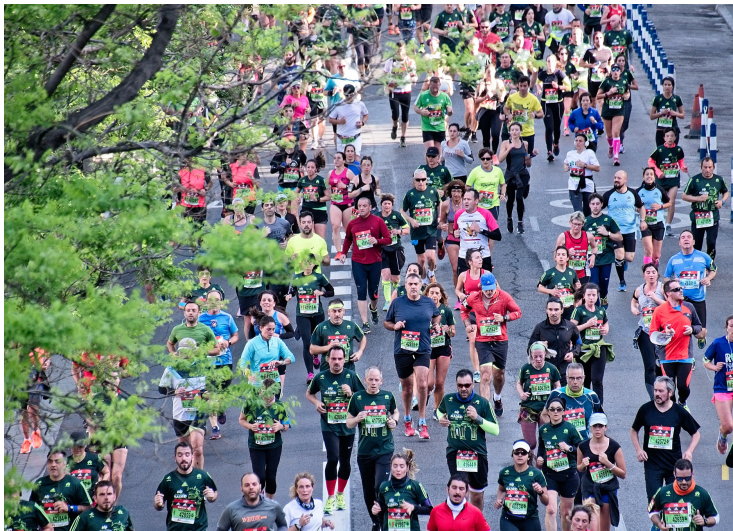
WAYS TO GET INVOLVED

CHARITY OF THE YEAR

We can help your company achieve its Corporate Social Responsibility (CSR) goals whilst supporting Age UK Ealing, a small, local charity with a big vision.

Benefits of being Charity of the Year:

- Demonstrates to your employees, customers & potential customers your commitment to supporting a local charity
- Positive PR & raising your profile locally
- Encourages team building & boosts morale
- You'll be helping older people to have a better later life.



OFFICE FUNDRAISING

Fundraising in the office can be a great way to have some fun as a team! Here are some fundraising ideas;

- **Take on a challenge** – Run, cycle, walk, climb... grab your sports gear & take on a challenge together.
- **Hold an event** – Everyone loves a bake sale or a quiz night. Turn your office social into an opportunity to have fun & raise some money.
- **Introduce office fines** - The office swear jar will make more money than you think!

PAYROLL GIVING

A regular donation through your salary is a great way for you to help us. Payroll Giving allows you to directly donate from your salary before tax is deducted.

This means for someone on a basic tax rate, donating £10 a month will only cost them £8 from their net pay.



WAYS TO GET INVOLVED

GIFTS IN KIND

Throughout the year we rely on the generosity of local businesses & people to provide our service users with a little gift from time to time.

For example, at Christmas we provide hampers for older people in the community. Can your business donate items towards our hampers? Or perhaps you can sponsor our annual Christmas lunch, there are a range of options available.



VOLUNTEERING

Do you have skills you can share with us? We are a small charity & have a pool of fantastic volunteers but we could always do with an extra pair of hands! For example, are you a painting & decorating pro? Or maybe you can help out in our Marketing department?

Whether it's volunteering at our Day Centre or having a chat with an older person who is isolated and lonely, there's always something to do at Age UK Ealing.

ONE OFF/ANNUAL DONATION

We appreciate that sometimes businesses want to help, but just don't have the time or capacity. Making a one-off or annual donation goes a long way at Age UK Ealing & will support;

- Older people experiencing loneliness & isolation
- The running of our Day Centre which provides a place for older people to come & socialise
- Our Information & Advice team to continue to help over 50s across the Borough.



WHAT WE'LL DO

We want to ensure that our partnerships with local businesses are mutually beneficial & that both parties are able to form long-lasting, successful relationships.

What we can do for you:

- We have a dedicated Fundraising Manager to support you through your journey & ensure your fundraising activities are a success.
- We will include your company logo on our website & publish an article about the partnership & the support you give to Age UK Ealing.
- The partnership & any fundraising activities you undertake will be posted on our growing social media channels.
- You will be able to make use of our business facilities at Greenford Community Centre for meetings/training, free of charge (subject to availability).
- Provide you with posters, donation buckets, t-shirts & other fundraising materials.

How Your Money Helps



£99 can enable an older person to attend our Day Centre for a week



£387 can pay for the food and drinks at the Day Centre for a month



£1,310 can support ten isolated older people with befriending for a month



£5,693 can pay for the Day Centre's building for one year



£7,622 can pay for our Information & Advice helpline for a year

If you would like to speak to us about making a one-off donation or require a bespoke corporate partnership package, do not hesitate to contact us.

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