



# ***Fundraising Pack***

**Put the 'Fun'  
in Fundraising!**



Registered with  
**FUNDRAISING  
REGULATOR**

Charity number 1133023

# Why Fundraise for us?

**Age UK Kent Rivers is a charity which has been supporting older and vulnerable people in Medway for over 50 years - recently expanding our service reach to include Dartford, Gravesham, Swanley, Faversham and Sittingbourne. We provide quality services with a real impact, which continue to expand and adapt to the changing needs of older people and adults with Learning Disabilities and Autism.**

In a fast-paced society, which can cause older and vulnerable people to feel left behind, we are dedicated to helping everyone Achieve Life's Fullness, and fundraising is a vital source of income to help us continue our work.



Your fundraising can help us to continue to provide a wide range of care and support services, designed to help people maintain their independence and dignity, including Home Support Services, Fresh Meal Deliveries, Specialist Dementia Support and Maintenance Therapy, Befriending and Companionship, Social Hubs, Carer Respite, Information & Advice, and Community Footcare.

[Click here to find out more about Age UK Kent Rivers](#)

# Getting Started



## 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 official Fundraising page (i.e. JustGiving) online and select Age UK Kent Rivers as your charity (number 1133023). 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 (including us!)

People can only donate if they know about it. Share your fundraiser on social media, with your friends, family, colleagues, and of course, let us know, too! We will support you every step of the way. Let people know why you have chosen to support us, why you're passionate about it, and provide regular updates on your progress. For more inspiration visit:

[www.ageuk.org.uk/kentrivers/get-involved](http://www.ageuk.org.uk/kentrivers/get-involved)



## 4. Pay in your money

If you are collecting donations yourself, sending us the funds you've raised is simple! You can:

- Send us a cheque
- Drop cash to our Head Office (never send cash via post)
- Send a bank transfer

Call 01634 572616 or email [fundraising@ageukkentrovers.org.uk](mailto:fundraising@ageukkentrovers.org.uk) to arrange.

**For Fundraising Inspiration visit [ageuk.org.uk/kentrivers/get-involved](http://ageuk.org.uk/kentrivers/get-involved)**

# 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
- Power runs
- Picnics
- Golfing competitions
- Pub quiz
- Strawberry picking
- Host an event; dinner party, quiz, coffee morning, games night



## Endurance challenges

- Cycle
- Run, jog or walk
- Triathlons
- Swimming
- Hikes and Treks
- Sky Dives
- Mud Run
- Ultra Challenge®

**For more  
ideas,  
click here!**



## Ultra Challenge Series®

Looking for a challenge – to test yourself, improve your fitness, or bond with friends on a weekend adventure? If so, an Ultra Challenge® is for you – and you don't need to be a budding elite athlete – they're for everyone, take it on at your pace!

View the 2025 Event Calendar at:

**[ageuk.org.uk/kentrivers/get-involved/ultra-challenge](https://ageuk.org.uk/kentrivers/get-involved/ultra-challenge)**



CLICK HERE





# Be Inspired!

## Nick's Lake District 100k



**£1,505  
raised!**

Nick fundraised £1,505 with his Lake District Ultra Challenge®, where he walked 100km - that's over 62 miles!

## Nicola's Tough Mudder



**£600+  
raised!**

Nicola fundraised just over £600 with her Tough Mudder Challenge, where she ended up completing 21km - that's half a marathon!

## Stephen's London 2 Brighton 100k



**£1,430  
raised!**

Stephen fundraised £1,430 with his London 2 Brighton Ultra Challenge®, where he walked 100km - the equivalent of two marathons!

**"Age UK Kent Rivers need our continued help to provide essential care and support to the elderly and vulnerable people, including those with dementia."**  
~ Mandy

## Mandy's Head Shave



**£655  
raised!**

Mandy fundraised £655 with her Head Shave fundraiser during the Covid-19 pandemic.

**"I never realised Age UK offer so many different and varying services for older people. I hope the funds raised will help Age UK Kent Rivers reach out to more older people and remind them how great life can be!"**

~ Steven

## Amanda's 300k Steps Challenge

### Challenge Complete!

**£110  
raised!**

I've reached  
300,000 steps!

Thank you to everyone who has supported me so far and thank you in advance to anyone who does donate in the future.

Amanda fundraised £110 with her Steps Challenge, where she walked 300,000 steps in one month.

## Birthday Fundraisers



**£1,200  
raised!**

Over £1,200 has been raised for Age UK Kent Rivers from birthday fundraisers on Facebook alone.

# Thank You!



**Thank you so much for fundraising for Age UK Kent Rivers! We couldn't help as many older people as we do, or run our specialist, quality services, without your support.**

We'd love to know more about what you've got planned for your fundraiser event, and why you decided to raise money for us.

**Connect**  **with us**

**Follow us on Facebook, Instagram,  
LinkedIn and TikTok!**

**@ageukkentriders**

**Or contact the Fundraising Team at  
[fundraising@ageukkentriders.org.uk](mailto:fundraising@ageukkentriders.org.uk)**

## Did you know?

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

49% of older people say the television, or their pets, are their main form of company. Last year we carried out 6,512 visits to older people experiencing loneliness in Medway, Faversham and Sittingbourne.

43% of malnutrition cases in the UK are aged 65+, equating to around 1.3 million people. Between April 2023 and April 2024, we delivered 47,210 fresh meals to our local communities.

Age UK Kent Rivers do not receive any regular funding to run our services, which is why we charge for a number of our services in a community-focussed way. You have the power to help us to continue our work, keep our charges down and provide as much subsidised support as we can, by fundraising for Age UK Kent Rivers.

# Keep it Safe & Legal

## **Set up an online sponsorship page**

The safest way to fundraise is to do so via an online sponsorship page. Anyone can donate with a credit/debit card or via PayPal. JustGiving sends your donations straight to us and reclaims Gift Aid automatically on our behalf. Go to JustGiving and follow the instructions, making sure you select Age UK Kent Rivers as your charity.

## **Raffles**

You don't 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 Kent Rivers 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.