

FUNDRAISING INFORMATION PACK



...helping the older people of Leeds love
later life...

Introduction

Thank you for thinking about fundraising for Age UK Leeds and helping older people in Leeds love later life.

The following pages will give you some ideas and advice on how to make the most of your fundraising. Every penny you raise is greatly appreciated and will make a huge difference to the lives of local older people.

We hope you enjoy fundraising for Age UK Leeds. Please do not hesitate to contact us with any questions.



Start Your Fundraising

We have everything you need to help you plan your event and get started. See the following pages for more about:

- Planning your fundraising events
- Setting up a Virgin Money Giving page
 - Gift Aid

Please contact our Fundraising Director Lisa Burnett on lisa.burnett@ageukleeds.org.uk if you need any help.



Planning Your Fundraising Events

Here are some ideas to get you started...

1. The Great Cake Bake

Encourage colleagues to bring in home-baked (or shop-bought) goodies and sell them in the office. It's a simple way to raise money and will perk up your coffee break. You could also do this at home with family and friends – a great excuse for a get together.

2. Get Quizzical

Quiz nights take place in pubs across the UK and are always popular. Why not organise your own at home or at work and raise much needed funds for Age UK Leeds?

3. Throw a party

Perhaps a themed dinner party, murder mystery, games night, karaoke, barbecue – if it gets people together, it can be a fundraiser. Impress your guests with your hosting skills and charge them a small donation for food and games.

4. Sponsored anything

Swim, walk, run, silence, and pie eating! Most things can be sponsored so the choice is yours. What would your friends, family and colleagues consider a challenge? Maybe they think you cannot stay quiet or that you could not be separated from your phone! Prove them wrong and raise some money at the same time.

Other Ways to Help

1. Collection boxes

If you, or your business, would like to take a box and collect loose change for Age UK Leeds, we can arrange for one to be sent to you. We will also collect the box when it needs emptying.



2. Foreign coins

If you would like a collection bucket to collect foreign currency in your work place or school or if you have some foreign currency you would like to donate, please contact us.

3. Pin badges

We have a lovely pin badge designed just for us. These can be purchased for a suggested donation of £1. You could sell them to colleagues in your work, or perhaps use them as favours for a wedding. If you would like to sell some pin badges, please contact us.



4. Corporate and Community support

Corporate partnerships with Age UK Leeds bring benefits to your business and employees. We also have partnerships with schools in Leeds that are great for educating children whilst raising some much needed funds at the same time. Find out how by contacting us.

Setting Up a Virgin Money Giving Page

Your Fundraising Challenge

Click the 'Create your page' button on the homepage to start.

<https://uk.virginmoneygiving.com>

Your Charity

This is where you choose the Charity you are supporting, Please ensure you choose Age UK Leeds to support local older people.

Register or Sign In

To set up your page, you will need to register. Simply provide your contact details and choose a password for your Virgin Money Giving account. Or if you've already registered with Virgin Money Giving, just sign in.

You will need to choose a web address for your Virgin Money Giving page. The address will be the same for every event you take part in, so it's best to avoid one that's related to a specific event or date.

You'll now have a basic Virgin Money Giving page showing your event details and the charities you're supporting.

Next you can customise your page with more information by clicking the 'create my page' button.

Customise Your Page

You can customise your page by giving a little information about yourself and your fundraising event.

Gift Aid

Gift Aid allows UK charities to claim back the basic rate tax already paid on donations by the donor. This means we can claim back from the government on your behalf 25p for every £1 donated, boosting the value of the donation by a quarter. And it doesn't cost the donor a penny extra!

There is a Gift Aid Declaration on the Age UK Sponsor Form so your donorss can read and tick the gift aid column if appropriate.

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making donations go further