



Your Guide to Fundraising

**Ideas, top tips and everything you need to know to
maximise your fundraising for Age UK Isle of Wight!**



Welcome

from our Chair of Trustees

Welcome to our Age UK Isle of Wight fundraising guide!

We are an independent charity working in every Island community to provide services to older residents aged 50+, their families and carers.

Whilst an associated brand partner of the national Age UK Charity, we have independent governance and our own responsibility for income generation. Every penny we receive stays on the Island and is used solely for the benefit of our local residents.

Our support is themed around isolation, inclusion, poverty relief, independence at home and trusted impartial information & advice.

With your fundraising support we can help more older islanders to improve their quality of life, whatever their situation.

The only limit to your fundraising is your imagination, so have a think and have some fun while you raise money for a great cause.

Whatever you decide to do, our dedicated and experienced fundraising team will support you every step of the way.

As we celebrate our 50th year, we would like to thank you whole-heartedly in advance for any fundraising you are able to do to support us, whether its from a local bake sale or by taking part in one of our annual events such as our Skydive and Abseil. Every single penny raised will make a real difference and enable Age UK Isle of Wight to continue to provide vital support and companionship to our older Island residents.

Thank you

Geoff



Did you know?



Over a quarter of our Island's population is aged 65 and over



17% of older people are in contact with family, friends and neighbours less than once a week



1 in 6 older people on the Isle of Wight live alone



It is estimated that 30% of Excess Winter Deaths are attributed to cold housing

11% are in contact less than once a month



Every year £3.5 billion of pension credit and housing benefits goes unclaimed by older people



1.5 million older people in the UK are chronically lonely

25.5% of households on the Isle of Wight are fuel poor

Nearly 2 in 5 people in the UK have not claimed the pension credit they are entitled to

Loneliness can have the same effect on your health as smoking 15 cigarettes a day



1 in 4 Island residents said they felt lonelier as a result of Covid

Make a difference

You can help positively change an older persons' life

Our services can only touch the tip of the iceberg of older people that need our help and support. We are meeting the increasing demand for our services as best we can but we need help to make sure we can continue to be there for older Islanders.

Your fundraising will make a difference

With your help we can support more people to live a better life. In addition, as you're fundraising for a local and independent charity, you can be assured that every penny you raise will stay on the Island, to support vulnerable older people in your community.

£50

Helps us to provide vital support and friendship

£50 covers the cost of recruiting, vetting and training a new befriending volunteer

£100

Helps us to be there for those who have no one to turn to

£100 covers the weekly cost of our welfare calls to our clients and volunteers

£150

Helps us to offer a listening ear to those in need

£150 covers the cost of our reception and triage telephone lines for one day.



How to Fundraise



Think and choose...

When thinking about what to do, play to your strengths. Where do your talents lie? If you're good at something, make some money out of it! For example, dog walking, car-washing, gardening, odd jobs, babysitting. Or if you love getting friends and family together then maybe look at hosting a quiz night or a social event.

If you love baking or crafting then you could make cakes and craft items to sell at local events, or you could even host your own cake and craft fair!

If you need ideas, take a look at our A to Z of fundraising ideas on page 6.



Plan...

The more prepared you are the smoother your planned fundraiser will go, and the more fun you can have on the day!

Make a list of everything you need to do to make your fundraising a success. Think about how you want the event to run and how you will make it work.

Also look at other activities you can add to an event, for example by running a small raffle you can normally raise additional funds.



Shout about it...

Once you have the details confirmed it's time to spread the word!

The more people you tell the more potential you have to raise funds, so drum up some interest through all of your friends, family, work colleagues and social media contacts. You'll find tips and resources throughout this pack to help promote your fundraising.

Don't forget to share with us what you are planning and we can help spread the word as well!



Get counting...

Once your activity is over it's time to collect your donations and pass them on to us.

If you've used an online giving or sponsorship page then all donations (including Gift Aid payments) will be paid directly to us.

If you've collected funds yourself, or at an event, then there are several ways you can pay us. Full details can be found on page 10.

A to Z of Fundraising Ideas



Abseil
Art Sale
Afternoon Tea



Jumble Sale
Jogging
Jam Making



Sky Diving
Sponsored Silence
Swear Jar



Bingo
Bake Sale
Birthday Fundraiser



Karaoke Night
Knitathon
Kayaking



Talent Show
Tribute Fund
Tombola



Car Boot Sale
Car Wash
Concert



Ladies Night
Learn Something New
Litter Picking



University Challenge
Ugly Jumper Contest
Unwanted gifts sale



Dance Marathon
Dinner Party
Dog Walking



Marathon
Matched Funding
Movie Nights



Vintage Sale
Virtual Pub Quiz
Vegetable selling



Easter Egg Hunt
Exercise Bike
Egg & Spoon Race



Name the...
Non Uniform Day
Number in a Jar



Waxing
Wing Walking
Wear a Hat Day



Fancy Dress Day
Fashion Show
Fantasy Football



Office Collection
Open Studio/Garden
Open Mic Night



X-Factor Competition
Xtreme Sports!
Xmas Fair



Garage Sale
Games Night
Gaming Marathon



Party
Phobia Facing
Poker Night



Yodelling Competition
Yogathon
Yacht racing



Head Shave
Hiking
Hair Colour



Quiz Night
Quitting Something
Quilting



Zumbathon
Zip Wire



International Day
It's a Knockout
Iron Man Challenge



Raffle
Rowing
Record Breaking Attempt



Keep it Safe and Legal

When you're fundraising for Age UK Isle of Wight we want you to have FUN, but we also want you to stay safe and keep everything legal. Below are some of the things you may need to think about depending on how you're fundraising. Please get in touch with our fundraising team at any time for more guidance.

Raffles: You do not need a licence to hold a raffle as long as tickets sales and the draw take place on the day of the event. All tickets must be sold for the same price and the reason for the raffle made clear.

If you would like to hold a raffle over a long period of time, for example if you have a great first prize, please contact us and we'll be able to help. For further advice please visit:
gamblingcommission.gov.uk

Licenses: Special licenses are required for certain types/aspects of events (e.g. public entertainment, alcohol licenses or public street collections). The IW Council will advise you whether or not you will need to obtain any special licenses, please contact us if you are unsure.

If your event is to be held in a public place you will need permission from either IW Council or the landowner.

Records: Always keep records of all your activities and donations for future reference.

Insurance: You are responsible for any third-party event you host and Age UK Isle of Wight cannot accept liability for any fundraising activity.

If you are holding an event at a venue you will need to check they have the appropriate insurance.

Money: Make sure you count the money that you have collected with a second person- this is for your own protection as they can verify the amount raised.

Please request that any donation cheques are made payable to Age UK Isle of Wight and not you personally.

Food Hygiene: Ensure you follow correct food hygiene procedures for your event, food safety laws apply if food is available free or for sale. For further advice please visit:
www.food.gov.uk

Collections: it is illegal to collect funds in the street, or from house to house, without the necessary licence from the local authority. If you are unsure please contact us for guidance.

Risk Assessments: Assess any hazards or risks and the need for First Aid cover (dependent on the type/scale of your event). If you are unsure please don't hesitate to contact us.

Children: Children under the age of 17 must be accompanied by an adult. You will also need parental permission if you are taking photographs.

Photo Consents: If you are taking a picture of your event, you must always ensure you have permission from the people in the photos (or from the parents of any children) before sharing any photos.



Let Everyone Know You're Doing Something Amazing!



People can only donate or come to your event if they know about it, so the more people you tell the better! Luckily there are many free or low-cost ways to promote your fundraising.

Here are some ideas to help you spread the word:



Posters, flyers and sponsor forms

Use some of our template posters to advertise your activity. Pop them up on notice boards and ask local businesses/shops if they will display them in their windows. If you are handy with some design software, or know someone who is, you could always design your own posters and flyers.

If you're taking on a sponsored challenge then you will be provided with personalised sponsor forms, and offered guidance on setting up an online sponsorship page to help maximise your fundraising.

Write and send a press release

Your fundraising is a great story, you should tell it to people! Local media are often keen to hear from people who are supporting Island charities. One of the best ways to publicise your fundraising is by writing a press release. To see an example press release, visit www.ageukiw.org.uk



Document your achievements

Take lots of photos and videos of your planning, training and of the fundraising activity itself. These are great to help you raise awareness and funds for your activity both before and after the event. Just remember to make you sure you have permission!



At work

If you have a personal noticeboard at work publicise your fundraising with a poster/flyer, or use internal communications to let your colleagues know what you're planning and who you're fundraising for. You can also add details to your email signature, and a link to an online fundraising page, to help raise awareness and hopefully some more funds!



Social Media

You can use your favourite social media channels to promote your event, post, tweet, pin and share the details to all of your friends and followers. Make good use of your posters, photos and videos to make your posts stand out. Always include a link to your Just Giving page if you're collecting funds that way. Also don't forget to tag us in any posts and we'll help to highlight your fundraising through our social media channels.



@AgeUKIW



@AgeUKIW



@ageukisleofwight



Just Giving

You can quickly and easily set up an online fundraising or sponsorship page through Just Giving. The page collects all of your donations and pays them, including all Gift Aid payments, directly to us meaning you can concentrate on fundraising and not have to worry about chasing people for sponsorship.

Simply visit www.justgiving.com and search for 'Age UK Isle of Wight' and click on the 'Fundraise for Us' button to the right of the screen. This will take you through a quick registration process where you can enter your event details, or join an existing one, tell your story and set a fundraising target. Just Giving offers personalised links you can add to press releases and share across social media.



Other Ways to Support Us

From home/virtually

Visit our dedicated fundraising section on www.ageukiw.org.uk to see our virtual fundraising guide.

At Work

Ask your company if it operates a matched-giving scheme, which means it'll match your fundraising pound for pound, creating double your total for charity! If they can't, you could ask for a donation or for permission to arrange some fundraising events within the workplace so you can involve your workmates. These could include a cake sale, casual clothes day, raffle, 'swear box', a sporting event sweepstake or office quiz!

The Big Knit

The Big Knit campaign works in partnership with innocent smoothies to raise funds for Age UK IW. We get 25p for each little hat that we send off, that then are displayed on the tops of innocent smoothies in supermarkets each winter! If you can knit or crochet then join the Big Knit! Further details can be found at www.ageukiw.org.uk or by calling (01983) 301340.

Leave a Legacy

Leaving a gift in your Will enables us to provide vital services for older people on the Isle of Wight. Every gift in every Will, no matter how large or small, makes a difference.

Amazon Smile

Fundraise without it costing you a penny! Visit smile.amazon.co.uk and log in as usual and select Age Concern Isle of Wight as your chosen charity! If you shop on your mobile simply open your Amazon app, go to settings, select AmazonSmile and Choose Age Concern Isle of Wight. Every time you shop Amazon will donate to Age UKIW!

Easy Fundraising

Do you shop at high street shops online? By simply shopping through Easy Fundraising, you can raise free donations for Age UK IW every time you shop! Visit: easyfundraising.org.uk Create a quick account and choose Age UK Isle of Wight as your chosen charity and when you go to shop online just remember to login or use their App each time you shop!

Become a regular giver

The support we receive from regular gifts is vital to help us continue our work. Making a regular gift, no matter the size, allows us to plan our services, respond to need and helps us to support more local older people to live well, independently.

Donate in Memory

Many people would like to donate in memory of a loved one and at Age UK Isle of Wight, this can be a way to commemorate someone's life whilst enabling us to continue to positively change older Islander's lives.

Volunteer with us

Almost anyone can be a volunteer! If you are aged 18+, we have a wide range of roles which suit different people and their skills all of which make a huge impact and difference to the lives of our older Island residents.



Gift Aid

Thanks to gift aid we can claim back 25% extra on eligible donations at no cost to the donor, helping make your fundraising go even further!

Claiming Gift Aid is simple, ask all of your sponsors who are UK taxpayers to tick the Gift Aid column next to their name on our sponsor form or online.

If you're paying donations yourself and would like us to claim Gift Aid then please ask our fundraising team for a Gift Aid declaration.



How to send your money to us

Online

Visit www.ageukiw.org.uk and look for the 'Donate Now' button at the top of the page

By phone:

We can take Credit/Debit card payments over the phone on (01983) 525282 / 301340.

In person or by post

Fundraising Department
Age UK Isle of Wight
147 High Street
Newport
Isle of Wight
PO30 1TY
(cheques payable to Age UK Isle of Wight)

Pay directly into our bank account

Age UK Isle of Wight
Barclays Newport
Sort-code: 20-60-55
Account number: 93920178
Please put your name as the reference and email fundraising@ageukiw.org.uk



Thank you so much, your fundraising efforts will help older Island residents to love later life!

You're doing something amazing!

You are helping us to continue to provide vital companionship and support to those in need

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

fundraising@ageukiw.org.uk
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