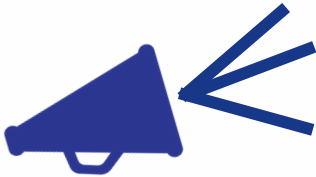


The Fundraising Booklet



About Age UK Hertfordshire



Age UK Hertfordshire is a local charity focusing on alleviating loneliness and isolation, building resilience and tackling poverty for those older people in Hertfordshire who need our help.

Every week we support over 3000 people. We provide specialised Information and Advice, offer support during times of illness or emotional struggle.

50%

of older people in Hertfordshire feel out of touch with the modern world

25%

of older people in Hertfordshire do not go out socially more than once a month

With your help, together we can improve the wellbeing of older people by giving them the opportunity to attend lunch clubs, meet new people and have what may be their only hot meal of the day, or find them a volunteer befriender to visit them for a regular chat!

How your donation could support us



InTouch



Befriending



Information and Advice

"Any money raised will be spent in Hertfordshire to support local older people and to help maintain our vital services"



Active Ageing

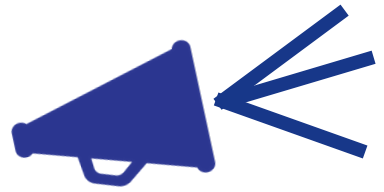


Hertswise



Hospital & Community Navigation

Stages of Fundraising



1. Choosing your idea

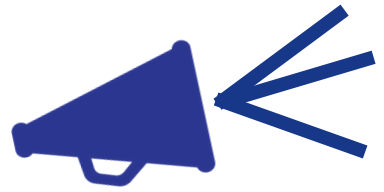
You may have your own ideas, but if you haven't, get some inspiration below! We can also come out and meet you to discuss your plans.



2. Planning the event

Depending on your event, you will need to think about the time of day, time of year and when people would be most likely to attend.

Stages of Fundraising



3. Promoting the event

Top Tips!

- Advertise through social media or putting up posters in your local community or workplace
- Contact your local newspaper or radio and tell them about your event - they may be able to attend your event too!
- Accept offers from volunteers - never underestimate the amount of work it takes to plan and set up, as well as the tidying up afterwards.
- The sooner you let people know what you are doing the more support you will have.
- Contact us to find out what promotional materials we are able to provide you with to help support your event.

4. Sending in your money

Once you have successfully completed your fundraiser, there are several ways that you can send in the funds you raised:

By Cheque:

Make payable to 'Age UK Hertfordshire Fundraising' and send to:
Age UK Hertfordshire, 1 Silver Court, Watchmead,
Welwyn Garden City, Hertfordshire, AL7 1LT

Direct to bank:

Age UK Hertfordshire
Sort Code: 20-20-37
Account Number: 23254070

Online:

www.ageuk.org.uk/hertfordshire/get-involved/donate/

If you are a UK tax payer, you can increase your donation by 25% at no extra cost to you by applying Gift Aid. Many employers operate a match funding scheme whereby they match your donation – this means you could be donating double the amount! Check with your employer for more details



“

As a business with its roots in Hertfordshire since 1831, we are so pleased to support AUKH in fundraising for the community of older people in Hertfordshire

”

**Vicky, Nockolds
Solicitors**

“

The support we received from Age UK Hertfordshire throughout our fundraising was great. We were provided with branded materials and a presentation from the charity.

”

Cuffley Manor

“

It feels great to raise money and make a difference to people's lives so we are thankful to be involved with Age UK Hertfordshire

”

**Carlie, Prestiege
Finance**

“

It is our pleasure at Highfield Care Home to fundraise for Age UK Herts as our residents love to support their local community”

”

Highfield Care Home

Contact Us



01707 497 972



fundraising@ageukherts.org.uk



ageuk.org.uk/hertfordshire



AgeUKHerts



Age UK Hertfordshire

Supporting people in later life...

with a range of services for older people



Befriending ...If you need some company



InTouch ...If you need to talk



Information & Advice ...If you need answers



Help in the Home ...If you need help around the house



Active Ageing ...If you want to get out and meet people

We also work in partnership if you need help...

...following a hospital stay or
need some support at home



**Hospital & Community
Navigation Service**

...with memory issues, cognitive
impairments or dementia



Hertswise
Dementia support in Herts