

How you can help

Make life better for older people
in North Staffordshire



I'm helping more people



to love later life

Age UK North Staffordshire

83-85 Trinity Street, Hanley, Stoke on Trent, ST1 5NA

Tel: 01782 286209 • info@ageuknorthstaffs.org.uk • www.ageuk.org.uk/northstaffs

Registered Charity Number 1087774

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How you can help

Thank you for expressing an interest in helping us to raise vital funds for our work. This fundraising pack has been developed in order to inform and guide individuals, groups and clubs who want to support their local Age UK. We hope it will inspire you, your colleagues, friends and neighbours to support invaluable services for the older people of North Staffordshire.

Age UK North Staffordshire is an independent local charity, not a branch of national Age UK, and we are responsible for raising our own funds in order to deliver local services to older people. We are a brand partner of the national charity and share the same values and mission but operate purely for the benefit of the older residents of North Staffordshire.

The last few years have seen accumulating cuts in public service funding which have affected local authority spending, Public Health and a wide range of health and care services across the country.

In a period when the number of older people is growing, shrinking resources are having a major effect on what services are available to support them. At Age UK North Staffordshire, we have been feeling the impact of reduced funding for the last six years and never more so than now as further cuts to our grants and contracts have been inflicted by cash-strapped local service commissioners.

To offset the effect of cuts, we have produced this pack so you can help us with our fundraising initiatives through these challenging times. Now that you have chosen to support us, we'd like to assist you in your fundraising and this pack is intended to help you get started. You'll find hints and tips over the next few pages to help you make the most of your fundraising and details of how to register with us on page 15.

If you have any queries or need help with any aspect of your fundraising, contact our Services Manager on 01782 286209 or info@ageuknorthstaffs.org.uk

How your support helps older people

Last year, Age UK North Staffordshire helped more than 9,000 older people, providing activities, companionship, advice and support for those who need it most. But we can only continue to do this with the support of our local communities, fundraising groups and companies. Here are some of the ways your support will help.

- *Informing and empowering* older people so they have choice and control to live their lives independently and as they choose. We provide specialist advice and information at our Hanley advice centre, via [our website](#), and on the telephone.



- *Providing practical help at home* to enable older people to live safely and independently at home. We provide a range of services which help older people to keep their homes warm, well-lit and accident free and to reduce admissions or readmissions to hospital.

- *Improving health and wellbeing* by delivering quality services that respond to the individual needs of older people. We provide a wide range of social and physical activities for older people, such as falls prevention exercise groups, and work with a number of local GPs providing non-medical support to older patients.

- *Enabling volunteers* to help support and deliver our services. We are extremely grateful for the massive input made by many volunteers. Your support helps us recruit, train and manage them, and helps to pay their travelling and out-of-pocket expenses.

- *Preventing loneliness and isolation* by developing and promoting initiatives that help older people to enjoy fulfilling lives. We work to reduce loneliness and encourage older people to enjoy a good social life through access to clubs and groups which bring people together. We also help people to become digitally included by offering computer clubs and support.



Your efforts will help us to maintain our high quality services to older people in North Staffordshire despite harsh cuts in external funding.

Thank you for your support!

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North Staffordshire
ageUK

to love later life

Sarah's Story -

How Age UK North Staffordshire helps older people

This page gives you further insight into how we provide free and vital support to those who need it. The story below is true—we've just changed the personal details of "Sarah".

Sarah is widowed - she's 94 years old and lives alone in her own home. Sarah's daughter supports her but works full time, often working extended hours.

Sarah was having difficulty keeping on top of her utility bills, due to memory problems and difficulty in understanding the payment and tariff options available to her.

As a result, she had inadvertently run up big utility bills totalling over £1000. She'd made numerous calls to suppliers but, without being able to resolve her situation, had become increasingly confused and distressed.

After discussing Sarah's concerns and problems with her, we contacted the energy supplier and discussed her account with them. They explained that she had not had her meter read for quite a while and that therefore her bill was estimated.

The supplier explained what tariff options were available and advised that her current tariff was due to come to an end. She would be placed on their variable tariff if she did not select a preference in the meantime.

The company offered to send Sarah an application to their trust fund, to see if she could get some help to reduce her debts, and we told her that we would help her fill it in.

Sarah also talked to us about her arthritis and other health issues and we explored the possibility that she might be eligible for [Attendance Allowance](#), a state benefit for

severely disabled people aged 65 or over who need help with personal care.

Once Sarah received the trust fund forms, one of our advisors visited her and her daughter and helped complete the forms. We also discussed luncheon clubs, social activities and other types of additional support that could benefit Sarah.

Although Sarah's trust fund application was unsuccessful, the energy supplier agreed to ensure she received quarterly meter readings and made sure her new energy tariff best suited her needs.

The best news, though, was that Sarah was eligible for higher rate Attendance Allowance and also for pension credit guarantee. As a consequence, Sarah is now better off by £145 a week (over £7,000 a year) and no longer has to pay Council Tax. This new income will help Sarah to continue to live independently at home and without the worry and stress over unpaid bills.

Our [Information and Advice service](#), which helped Sarah, receives no financial support from public service commissioners and urgently needs funds to continue this invaluable work.



Getting started on your fundraising

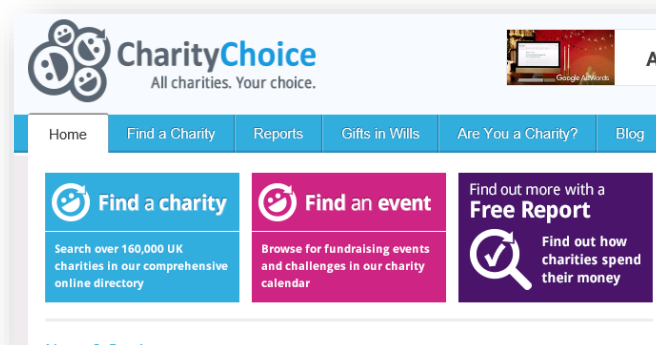
Any activity can be a good fundraising opportunity. What would you like to do? A dinner party, a film screening, van pulling and drastic haircuts? These are all fundraisers that have helped older people, but you might have some other ideas up your sleeve. Some things to consider:

- Is it going to be a sponsored activity or are you hosting an event?
- What do you enjoy?
- Where do your talents lie?
- Can anyone help you?

Do think about how much time and effort you can spend on planning and organising the event. Remember, you're doing a good thing for charity, but it should be fun too. So get that thinking cap on or get some inspiration from our A-Z of ideas on pages 13.

1. The sooner you start, the more you'll raise. No explanation needed! Don't leave it until the last minute.

2. Individual sponsorship. Once you've registered with us, we can supply sponsorship forms and/or set up your own online sponsorship site on Charity Choice, (details on page 11).



3. Don't feel daunted. If you set yourself a fundraising target, by breaking it down into easily achievable chunks, it will be less daunting. Divide your fundraising target and work towards a monthly or weekly target, instead of one amount.

4. Why should people sponsor you? It is important to explain to people why they should sponsor you in support of Age UK North Staffordshire – make your passion for the cause infectious! See previous pages or visit our website www.ageuk.org.uk/northstaffs

5. What's in it for me? Don't rely on sponsorship alone. People are helping you to achieve your goal, so give them something in return. How about a quiz or picnic? (Ideas on page 13.)

6. Spread the word. Tell everyone what you are doing. Use email signatures, work noticeboards, local press, Facebook, Twitter and even answerphone messages – use every means possible!

7. If you work, approach your employer. Ask your company if it operates a matched-giving scheme, which means it'll match your fundraising pound for pound. If they can't, you could ask for a donation or for permission to arrange some fundraising events within the workplace.

8. Play to your strengths. Where do your talents lie? If you're good at something, make some money out of it! For example, dog-walking, car-washing, gardening, odd jobs, babysitting and making greetings cards.

9. Don't give up. Persistence really pays off. You don't want to pester people too much, but there's nothing wrong with sending out an email reminder a couple of weeks after your first request. Don't be afraid to do this – people genuinely forget, and will appreciate the prompt.



Putting the Fun into Fundraising

This section provides ideas for running or participating in events or activities to raise funds. We kick off with six suggestions to give you some food for thought. There's also an A-Z of ideas to dip into on page 13.

1. The Great Cake Bake

Encourage your colleagues to bring in home-baked (or shop-bought) goodies to sell in the office. It's a simple way to raise money and will perk up the morning coffee break.

2. Get quizzical

Quiz nights take place in pubs across the UK and are always popular. Why not organise your own and raise funds for Age UK North Staffordshire?

3. Throw a party

Perhaps a themed dinner party, a murder mystery evening, games night, karaoke, barbeque – if it gets people together, it can be a fundraiser. Ask your guests for a donation and supplement this with a raffle or similar.

4. Sponsored anything

Swim, walk, run, parachute jump or silence and pie eating! Most things can be sponsored so the choice is yours. What would your friends and colleague consider an absolute challenge or daring? Maybe they think you're inseparable from your iPhone or incapable of cycling to work every day for a week. Prove them wrong and raise some money for older people.



5. Go wild

Let your imagination run wild - the more creative your idea the more publicity you are likely to get and the more people will support you.

6. Collections.

If you would like to help us with any locally-organised collections in your area and local supermarkets please contact us on **01782 286209**. We will provide you with a range of materials you need including t-shirts, tins or buckets and stickers. Please see page 12 for more information.



The Big Knit

Age UK North Staffordshire supporters, volunteers and staff participate in the annual Big Knit, a fun activity that provides us with 25p for every little woollen hat we contribute to the Innocent Smoothie initiative. Here's how you can join in . . .

The Big Knit is a joint campaign between Age UK and Innocent Smoothies. You knit the hats and the Innocent Smoothie bottles wear them!



For every hat knitted locally Age UK North Staffordshire receives 25p which the charity uses to help support older people across North Staffordshire. Since we started to take part in the campaign in 2009, our local supporters have knitted over 110,000 little hats, raising over £27, 000 which we have spent locally to run services and activities.

Many people love knitting and the range of colourful creations that come in to us are very impressive. Over the years we've had traditional woolly hats, cute animals and even some well-known characters.

We are grateful for every hat we receive, and could not do it without you!



It's free to participate and we run some local knitting groups that you can join—we need as many knitters as we can find.

Whether you are new to casting on, or already know your garter from your stocking stitch, it's easy to get started. Get yourself some needles, wool and your favourite comfy chair and get knitting at home or with friends.

Whether you decide to knit at home or organise a group of colleagues or friends, we can provide patterns and support. Additional patterns can be found by visiting: www.thebigknit.co.uk/hats-amazing.

Our Big Knit co-ordinator, Jenny Bell, can provide you with packs of information and promotional material with which to encourage others to get knitting.

You can contact Jenny at:
bigknit@ageuknorthstaffs.org.uk
☎ 01782 286209



Companies and groups of employees support The Big Knit, too. Could you set up a knitting group in your workplace?

How your company or club can get involved

Whoever you work for or whatever you belong to, you can raise money for Age UK North Staffordshire.

Are you a Rotarian, a Scout or Guide? Are you a member of a golf club, a tennis club, a rugby club or walking group? Do you belong to the WI or Inner Wheel? Does your workplace have a nominated Charity of the Year?

Whatever you belong to, you can help us by nominating us to be your chosen charity or organising an event to raise money for the benefit of local older people.

Our staff would be pleased to come and talk about our work at lunches, staff meetings or events to help encourage and support your fundraising ideas. We can work with you to produce tailor-made leaflets, posters and sponsorship forms to explain and promote your initiative.



Summer Garden Party Spectacular 2018

Raising funds for local older people
31st July from 12pm until 7pm

Join us for Strawberry Tea and be entertained by The Potters.
Please note in the event of inclement weather this event will take place indoors.

RSVP
Fundraising Group
High Street
Potteries Town, AB12 3DE
01234 567 890
sandra@potteriestown.co.uk

North Staffordshire ageUK

Registered charity number 1007774
ID880356 08/15

We can work with you to produce tailor-made leaflets and posters for your initiative

There are plenty of fun ways that you and your colleagues or club members can raise funds. Once you've got an idea of what you want to do, contact us so we can help you plan and promote your event or initiative.

On the next page, there are ideas on getting publicity for your initiative, which could benefit your organisation or company, too.

Other ways to help us to help older people

There are also many non-financial ways your club or company can help Age UK North Staffordshire and we really value that support too.

- Does your company supply or manufacture goods? How about donating any surplus stock/ends of lines for us to sell in our shop?
- Do you have event or conference facilities that you'd be prepared to let us use free of charge?
- Do you ever have free places on staff and management training courses which you could allow our staff members to make use of?
- Have you recently upgraded your computers and have kit you can pass on to us?
- Could you arrange a collection day for staff or members to bring in unwanted clothes and household items for us to sell in our shop?



To register with us and get support in organising your initiative, phone us on 01782 286209 or email info@ageuknorthstaffs.org.uk

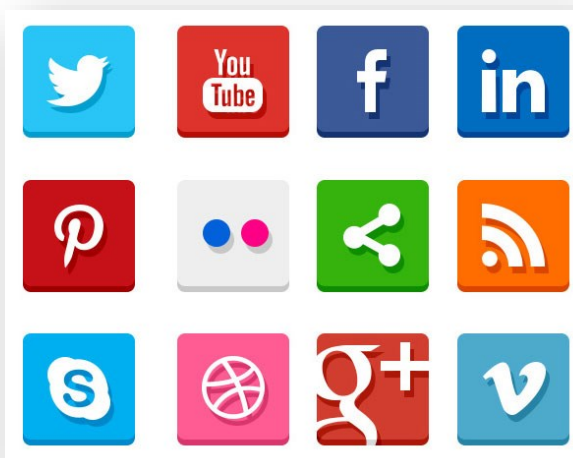
Making the most of your fundraising

This page provides tips about how you can get your fundraising activity noticed. The more people who know about your efforts, the more you'll raise.

Social media

If you use Facebook or Twitter, post details of your activity and ask people to share it.

Give us details of your activity and in return for a 'Like' on Facebook, we'll add you to our Facebook page too.



Press and local radio

Tell the local press and radio stations.

Journalists, readers and listeners like local and human interest stories, for example, if Age UK North Staffordshire helped your parents, or an elderly neighbour.

Make sure you know when deadlines are so that you can time the press coverage of your event in a timely way. This can be especially important for weekly locals.

Try to think of something which makes your activity stand out — if it is unusual, it may attract better coverage. Get key information into the first paragraph – who, what, where, when and why.

Assume that journalists know nothing about you so avoid jargon and abbreviations. Don't forget to include a contact name, number, email address so they can get back to you if they need to.

Make the journalist's job easy – take interesting photos before the activity, or invite a photographer on the day. Make sure you are wearing Age UK North Staffordshire tee-shirts or borrow a banner from us, so that it is clear who you are supporting.

Use props such as a bike or running shoes to show what you are doing.

Get information about your activity onto your company or club's intranet or internal newsletter.

Check if your company operates a matched giving scheme. This instantly doubles your fundraising.

Create an email signature to add details of your fundraising to every email that you send.

Register with us

Once you've got a good idea, register with us, see page 15, and we'll support you if you're not familiar with the intricacies of social media or you are struggling with writing a press statement.



Setting up an online sponsorship page

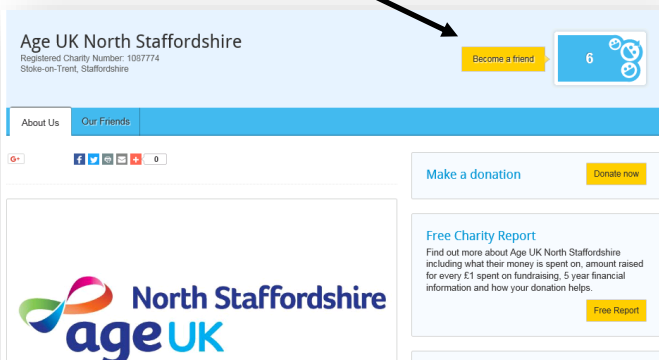
Age UK North Staffordshire encourages its registered fundraisers to use Charity Choice to set up your fundraising page. This section steers you through the process. It also tells you about how you can advertise our Just Text donation details.



Charity Choice website

You can set up a fundraising page to promote your activity and enable supporters to sponsor and contribute funds online.

[Click here](#) or go to www.charitychoice.co.uk/ to get started. If you haven't used the site before you will need to Sign up as an individual, answering essential questions. Once registered you can start to add your details. Don't forget to use the facility to 'Become a friend' of Age UK North Staffordshire:



Once you have established all the details you want to publish about your fundraising plans, it's easy to share them via Facebook and other social media.

Using Charity Choice means you can quickly promote your efforts and get family, friends and other supporters to sponsor and donate without having to 'sign them up' using a traditional sponsorship form.

If you have any difficulty with the process and would welcome our help, do get in touch.

For sponsors who don't want to use technology, we'll supply you with our official sponsorship forms so you can ask them to sign on the dotted line!

Just Text

You can help us advertise our Just Text details on your promotional material and social media pages.

We will receive the full amount of donations texted using AUNS36 to 70070 and donors can trigger a further 25% Gift Aid tax relief when prompted.



Easy Fundraising

Another way for supporters to contribute to our fundraising efforts is by signing up to "Easy Fundraising".

This is a means by



which people can make contributions to our funds while they are shopping online. It doesn't cost the shopper anything as a donation is made by the over 3,000 suppliers—from Amazon to Zizzi. You can set up your own page and encourage friends, family and colleagues to help you in your efforts to raise much-needed cash to support the older people of North Staffordshire. [Click here](#) or go to www.easyfundraising.org.uk to find out more.

Buckets of cash! How to carry out collections

Age UK North Staffordshire can support you if you would like to collect money from the public or workmates. This page tells you about the do's and don'ts and the support that's available.

Collecting cash is challenging but can be fun and you can raise significant amounts in an afternoon.

To collect in private properties, such as at work or in pubs, you will need the permission of the management.

But if you plan to collect for us in a public place, such as in the street, you will need our permission, guidance and support. We will provide written authorisation for all those involved.

Age UK North Staffordshire will also provide appropriate collecting containers, which are sealed by us for safety and security.

Get in touch with our Services Manager for help in organising a collection or to join in with any upcoming collecting initiatives we have planned.



With the advent of contactless debit cards, a lot of people don't go out with much cash on them. We will provide you with flyers to give to folk who would like to donate but haven't got the cash on them.



Tips for collectors

Please do:

1. Ensure that you carry your fundraising authorisation letter, which we will provide for you. Make sure that our branding can be seen on all tins or buckets.
2. Get people's attention with smiles and eye contact.
3. Don't be shy – ask for support!
4. Thank all the people who donate but don't be offhand with those who don't.
5. Compete with fellow collectors - a bit of friendly rivalry will keep you going.
6. Persevere – it can be tough to get started, but it gets easier with practice.
7. Be positive and enjoy yourself – it'll rub off on those you're collecting from.

Please don't:

1. Pressurise people to donate or ask the same person several times, which is illegal.
2. Break the seals on the collecting containers. Our staff will do this when we count then bank the proceeds. We will let you know what has been collected.
3. Stand too close to other collectors or cause an obstruction.
4. Rattle tins or buckets.

A—Z of fundraising ideas

Here is our A-Z of fundraising ideas to give you some inspiration and get you started! Hopefully, there's something here for most tastes and ages.

What do you enjoy, and how could your friends, family and colleagues be involved?

If you would like some help planning an event please contact us, details on the front page. In addition to the resources in this pack, we can provide collection tins, balloons, customised leaflets and posters to help you advertise your plans or recruit participants. There's a sponsorship form on page 15 and we can help you set up online giving, see page 11.

A • Auction • Antiques fair • Arts and crafts stalls • Afternoon tea

B • Bring and Buy Sale • BBQ • Bazaar • Bingo • Ball/Dinner • Balloon race • Barn dance • Board games event • Book Fair • Bowls or boccia tournament • Bungee jump • Bridge contest • Bag packing

C • Children's fun day • Cricket match • Cycle ride • Craft event • Carol singing • Coffee morning • Calendars • Car boot sale • Car rally • Car wash • Casino night • Cheese and wine event

D • Disco/Dance • Dress down day • Dance marathon • Darts match • Dinner party • Duck race • Dragon Boat Race

E • eBay sale • Exhibition • Easter egg hunt • Extreme challenge • Egg and spoon race

F • Fashion Show • Fête/Fair/Festival • Fancy dress competition • Fun Run • Fireworks display • Five-a-side competition • Flower arranging • Football match • Film night

G • Games Night • Gala Balls • Gardening services • Good as new sale • Golf day • Greeting cards • Garage Sale • Garden parties • Garden openings • Guy Fawkes party • Guess the weight of . . .

H • Halloween party • Host a sale/party • Hot air balloon • Hockey event • Head shave • Hot pot supper • Holistic fair • Hair beading/plaiting

I • Ironing services • It's a Knockout • Iron man/woman competition • Indian night • International theme event • Italian food event

J • Jumble Sale • Jam making • Jeans at work/school day

K • Karaoke • Kite flying • Knitting competition

L • Lunch with Speaker • Line dancing • Loud tie day

M • Mile of Pennies • Marathons • Market stalls • Masked ball • Medieval banquet • Midsummer dance • Murder mystery • Music event • Mystery tours

N • Non-uniform day • Nearly new sale • No pay day • New Years Eve party

O • office collection • Open garden • One hundred club • Open days • Open water swim • Olympics • Odd jobs

P • Parachute jump • Pet show • Pie and pea supper • Paragliding • Photo competition • Picnic in the Park • Pamper event • Painting competition • Pool/Snooker match • Pub night • Photography competition • Pancake race

Q • Quiz night • Queens and Kings day • Quids in day • Quit smoking

R • Raffle • Races • Recycling goods • Reunion event • Roadside stall • Rose growing competition

S • Sponsored events • Strawberry tea • Shaving/waxing • Stall • Sweep stakes • Second hand book sale • Sherry and mince pies • Skydive • Staff v Pupils competition

T • Themed party • Tombola • Treasure Hunt • Table top sale • Teddy bears picnic • Toy sale • Trolley dash • Tug of war • Tea dance • Triathlon

U • Upside down day • Up and away (ballooning)

V • Vintage car rally • Volley ball tournament • Valentines Day event • Veggie recipe book

W • Wine tasting • Water ski • Waste collection • Whist drive • Welly Wanging • White elephant stall

X • Xmas party • X Box contest • Xtra nice day!

Y • Yoga class • Yard of Ale contest • Yo Yo competition

Z • Zumbathon • Zorbing



Age UK North Staffordshire

Our Fundraising Promise



Registered with
**FUNDRAISING
REGULATOR**

Age UK North Staffordshire is registered with the Fundraising Regulator and, as such, always abide by the Code of Fundraising Practice and commit to upholding the Fundraising Promise.

We do not undertake any door-to-door fundraising activity

Due to the nature of our charitable work and objectives, in particular, our safeguarding policies and work around protecting older people in their homes, we do not send our fundraisers to knock on people's doors to ask for donations.

We do not ask for direct debit donations on the street

We will not approach you on the street and ask for your bank details.

We do not share personal data beyond the Age UK Network

We will never pass on your personal data to other organisations or charities for marketing purposes and will only contact you about products and services provided and/or offered by the Age UK Network.

We do not sell personal data

We will never sell your personal data to other organisations or charities.

We do not 'cold-call' people for fundraising purposes. We only phone people with whom we have an existing relationship or who have already given us permission to contact them

'Cold calling' involves a company or business calling someone with whom they have had no prior contact. We only call people who have

supported us in the past or told us they would like to hear from us.

We will always check first that you're happy to speak to us when we phone. And if you don't want to be phoned, just let us know.

Every communication from us to members of the public will always include information on how to opt out from future communications

We only want to contact people who are happy to hear from us and we encourage people to get in touch if they'd like to change the way we communicate with them.

If you tell us you don't want to hear from us again, or want to hear from us less, we will respect that.

We always stop direct debits received from donors if a third party (e.g. family and friends) advises us that the donor is vulnerable in some way as long as we are satisfied that the third party is entitled to act on the donor's behalf

We know people's circumstances change and will always cancel donations if one of our supporters is in a vulnerable situation. If you're ever worried about an older friend or relative, don't forget we have lots of information and advice to help, just give us a call on 01782 286209.

We will keep our fundraising practices under review and we will work with our volunteer fundraising supporters to maintain high standards of practice.

Registered with



**FUNDRAISING
REGULATOR**

Age UK North Staffordshire Fundraiser Application Form

In order that we can register you as a recognised fundraiser for Age UK North Staffordshire, we would like you to fill in and post or email the following to us:

Please use BLOCK CAPITALS

Name of fundraiser: _____

Address: _____

Postcode: _____ Your contact telephone number: _____

Email: _____

What is your proposed fundraising activity?

When are you hoping to carry out your fundraising event/activity? _____

(Approx. date/s)

Either fill in and post to us or copy and paste the above into an email. Please send this form to:

Age UK North Staffordshire Fundraising
83-85 Trinity Street
Hanley
Stoke-on-Trent ST1 5NA

Or email: info@ageuknorthstaffs.org.uk

A member of our team will get in touch with you as soon as possible to discuss your plans with you and how we can help you make the most of your efforts.

