

Fundraising Guide



Ideas, Tips and Inspiration!





At Age UK Essex we believe old age should be celebrated and enjoyed. Every year we help over 100,000 people live life to the fullest by supporting independent living offering practical help and advice and much needed companionship. With the pressures on our health and social care systems growing, more and more people are in need of our services and are turning to us for help.

This handy guide will give you everything you need to get started with your fundraising. Over the next few pages you'll find fundraising ideas and tips, along with information on the impact your support will have for older people in Essex.

Thank you

One in 5 of us
will celebrate our
100th
birthday

**“Age UK Essex has improved
my Dad’s quality of life”.**

Maria, Chelmsford - Befriending client’s daughter



Three cupcakes are arranged on a white, ornate plate. The top-left cupcake has pink frosting with a white flower decoration. The top-right cupcake has white frosting with a pink flower decoration. The bottom cupcake has white frosting with a yellow flower decoration. The background is a light-colored surface.

Get organising...

Top tip: contact your local pub or community hall; both great places to hold these events

33,000

older people in Essex
are living with loneliness

Get together with your friends to organise a coffee morning or bake sale, or if you're feeling competitive take on your friends and colleagues with a bake-off style competition.

For the non-bakers, a charity quiz night might be more your cup of tea.

**“I really appreciate my
weekly telephone call. I live
in sheltered accommodation
and it’s nice to know
someone is thinking of me”**

Diane, Witham - Befriending client

**Just £5 allows one of our volunteers to
make a weekly call to a lonely older person**



Get knitting...

Age UK Essex have a fantastic network of knitters, tirelessly knitting thousands of tiny hats each year. For every knitted hat we receive, Innocent will donate 25p towards our vital services.

Top tip: Download our knitting guide
www.ageukessex.org.uk/knitting



**£25 covers the cost of a call to
our information and advice line
providing you or an older person
with help or information needed**



**“Age UK Essex sits and talks things
through with me, just knowing that they
are there takes the pressure off me”**

Jean, Colchester - Information & Advice line caller

Get active...

Up for the challenge of cycling 100 miles? Or maybe you want to tick that skydive off your bucket list? Whatever you fancy doing, **we can help you make it happen.** For challenge inspiration check out our website or get in touch.

Top tip: encourage your friends to do the challenge with you, that way you can help each other with training and fundraising



**The average cost of
providing face to
face befriending for a
whole year is £400**

**“Keeping Mum company was
invaluable to us, knowing
someone was checking in on
her when we couldn’t gave us
great piece of mind”**

David, Maldon - son of befriending client



**NO ONE SHOULD
HAVE NO ONE**

By raising money for
us, you ensure that
this statement is

true for over
100,000

older people in Essex every year



Ways to donate

Donate by telephone

To make a one-off donation or set up a regular gift over the phone, call us on:

01245 207 065

(lines open Monday - Friday,
8.30am - 4.00pm)

Donate by text

To make a one-off £5 donation

Text: AUKE01 £5 to **70070**

Donate online

Giving online is quick and easy. You can make a one-off donation or a regular monthly donations at:

www.ageukessex.org.uk

Don't forget Gift Aid

When you give money to Age UK Essex under Gift Aid, we will reclaim basic rate tax on that money - currently 25 pence to the pound. This means that £1 can be turned into £1.25 just so long as donations are made through Gift Aid. Imagine what a difference that could make and it doesn't cost you anything.



Contact Us

Nothing tickle your fancy? We've got plenty more up our sleeves, from fancy dress days to fun runs and everything in between.

Get in touch with our dedicated fundraising team for more ideas. You can also follow us on Facebook and Twitter for more fundraising inspiration.

 **01245 207 065**  **fundraising@ageukessex.org.uk**  **www.ageukessex.org.uk**

 **AgeUKEssex**  **@AgeUKEssex**

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