

# Give it up, give it a go, give!

## for Age UK Norwich!

### Fundraising pack

Are you thinking about making a change this year?

Would you like to give something up, or give something new a try for 2021?

Throughout **January & February** we're asking you to join our **Give it up & give it a go** campaign, and get yourself some extra motivation by fundraising for Age UK Norwich!

We've all experienced a tough year, but older people have been one of the hardest hit groups by the pandemic and we are in need of your support today, more than ever.

So whether it's cutting out the coffee, crisps or screen time, or you want to run a 5k, knit a jumper or learn to cook, you can help us support the older people of Norwich.

Inside this pack you'll find lots of helpful advice, ideas and tips on how to make your fundraiser a success!

By making a **small change** in your life, you could make a **big change** to the life of an older person.

Go on, give it a go!  
We know you can do it!



# Why we need your help

COVID-19 and the subsequent lockdowns have had a severe impact on older people's **mental and physical health**.

- » **One in five** said that since the start of lockdown, they are now **finding it harder to remember things**
- » **One in four** are **unable to walk** as far as before
- » **82% of people living with dementia** reported an **increase in symptoms** during lockdown
- » **One in three** agree that their **anxiety is now worse**, or much worse, than before the start of the pandemic

**"It has made me feel that I would like to get off this bus at times and that feeling is quite foreign to me"**

(Female, 80-84)

» **45% of people aged 70+** say that they are **uncomfortable leaving their house**

**"Reduced exercise has led to weight gain, increased blood pressure and unstable blood sugar."**

(Male, 65-69)

**"I feel that this is never going to end. I don't feel safe at all, feel very vulnerable and scared"**

(Female 65-69)

Source: Age UK 'The impact of COVID-19 to date on older people's mental and physical health' (2020)

## How we can use your money

Our services are needed now today, more than ever. The effects of the pandemic on older people will last for a long time. We are in desperate need of funds to help keep our vital services going, and to enable us to reach the most vulnerable people in our city.

**£5** could help us provide regular befriending calls to those that are lonely and help us offer digital learning

**£15** could help us support an older person stay physically and mentally active through our online groups & our one-to-one in home help

**£20** could help us care for those who are living with dementia by providing regular contact & a place of friendship at our day care centre.

# How you can get involved

## Give it up...

### Are you thinking about changing some habits this year?

- » Perhaps you want to cut back on the coffee, or reduce the chocolate? Or have you been having one too many take aways recently? Donate the money you've saved by not buying that cup of coffee, chocolate bar, or pizza.
- » Want to cut back on the booze? Get sponsored to go sober for the next month
- » Want to spend less time on social media or step away from that screen for a while? Set yourself a target number of hours to stay off social media or your phone and get family and friends to sponsor you.
- » Want to watch less television? Pop some money in a pot for every minute or hour you don't tune in when you normally would

## Give it a go...

### Want to do challenge yourself to do some different this year?

- » Do you want to run your first 5k, 10k or marathon? Why not train for a race and take part on behalf of Age UK Norwich, such as Run Norwich in October, and ask your friends and family to sponsor you. Or challenge yourself and get sponsored to do a number of miles each week or month
- » Maybe it's time to get the bicycle out of the shed? Hit those country roads and train to join us on Norfolk's very own Tour de Broads ride in August
- » Perhaps you want to read more books? Set yourself a book reading goal and donate for every book you read over the year
- » Or maybe you want to do something epic like a sky dive, zip wire or hiking challenge? Take part on behalf of Age UK Norwich and help raise funds for us. Keep an eye out on our website as we're hoping to have some organised challenges ready for late-2021!
- » Do you want to learn a new skill or hobby? You could raise some funds from selling your newly created items or donating your time

## Give...

### There are so many ways you can donate to us

- » **Just Giving:** It's easy to set up your own Just Giving page. Just head to [www.justgiving.com/ageuk-norwich](http://www.justgiving.com/ageuk-norwich) and click 'Fundraise for us' to start your own fundraising journey
- » **Facebook:** Go to our facebook page, <https://www.facebook.com/AgeUKNorwich>, start your own fundraiser and share with your friends and family.
- » **Cheque:** Collect your own funds and pop a cheque in an envelope, made payable to Age UK Norwich, and send it to FREEPOST, Age UK Norwich.
- » **One off donation:** If you want to make a donation of any amount to us just go to our [Just Giving page](#) and select the amount you'd like to donate.

## We're here to help

Our fundraising team can give you all the tools you need to make your fundraiser a success. Call us on 01603 397784 or email [fundraising@ageuknorwich.org.uk](mailto:fundraising@ageuknorwich.org.uk)