

# Fundraising Pack



# What Difference Can *Fundraising* Make?

## Help us continue to:

- Provide the highest standard of support for older people
- Treat people with dignity and respect
- Provide responsive and flexible services
- Promote the independence of all older people
- Provide services that meet the needs of the individual
- Promote the rights of people who use our services



## Your fundraising can help us to continue to provide a wide range of care and support services to older people across Medway and Kent including, but not limited to:

- Homecare services in Kent
- Social club in Gillingham
- Volunteer befriending service
- 'Handy Van' handyman service
- Meal delivery service
- Two specialist Dementia centres
- COGS therapy groups held throughout Medway

# 4 Easy Steps to Successful Fundraising



## 1. Decide on your event

There's a fundraising event for everyone. Would you like to be the star of your fundraising or share the glory as part of a group? What are you good at and how could you challenge yourself? You could use this as an opportunity to try something you've always wanted to.



## 2. Set up a fundraising page

Simply set up your page on Just Giving and select Age UK Medway as your charity. It's really easy - either login with Facebook or sign up with your email. Why not set up a page in memory of an older person who means a lot to you? You can even connect with your friends to see what fundraising they're doing.



## 3. Tell everyone

People can only donate if they know about it. Let your Facebook, Twitter and Instagram followers know what you have planned, and how you're helping such a great cause. Keep them updated with how preparations are going and, of course, how they can donate to you. Don't forget to hook up with Age UK Medway's website, Facebook and Twitter. It's important to explain to people why they should sponsor you in support of Age UK Medway so you need to explain your passion for the cause. To find out more visit our website [www.ageuk.org.uk/medway](http://www.ageuk.org.uk/medway) or call our fundraising team on **01634 578085**.



## 4. Pay in your money

If you are collecting donations yourself, sending us the funds you've raised is simple! Just pay the donations into your own account, and follow whichever of the instructions below work for you:

- Send a cheque payable to 'Age UK Medway' to 'The Fundraising Team, Age UK Medway, The Admirals Offices, Main Gate Road, The Historic Dockyard, Chatham, ME4 4TZ'
- Make an online payment for the amount, to Age UK Medway, using the following details:

Name:	Age UK Medway
Account No:	23583295
Sort Code:	20-54-25
Payment Ref:	DONATE+(FIRST 5 LETTERS OF SURNAME)

Alternatively, join us for a cup of tea at our offices in the Dockyard and bring money with you!

# Fundraising Ideas



## Involve your workplace

Ask your company if it has a matched-giving scheme, which means it'll match your fundraising pound for pound. And don't forget to involve your workmates in your fundraising activities. You could also ask for a donation or for permission to arrange some fundraising events within the workplace. These could include a casual clothes day, 'swear box' or office quiz!



## Other ideas

- Raffle
- Walkathon
- Powder runs
- Picnics
- Golfing competitions
- Pub quiz
- Strawberry picking
- Host an event; dinner party, quiz, coffee morning, games night
- Keep a collection pot for your loose change; it'll soon add up!



## Endurance challenges

Check out our more intense events:

1.

### Cycle the Distance

Did you miss your holiday this year? Challenge yourself to cycle the distance to your destination for Age UK Medway!



**Remember to stay Covid-19 secure and follow government guidelines throughout your fundraiser! Think virtual, think distancing, think safe!**

2.

### Ultra Challenge 2021

If you want a real challenge, why not Walk, Jog or Run at YOUR pace on the Ultra Challenge Series event of your choice whilst supporting Age UK Medway. Visit:

[www.ageuk.org.uk/medway/get-involved/ultra-challenge](http://www.ageuk.org.uk/medway/get-involved/ultra-challenge) to learn more.



# Tell us all about your Fundraising Plans



**Thank you so much for fundraising for Age UK Medway! We couldn't help as many older people as we do without your support.**

We'd love to know more about what you've got planned, and why you decided to raise money for Age UK Medway. Email us at:  
[fundraising@ageukmedway.org.uk](mailto:fundraising@ageukmedway.org.uk)

**We think you are superstars for choosing to raise money for us!**

## Did you know?

There are more than half a million people aged 90 and over living in the UK in 2020, more than three times the amount thirty years ago.

More than one in three older people consider the television to be their main form of company.

In December 2020 200,000 older people spent Christmas alone.

9% of older people feel trapped in their own homes.

Loneliness can be as harmful as smoking 15 cigarettes a day.

1.9 million older people feel ignored or invisible.

# Keep it Safe and Legal

## Set up an online sponsorship page

Create your own personalised page. Anyone can donate with a credit/debit card. Just Giving sends your donations straight to us and reclaims gift aid automatically on our behalf. (Remember our charity number is 1133023). Go to Just Giving and follow the instructions, making sure you select Age UK Medway as your charity. Don't forget to share the direct link to your page to all your friends, family and colleagues!

## Raffles

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

## Food Hygiene

Ensure you follow correct food hygiene procedures for your event, which apply if food is available for sale. For further advice visit: [www.food.gov.uk](http://www.food.gov.uk)

## Licences

Special licenses are required for certain events (e.g. public entertainment, alcohol or public street collections). Your local authority will advise you whether you will need to obtain a special licence. If your event is to be held in a public place you will need permission from either the council or the landowner.

## Collections

It is illegal to collect funds in the street or from a house without the necessary licence from the local authority.

## Risk Assessments

Assess any hazards or risks and the need for any First Aid cover (dependent on the type/scale of your event).

## Children

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

## Insurance

You are responsible for any third-party event you host and Age UK Medway cannot accept liability for any fundraising activity. If you are holding an event at a venue you will need to check if they have appropriate insurance.

## Money

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

## Records

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



Please use this form to record any donations or sponsorship money you collect and return to: Events Team, at the registered address below. Please do not send cash. Cheques to be made payable to 'Age UK Medway'.

Name :	Surname:
Date of Event:	Title of Event
Address:	
Postcode:	
Telephone :	Email:

We'd like to keep in touch with you about the vital work we do for older people, our fundraising appeals and opportunities to support us, as well as the products and services you can buy. We will never sell your data and we promise to keep your details safe and secure.

Please tick the box below to hear from us:

Yes please, I would like to receive communications by  email  post.

You can change your mind at any time by emailing [fundraising@ageukmedway.org.uk](mailto:fundraising@ageukmedway.org.uk)  
For further details on how your data is used and stored:  
[www.ageukmedway.org.uk/help/privacy-policy](http://www.ageukmedway.org.uk/help/privacy-policy)

Age UK Medway  
Fundraising Team  
The Admiral's Offices  
Main Gate Road  
The Historic Dockyard  
Chatham  
Kent ME4 4TZ

Tel.: 01634 578 085



Charity number: 1133023