



# Your Fundraising Pack

Find out how you can  
fundraise for your  
local independent  
charity



Start  
fundraising  
today!

[www.ageukhw.org.uk](http://www.ageukhw.org.uk)

In this pack you'll find lots of information about who we are, who we help and how **YOU** can help us.

## Who we are

Age UK H&W have been established in the two counties for 30 years, providing services and support for people aged 50 and over.

Our mission is to improve the quality of life for all older people across Herefordshire and Worcestershire by promoting choice, opportunity and independence, by providing direct services to older people, supporting others who provide services, liaison, awareness raising and campaigning.

There are lots and lots of ways you can help support the work of Age UK H&W from dress down days to running relays!



**Don't forget to contact us to tell us what fundraising you are getting up to!**

**01905 740 950/  
0800 008 6077**

**fundraising@  
ageukhw.org.uk**

# Our services

We give advice - Our trained advisors offer free information and advice to older people and their families.

We support you at home - We offer support services to help you remain safe and independent in your home.

We promote health & wellbeing - We have a range of health & wellbeing services that keep you safe and well in later life.

We provide training – Our Training Solutions programme offer health & social care skills training across the West Midlands.



## Did you know?

We help over 25,000 older people across Herefordshire & Worcestershire!

We've supported over 3,500 older people living with Dementia.

Our information and advice team helps over 5,500 older people each year!

# Get your creative ideas flowing...

**A**bseiling  
Afternoon Tea  
Art Sale  
Arts and Crafts afternoon

**B**ake Sale  
Birthday  
Baked bean bath  
Bingo

**C**ar Boot Sale  
Coffee Morning  
Car wash

**D**anceathon  
Dinner Party  
Darts Match

**E**ating competition  
Easter egg hunt  
Eighties evening

**F**ancy Dress Day  
Fashion Show  
Football match

**G**ames Night  
Give Something Up  
Golf Day



**H**ead Shave  
Hiking  
Halloween Party

**I**nternational Day  
It's a knockout

**J**azz Night  
Justgiving page

**K**araoke night  
Knitathon

**L**uncheon  
Ladies Night

**M**arathon  
Matched Funding

**N**ame the...  
New Years eve party

**O**ffice collection Day  
Open Garden  
Olympic sports day

**P**ancake party  
Pamper party



**Q**uiz Night  
Queens Birthday party

**R**affle  
Race Day  
Running

**S**kydiving  
Sponsored Silence

**T**alent Show  
Tribute Fund

**U**niversity Challenge  
Uniform Free Day

**V**egetable sale  
Vintage Sale

**W**ing Walk  
Walk  
Wax it!

**X**-Factor Competition

**Y**odelling competition  
Yogathon

**Z**umbathon  
Zip Wire



# Fundraising FAQs

**Q: How will the money I raise be used?**

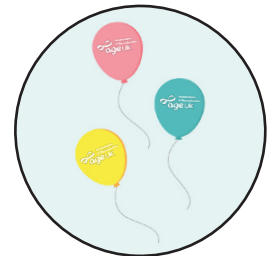
**A:** All the money you raise will help us to make Herefordshire & Worcestershire a great place to grow older, we do this by investing every penny into our specific projects that help older people in many different ways. Read more about our work here: [www.ageukhw.org.uk](http://www.ageukhw.org.uk)

**Q: Can I have a letter of authorisation to collect money for Age UK H&W?**

**A:** A letter of authorisation confirms that your event is an official Age UK H&W fundraising event. You might need a letter depending on the type of event you are doing – get in touch with us to find out more.

**Q: Can you provide Age UK H&W branded materials like collection tins, balloons and posters?**

**A:** Once you've contacted us with your fundraising ideas we can support you with marketing materials including our logo for your event



**Q: Can I raise money online?**

**A:** Yes! You can set up your own online fundraising page through Just Giving by choosing Age UK H&W as your chosen charity. See more here - [www.justgiving.com/start-fundraising](http://www.justgiving.com/start-fundraising)

**Q: Can I have someone from Age UK H&W to speak at my event?**

**A:** We try our best to support you in anyway we can so if one of the team is available we will come along to your event, however this can't always be guaranteed. Get in touch with us to find out more.

**Q: How can I cover the costs of my event?**

**A:** There are lots of ways you can get your fundraising started for minimal costs. Often local businesses may sponsor your event, donate goods or lend you their services for free. Get in touch with us for advice on corporate support.

# Keep it Safe and Legal:

Some fundraising events are restricted by local and national charity law. If you are organising a fundraising activity for Age UK H&W please be aware that you will be responsible for carrying it out safely and legally. If you are unsure please contact us or your local council.

**Insurance** - If your event involves the public you may 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 H&W will not be covered by Age UK H&W's insurance.

**Licences** - You may need to contact your local authority to check whether you need a licence for your event. For example, if you're planning to; hold a raffle, lottery or auction, provide alcohol, collect money publicly. Contact your local authority to check which licences you might need.

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



**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 that you will need a licence.

If you have any questions please contact us.

# What do I do after my event?



## You've completed your event - Thank you! What to do next?

There are several ways to send your event money into us:

**Cheques** - Make cheques payable to **Age UK Herefordshire and Worcestershire** and send it or hand it in to our main office.

Age UK Herefordshire & Worcestershire, Malvern Gate, Bromwich Road, Worcester, WR2 4BN

**Cash** - You can make a cash donation at our main office - you can download our sponsor form from our website Contact us for details

**Bank Transfer** - For information on how to transfer your donation please email [fundraising@ageukhw.org.uk](mailto:fundraising@ageukhw.org.uk) or call 01905 740 950

**Online donations** - If you've set up an online Just Giving page you don't have to worry, all the money comes straight to us. Set up your own page here - [www.justgiving.com/start-fundraising](http://www.justgiving.com/start-fundraising)

**Gift aid** - We can claim an extra 25% in tax on every donation made by a tax payer. Be sure your sponsors tick the Gift Aid box on your sponsor form and provide their full address.

You can download a sponsorship form on our website

*giftaid it*

## Where does my money go?

**£20** Could provide art supplies for one of our meeting centres for members to experience new activities and learn new skills.

**£50** Could pay for a full financial review to ensure an older person is receiving their full entitlements.

**£100** Could help provide five older people with access to additional income and support through our Information and Advice service.

**£1000** Could provide 20 people with regular phone calls for a whole year, to help reduce loneliness.



## Other ways you can support us:

**Easy Fundraising** - Do you shop savvy online? By simply shopping through easy fundraising you can raise free donations for Age UK H&W every time you shop!  
[www.easyfundraising.org.uk/causes/ageukhw/](http://www.easyfundraising.org.uk/causes/ageukhw/)



**Worcester Community Lottery** – Raise funds for Age UK H&W and be in with a chance of winning up to £25,000. You can buy tickets online and 50% of all ticket sales through our page comes directly to us PLUS 10% goes to other local good causes.

[www.worcesterlottery.org/support/age-uk-herefordshire-and-worcestershire](http://www.worcesterlottery.org/support/age-uk-herefordshire-and-worcestershire)

**Knit for us** – The Big Knit campaign is back, working in partnership with Age UK national and innocent smoothies we need as many little hats knitted to raise funds for Age UK H&W. We get 25p from each hat sent into us so why not get a group together and get knitting!

[www.ageuk.org.uk/herefordshireandworcestershires/activities-and-events/big-knit/](http://www.ageuk.org.uk/herefordshireandworcestershires/activities-and-events/big-knit/)



**Leave a Legacy** - Leaving a gift in your Will to Age UK H&W will help us to make Herefordshire & Worcestershire a great place to grow older. Every single gift is vital to us and we appreciate any gift you may choose to leave us after taking care of your family and friends. Whatever the value of your gift, it will go a long way to help someone who needs us. Contact us to find out more.

**Volunteer with us** – We have a huge variety of volunteer roles to get involved with at Age UK H&W, including volunteering at one of our fantastic fundraising events. Contact us to find our more – [volunteering@ageukhw.org.uk](mailto:volunteering@ageukhw.org.uk)  
[www.ageuk.org.uk/herefordshireandworcestershires/get-involved/volunteer/](http://www.ageuk.org.uk/herefordshireandworcestershires/get-involved/volunteer/)



# Thank you

Your fundraising helps us to make Herefordshire & Worcestershire a great place to grow older.

We're here to support you, if you need any more help or advice contact the fundraising team.

Fundraising - [fundraising@ageukhw.org.uk](mailto:fundraising@ageukhw.org.uk)

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WR2 4BN

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Registered with  
**FUNDRAISING  
REGULATOR**

Charity Number 1080545



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