

#TeamAgeUKNorfolk

# Your Age UK Norfolk Corporate Fundraising Guide

Thank you for helping to make  
Norfolk a great place to grow older!



Registered Charity No. 1077097

# All about Age UK Norfolk

**Age UK Norfolk is a local, independent charity, working to improve later life in Norfolk. We've been around since 1947 and, with your help, we can continue supporting older people in Norfolk for years to come!**

Funds you raise will allow us to provide practical and emotional support for those who need it most.

We do this by providing:

- Confidential information and advice
- Benefit checks and support in claiming the benefits people are entitled to
- Advocacy support, ensuring older people's voices are heard
- A chatty weekly call through our Befriending service
- Support in learning how to use digital devices
- Companionship when making journeys to re-build confidence in accessing local and wider communities

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# How can a partnership benefit your company?

A partnership with Age UK Norfolk could help you:

- Meet your corporate social responsibility objectives
- Motivate and inspire employees
- Develop new skills and experience for staff
- Show you care about people later in life or those who may be vulnerable in the local community
- Understand your older customers and maximise their potential
- Get some great PR
- Help Age UK Norfolk to support vulnerable people across our county
- Get your brand associated with a local charity
- Help your team use their volunteer hours



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*“I look forward to the calls.  
If it wasn't for his call, some  
weeks I wouldn't speak to  
anyone.”*

– Befriending Member

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# Fundraising Ideas

**Your fundraiser could be simple and traditional, or creative and quirky - it's entirely up to you! Here are some ideas to help get you started...**

- Office Quiz Night. Encourage some healthy competition in the office with a quiz night held in-person or online. There are lots of quiz night resources to be found online!
- Sporting Event. Set up a fun rounders match, 5-side football tournament, or something similar.
- Physical Challenge. Enter a challenge such as the 3-peaks, touch mudder, or something similar.
- Walk, run, swim or cycle. Walk, swim or cycle a certain number of miles a month or enter an organised race on our behalf, such as the Blickling Half Marathon.
- Get fed. Go full Bake Off and make cakes and sweet treats to sell to colleagues or other businesses in your building. You could also host a themed
- Dress down day. Enjoy a dress down (or up!) day, you could even wear purple to celebrate Older People's Day on 1st October.
- Love adrenaline filled activities? Take the leap and go big with a sponsored skydive! UK Parachuting can help you organise your event at Beccles.

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# More Fundraising Ideas



Office  
jumble  
sale

Book sale

Guess the  
baby photo

Wine  
tasting

Pancake  
day

Office  
calendar

Indoor  
climbing  
challenge

Murder  
mystery

Walk the  
Broads

Office  
olympics

Boss  
bean  
bath

Film  
night

Office  
bingo  
night

Fancy dress  
day

Jailbreak

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# Easy Fundraising Ideas

**Your fundraiser could be simple and traditional, or creative and quirky - it's entirely up to you! Here are some ideas to help get you started...**

- Payroll giving. Speak to your accounts team about setting up Payroll Giving to allow people to easily donate every month.
- Swear/buzzword tins. Have an office potty mouth or industry buzzwords? Every misdemeanour means a donation in the collection tin!
- Dress down day. Enjoy a dress down (or up!) day, you could even wear purple to celebrate Older People's Day on 1st October.
- Pizza night! Order pizza, pop on some tunes, and make it an office party!

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# Fundraising Checklist



**We've put together a handy fundraising checklist to help get you started on your fundraising journey**

- ☒ 1. Pick your activity or event. We have provided a number of ideas in this guide and of course, you can come up with your own too!
- ☒ 2. Set a target. Begin your activity with a clear goal of what you want to achieve
- ☒ 3. Collect donations. Set up a fundraising page on [JustGiving](#) and collect donations/sponsorship.
- ☒ 4. Spread the word. Link your fundraising page on social media and be sure to tell your family and friends!
- ☒ 5. Update your supporters. Provide regular updates e.g. pictures of your training or preparation for an event.
- ☒ 6. Have fun! Fundraising should be a fun and rewarding experience





# Keeping your fundraising

## safe and legal

**Some methods of fundraising are restricted by local and national charity law. If you are organising a fundraising activity in aid of Age UK Norfolk, please be aware you will be responsible for carrying it out safely and legally.**

**Insurance** – If your event involves the public it is likely that you will need public liability insurance. If you're hiring a venue then check whether they already have this. Any event carried out in aid of Age UK Norfolk will not be covered by Age UK Norfolk's insurance.

**Health and Safety** – Advice will vary depending on when and where you are planning to hold your fundraising activity. You can find further useful information at [www.hse.gov.uk](http://www.hse.gov.uk)

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Food and Drink – It is not always necessary for a food certificate to be held although it is advisable. Food hygiene regulations can be found at [www.food.gov.uk](http://www.food.gov.uk) . If you are selling alcohol then it is likely you will need a license.

Licenses – You may need to contact your local authority to check whether you need a license, if for example you are planning to hold a raffle, lottery or auction, provide alcohol, or collect money publicly. Contact your local authority to check which licenses you may need.

First Aid – It's very important to ensure you have adequate provision for your event. You must decide if you need a qualified first-aider present or if having a first aid box is enough.



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# Frequently asked questions

## **Where can I get a sponsorship form?**

You can download our sponsorship form from [our website](#).

## **How do I send you the funds I've raised?**

- Collect donations online. To collect donations online, you can set up a fundraiser on our [JustGiving page](#).
- Send your funds by BACS. You can send funds to us via BACS to the following details: Age UK Norfolk, Account number: 03990538 Sort Code: 30-96-17
- Send us a cheque to Age UK Norfolk, Henderson Business Centre, 51 Ivy Road, Norwich, NR5 8BF.

## **Can I receive any materials to help me with my fundraising?**

You can find some resources including poster templates and bunting [on our website](#).

## **How can I speak to someone in the fundraising team?**

You can contact our fundraising team at [fundraising@ageuknorfolk.org.uk](mailto:fundraising@ageuknorfolk.org.uk)

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*"The travel companion project has been a Godsend. I was thinking that I could go out and have a cup of tea on my own and that's a big step forward.*

*If I could meet up with a friend and have a coffee that's good - and that's what it's all about - building up your confidence."*

*- Travel Companion Client*



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# Thank you for partnering with Age UK Norfolk

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Age UK Norfolk  
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[www.ageuknorfolk.org.uk](http://www.ageuknorfolk.org.uk)  
Charity No. 1077097



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FUNDRAISING  
REGULATOR