

# Corporate Partnership Opportunities

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How your school and our charity  
can work together to help our  
local community and each other

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**Debra Bollan, Head of Fundraising**





## Thank you for choosing to find out more about Age UK Kensington & Chelsea!

Age UK Kensington & Chelsea is an independent, local charity working at the heart of the community to make sure that older people's voices are heard, their needs are met, and their independence is supported. We provide a wide range of services including befriending, practical help, information and advice and a variety of social and leisure activities.

Although we are linked to Age UK, the National charity that everyone has heard of, Age UK Kensington & Chelsea functions as an independent charity and therefore we raise our own funds for all the work we do, therefore we need your support continue the services needed by our clients, so we hope that you decide to support us. If you do, there are a variety of ways we can work together, building a mutually beneficial relationship.

With best wishes

**Debra Bollan, Head of Fundraising**

## HOW DOES AGE UK KENSINGTON & CHELSEA HELP RESIDENTS?

We are reaching out to all older people in the borough who need our help and here are some of our main services and activities.

- We offer **Information & Advice** on crucial issues affecting older people, including benefits; health & disabilities; grant applications; housing and more.
- Our **Befriending** volunteers help ensure that people who are feeling isolated or lonely have a trusted friend to meet with regularly or talk to on the phone.
- The **Shopping Service** supports those who cannot use public transport due to disability or frailty.



## Why support us?

Our mission is, quite simply, to help improve the lives of older people in Kensington & Chelsea.

Loneliness, isolation and poverty in later life is something that most people don't want to think about and often believe won't happen to them, but these issues really can affect anyone and everyone, no matter where they live as more people are living for longer.

In Kensington and Chelsea alone, 61% of the people over 65 live alone, with more than 10% being a lone pensioner household. And although the borough is perceived as one of the more wealthy boroughs in London, there are still pockets of deprivation especially in the north.

And with the effects of Covid these numbers are on the rise...

## What's in it for you?

Fundraising and volunteering is a great way to motivate staff and provide a common focus for your organisation. Supporting a local charity like Age UK Kensington & Chelsea provides a positive impact to local older people and is extremely rewarding for the volunteers too. Research has shows strong links between volunteering and improved health and wellbeing for volunteers.



## THE DIFFERENCE YOUR DONATION CAN MAKE!

- **£40** could help provide a benefits check for an older person, ensuring they receive what is rightfully theirs.



- **£50** could enable us to reach out to fifty isolated and vulnerable older people with a friendly call.



- **£120** could help us provide a day of activities to help improve social connections and reduce isolation.



- **£200** could help us to hold regular exercise classes which would help to improve health and wellbeing.





## HOW WE CAN HELP YOU

We want the sponsorship to be of mutual benefit and so we want to help you in any way we can. From giving talks your staff, to featuring your logo and company name in our magazine and partners page, it will help to spread awareness of your organization and provide as good publicity.



### BRANDING

Your company name and logo will be featured on our 'Partnership page ' page on our website.

We can also mention you in our newsletter which goes out quarterly to our subscribers which is delivered to older RBKC residents who are not online.



### TALKS

Deliver a presentation to your staff about our services and how your support will benefit the local community.



### FUNDRAISING

Provide fundraising materials for your events including balloons, leaflets and collection buckets - we also have gate banners to display outside your organisation.

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## WAYS YOU CAN HELP US

There are many ways in which you can support Age UK Kensington & Chelsea, here are just a few ideas.



### CORPORATE VOLUNTEERING

There are many ways that your employees can volunteer with us such as:

- 1: Volunteer for an activity or event or, for a longer term involvement.
- 2: Become a shopping or befriending volunteer.
- 3: Help people get to grips with their computer, tablet or phone in the Digital Clinics.



### GIFTS IN KIND

...**products or services that may otherwise cost us money.**

This can include gifting the use of function rooms, providing refreshments or food for an event or paying for the design or printing of leaflets or other merchandise. Or maybe you could offer us some training or put on a one-off workshop for the older people we support. You could also donate a product or service for us to use at a raffle, or as a prize.



### SPONSOR AN EVENT

You could support us by sponsoring an event or purchasing publicity materials, which would then have your company logo featured. Our regular events include a charity golf day, carol concert, quiz nights and music performances.



## **CHARITY OF THE YEAR**

Choose Age UK K&C as your chosen as “Charity of the Year” as this gives endless opportunities to fundraise. You can ask different teams to compete to see who can raise the most money over a period of time.



## **RUN FOR US**

There are many sponsored events or challenges that staff can take part in. Avid runners and enthusiasts can take part in the Royal Parks Half Marathon and also fundraise on behalf of Age UK Kensington & Chelsea.



## **MATCH FUNDING**

Many employers operate a Match Funding Scheme whereby any fundraising donations that are made by individual employees are matched by the employer. This means double the donation!

# THANK YOU!

Thank you for taking the time to read our school partnership booklet. We can't wait to work with you and your pupils to support our local community together.

If you would like to build a partnership with Age UK Kensington & Chelsea, whether you would like to work with us this term, at Christmas, or in the future, please email Debra Bollan - our Head of Fundraising - at [dbollan@aukc.org.uk](mailto:dbollan@aukc.org.uk).





# LOVE LATER LIFE...

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