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# Fundraising Guide

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Making Norfolk a great place to grow older



# WITH YOUR HELP WE CAN TRANSFORM THE LIVES OF OLDER PEOPLE IN NORFOLK

This guide has been designed to support your fundraising activities and to help make your events successful and enjoyable. It's crammed full with ideas, hints, tips and legal information that you'll need to help you raise vital funds that will transform the lives of older people in Norfolk.

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On our website, you'll find many useful promotional materials, including sponsorship forms, posters and bunting. If you'd like additional advice or support with your fundraising activity, please contact our fundraising team who would love to hear from you, reach them by email at: [fundraising@ageuknorfolk.org.uk](mailto:fundraising@ageuknorfolk.org.uk)





# WHAT WE DO AND HOW YOUR ACTIVITY WILL HELP US

Age UK Norfolk is a local, independent charity, working to improve later life for people in Norfolk by tackling loneliness and social isolation and providing advice and practical support to help older people maintain their independence and wellbeing.

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Fundraising for Age UK Norfolk is a great way to raise money to help older people in our county enjoy the opportunities and meet the challenges of later life. Do you know that **38,000** people aged 65 and over in Norfolk are lonely? We believe that nobody should be lonely in later life, and we are working towards that goal, but we still have a lot of work to do.

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## HOW WE HELP



- Free and confidential information and advice
- Providing general and bereavement advocacy support
- Helping older people claim the benefits they are entitled to
- Tackling isolation through telephone befriending
- Assisting carers to best support their loved ones

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***All funds raised benefit older people living in Norfolk***

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# HOW YOUR ACTIVITY WILL MAKE A DIFFERENCE

Age UK Norfolk provides older people with a lifeline to their community, as well as giving support and companionship. For those who are unable to leave their home, our telephone befriending service can reach them, while our advice line gives essential information on a wide range of topics.

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## HOW YOUR MONEY CAN MAKE A DIFFERENCE TO OLDER PEOPLE IN NORFOLK



£10

Could pay for telephone befriending calls to a lonely older person for a whole month.

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£12

Could pay for a month of 'Money Matters' support with household finances and budgeting for an older person in Norfolk

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£25

Could pay for our on-line coordinator to assist older people overcome digital exclusion.

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# FUNDRAISING IDEAS FOR YOU

There are many ways you can raise money for Age UK Norfolk. They can be simple and traditional, or creative and quirky - it's entirely up to you.

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## WHY NOT...

- Take part in our Big Knit Campaign (you can find out more about this on our website)
- Donate unwanted items to help us stock our charity shops
- Lose it for charity with a head shave or sponsored wax
- Catch up with friends and raise some funds with a cake and coffee morning
- Open your garden to the public, family and friends
- Step out in style with a gala dinner or black-tie ball
- Arrange a game of rounders or 5-a-side football. You could charge for entry and refreshments





# FUNDRAISING IDEAS FOR YOUR WORKPLACE

Unite your office or shop floor behind a good cause and generate lots of positive energy

## WHY NOT...

- Get colleagues to splash out - hold a car wash day
- Show your sweeter side - organise a cake sale
- Give up a day's salary and encourage your colleagues to do the same
- Organise a dress down day or even a glamorous dress-up day
- Put on a play or revue and charge admission
- Run a sweepstake for big sporting events like Wimbledon
- Host a games night or quiz and chips evening
- Hold a rounders match, 5-a-side football tournament, 'It's a Knockout' or 'Office Olympics' day
- Double your money. If your company has a Matched Giving policy, they will donate £1 for every £1 their employees raise





# FUNDRAISING IDEAS FOR YOUR SCHOOL

Gather your classmates, learn new things and have fun while you raise funds for older people in Norfolk

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## WHY NOT...

- Bring your unwanted books and run a second-hand bookshop at break times
- Ask your teacher to organise a bag packing fundraiser at a local supermarket
- Go to school in style. Organise a non-uniform day or wear purple on Older People's Day (1st October)
- Go on an adventure. Organise a sponsored walk or treasure hunt
- Be entrepreneurial. Make cards or jewellery, or bake cakes and biscuits to sell to friends and parents
- Get everyone together for a great time with group activities or a school fete
- Keep it quiet with a sponsored silence





# IDEAS ON A BIG SCALE

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## PUSH THE LIMIT

Fundraise as you fall. Feel the ultimate adrenaline rush when you make a sponsored parachute drop.

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## RUN FOR MONEY

Give yourself a real challenge. Participate in a marathon or any regional running events. Get yourself in peak condition and raise money for Age UK Norfolk at the same time.

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## STEP OUTSIDE YOUR COMFORT ZONE

Ever fancied kayaking up the Orinoco, riding a motorcycle across the Kalahari Desert or climbing to the summit of Kilimanjaro? For those with an adventurous spirit, there are lots of exciting opportunities to challenge yourself and see the world as you raise vital funds.



# HOW TO SUPPORT US THROUGH SPONSORSHIP

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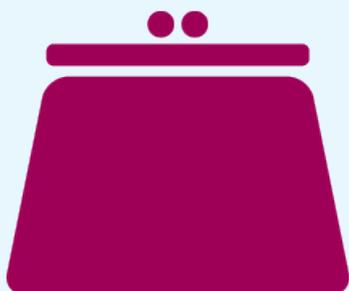
One of the easiest ways of getting sponsorship is by creating an online fundraising page. You can do this either through Virgin Money Giving or JustGiving. It only takes a couple of minutes to set up and allows you to post a direct link to your fundraising page on social media sites such as Facebook and Twitter. You can even send the link to your contact list using your mobile phone or email address book.

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Start by asking your friends and family to sponsor you. This will set the trend and inspire others to do the same. If you are thinking of holding a sponsored event in aid of Age UK Norfolk, you can download a sponsorship form from our website [ageuknorfolk.org.uk](http://ageuknorfolk.org.uk)

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## MAKING YOUR FUNDING GO FURTHER WITH GIFT AID



Make your fundraising go further by asking your sponsors to Gift Aid their donation if they are UK taxpayers. This means that Age UK Norfolk receives an extra 25p for every £1 donated, at no extra cost to you or your sponsors.



# HOW TO PROMOTE YOUR EVENT

Local or regional press, radio and television coverage is a great way to attract support for your event. It will boost your fundraising potential and raise even more awareness of Age UK Norfolk.

To make sure everyone in your community knows what you are doing, we will help you to publicise your event. For help raising awareness of your event, contact us by emailing [fundraising@ageuknorfolk.org.uk](mailto:fundraising@ageuknorfolk.org.uk) or call our head office on **01603 787 111**. You can also find resources such as posters and sponsorship forms on our website, readily available to download.

## GETTING THE MESSAGE ACROSS WITH SOCIAL MEDIA

Social media is a powerful way to get your cause, and your fundraising page, in front of a potentially unlimited audience. So why not maximise your fundraising results by doing some or all of the following:

- Like/follow our Facebook, Twitter and Instagram accounts ([@ageuknorfolk](#))
- Let friends know what you're doing to raise money on your status updates and invite people to sponsor you
- Update your Facebook status and tweet the link to your fundraising page so all your friends will see the link
- Ask your Facebook friends and Twitter followers to spread the word about your event on their status updates, so you can reach people you don't know
- Don't forget to mention us in your fundraising posts ([@ageuknorfolk](#)) so that we can support you by sharing your news to our followers



# IMPORTANT THINGS TO CONSIDER WHEN ORGANISING A FUNDRAISER

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When you are fundraising for Age UK Norfolk, you are acting ‘in aid of’ Age UK Norfolk rather than ‘on behalf of’ or ‘representing’ Age UK Norfolk. This means you are acting independently of Age UK Norfolk.

Unfortunately, Age UK Norfolk cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event.

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Please ensure that you and any third party suppliers have adequate insurance cover. You should carry out risk assessments as part of your event planning and preparation.

Be sure you are in good health to undertake your event and if in any doubt, gain clearance from your doctor, especially in relation to a physically demanding activity.





# IMPORTANT THINGS TO CONSIDER WHEN ORGANISING A FUNDRAISER

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## KEEPING EVERYBODY SAFE

We want you to have fun and be safe while fundraising, so for lots of useful advice on health and safety, go to [www.hse.gov.uk](http://www.hse.gov.uk)

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## FIRST AID

The level of first aid cover required will depend on the size of your event. Do check with your local council for advice. First aid providers you could contact include St John Ambulance, [www.sja.org.uk](http://www.sja.org.uk) or The British Red Cross, [www.redcross.org.uk](http://www.redcross.org.uk)

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## TEMPORARY LICENCE EVENTS

If you are not using a licensed premises such as a bar, pub or restaurant for your venue, and you wish to have alcohol and/or live music at your event, you will need to apply for a temporary event licence. If you intend to serve cooked food after 11pm, you will also need to apply for a licence. You can do so by contacting your local council.





# IMPORTANT THINGS TO CONSIDER WHEN ORGANISING A FUNDRAISER

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## FOOD HYGIENE

If you are selling food to members of the public through a catering supplier, you will need to ensure the catering supplier is licensed.

If you are providing the food for your event yourself, you must follow the basic rules of food hygiene for preparing, storing, displaying and cooking food. Please go to [www.food.gov.uk](http://www.food.gov.uk) for more helpful information.

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## RAFFLES AND LOTTERIES

There are strict and complex laws relating to raffles and lotteries. There are also legal requirements regarding prizes. If you have a raffle with a single prize worth more than £200 or you are selling tickets prior to the date of the event, you may need a licence. Please contact your local authority and look at the website [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) for further information.





# TOP TIPS FOR SUCCESSFUL FUNDRAISING

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- 1. Have fun!** Your event could be based around a hobby you enjoy, such as baking, dancing, knitting or cycling.
- 2. Be sure to plan ahead.** Allow plenty of time to organise and promote your event. Be aware of major sporting events or holidays and work around them.
- 3. Keep it above board.** Read our section on 'Important Things You Need To Consider When Organising a Fundraiser' in this brochure.
- 4. Finances.** Cost out your event carefully. Record all the financial transactions you make for your event. If you are being sponsored please use a sponsorship form so that we can claim Gift Aid if your sponsors are eligible.
- 5. Tell your story.** If you have a personal reason for fundraising for Age UK Norfolk, share it so that people can see what it means to you.





# TOP TIPS FOR SUCCESSFUL FUNDRAISING

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**6. Double your money.** Ask your employer if they have a Matched Giving policy.

If they do, they could match every single pound you raise. This is a great incentive to your friends and colleagues to give generously.

**7. Keep us up to speed.** We love hearing what you are up to! Let us know what you're doing and we can support you by promoting your event on social media.

**8. Don't keep it quiet.** Tell everyone about what you are doing and why you are doing it. Use every means of communication available to you.

**9. Don't do it all yourself.** Enlist the support of family and friends.

**10. Say thank you.** Inform people how much money was raised. They'll then know what a valuable contribution they have made. Always remember to thank everyone for their generosity and support.





# IF YOU CATCH THE FUNDRAISING BUG

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If you're passionate about fundraising for Age UK Norfolk, why not start a group in your area? Combine your efforts with other like-minded people to raise money that will help us maintain the services we provide to older people across Norfolk.

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## SENDING US THE MONEY YOU'VE RAISED

Once you've collected all the money from your fundraising event, please send it to us as soon as possible. The sooner you send your money to us, the sooner it can be used to benefit and transform the lives of older people throughout Norfolk.

- Please make any cheques payable to Age UK Norfolk and send them to our head office at **The Elms Business Space, 7 The Elms, St Faith's Rd, Old Catton, Norwich, NR6 7BP.**
- You can send money by bank transfer using the following details:  
**Sort Code – 30-96-17 Acc No. – 03990538 Account Name – Age UK Norfolk,**  
along with the reference '**Donation and Your Event Name**'



**ON BEHALF OF ALL THE OLDER  
PEOPLE WHO BENEFIT FROM  
YOUR FUNDRAISING ACTIVITY,  
THANK YOU FOR  
YOUR KIND SUPPORT**