



Platinum Challenge Fundraising Pack



Thank you for taking on a Platinum Challenge and celebrating Age UK Shropshire Telford & Wrekin's 70th birthday. Fundraising can be the most fun and rewarding way to support older people in your community.

Age UK Shropshire Telford & Wrekin is celebrating 70 years of **making a difference to the lives of older people** across the county.

To celebrate we are asking fundraisers to complete a **Platinum Challenge** and raise funds to support older people in three key areas:

- Reducing loneliness and isolation
- Supporting people living with dementia
- Providing information and advice

We continue to meet the needs of local older people as we move through the pandemic. However long it lasts and with your help, we can ensure vital support is still given in the next 70 years.

Did you know?

£10 could pay for a volunteer befriender to make regular calls to lonely older people

£30 could ensure an older person receives all the benefit payments they're entitled to

£100 could recruit and train a volunteer for one of our dementia support groups

Thanks!

Age UK Shropshire Telford & Wrekin

01743 233 123

enquiries@ageukstw.org.uk

Age UK Shropshire Telford & Wrekin is a charitable company limited by guarantee and registered in England and Wales. Registered Charity Number: 1090445



What can you do?

Have you ever wanted to set yourself a physical challenge? You could run a marathon, do a skydive or climb a mountain or simply take a walk in your local park or garden to raise funds for local older people.

Walking or running

Take up the Couch to 5k or, if you are more energetic, run a 10k around your town or village. Walk up one of the many famous Shropshire hills like the Wrekin or Caer Caradoc. Or walk the same amount of steps at home or in the garden at your own pace.



Cycling

Whether it's outdoors or on an exercise bike you can create a challenge based on your own fitness. Cycle two miles, 10 miles or maybe cycle to work every day for a week.



Rowing

Last year one of our volunteers raised funds by completing an amazing 26 mile rowing marathon. Is there a number of miles you could challenge yourself to reach? Or if you have a rowing machine at home or in the gym, set your own rowing goals.



Choose your own

Not all challenges have to be physical: if you want to organise a knit-a-thon, online quiz or poetry slam it's up to you! Anyone can take part and all funds raised will make a difference to local older people.



Meet Sally

Because of the amazing support I received from Age UK Shropshire Telford & Wrekin, I raised more than £900 when I performed a tandem skydive at Skydive Tilstock Freefall Club in Whitchurch.

It was such a relief to have Age UK Shropshire Telford & Wrekin on board. It meant I had someone to talk to and the family got the help we needed.

It's all thanks to the trained advisers we saw. They acted as our listening service and helped us find a way through.

There is help out there and I've learnt that it's important to take a deep breath and listen when an older person is telling you their problems. They are of a very different generation and don't always like to speak up.

Sally Raw-Rees, Fundraiser



Spread the word



Tell your family, friends and colleagues about your Platinum Challenge and why supporting older people is so important to you.

Share your fundraiser on social media using **#PlatinumChallenge** and **#AGEUKSTW70**

Don't forget to follow us on:



@AgeUK_STW



@AgeUKSTW

Meet Martin

In 1991 my workmates and I heard how Age Concern (as it used to be known) was opening a new sheltered dwelling across the road from where we worked. Within no time, we were asked to become volunteers to run a day centre and the rest is history!

Age UK Shropshire Telford & Wrekin deals head on with the problems people have, helping people with financial advice. I always ask my neighbours if they're claiming their Attendance Allowance.

Age UK Shropshire Telford & Wrekin has claimed back millions of pounds in benefits for local older people and that's an aspect of their work I don't think enough people are aware of.

Martin Brookes MBE, Day Centre Organiser & Event Host



Meet Lynn

Age UK Shropshire Telford & Wrekin has taken me out of a lonely world. It was hard to push myself, but they gave me confidence to do things. I'm nearly 79 but I don't feel old. I just want to do whatever I can to have a good life.

When I first moved here, I didn't know much about the work of this local charity other than they help people at home. It turns out they do all sorts of things. So I asked if I could help and they suggested telephone buddies.

It would be awful if there was no Age UK. Where would I be? And where would all the people we help be? Donating money to keep Age UK alive is so important for all those people out there who need us. If you donate your money to us, you are giving older people a lifeline they may not otherwise have had.

Lynn West, Volunteer Befriender & Telephone Buddy



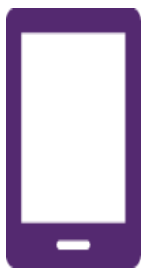
Sign up to JustGiving

In just five easy steps you could set up a JustGiving fundraising page. Here's how:

- 1) Click the link to our fundraising page here:
justgiving.com/campaign/platinumchallenge
- 2) Click the orange 'Start fundraising' button.
- 3) Login/create an account to register and choose what type of fundraiser you are planning. If none stand out just click 'Doing your own thing'.
- 4) Fill in all the information about your fundraiser and write why it's important to you to raise funds to support older people.
- 5) Click 'Create page' and you are ready to share with all your friends and family across social media.



And, if you use the Strava app, you can also share your progress, pictures, maps and miles direct to your JustGiving fundraising page.



Challenge events not your thing? You can still donate

To make a donation, text **'PLATINUM'** to **70480** to donate £5. This costs £5 plus a standard rate message. Alternatively, you can text **'PLATINUM10'** to give £10 or **'PLATINUM20'** to give £20.

Here to help

The fundraising team at Age UK Shropshire Telford & Wrekin are here to help. Any difficulties with JustGiving, texting or you want to talk to us about a fundraising idea you have, leave us a message on **01743 233 123** or email **enquiries@ageukstw.org.uk** and we will get back to you.

Keeping it legal

Finally, a few things to remember when you're fundraising for us:

- When you're fundraising for Age UK Shropshire Telford & Wrekin you are doing so 'in aid of' the charity.
- You must notify us if you are undertaking any fundraising activities or sponsored events and you can simply donate the money raised to Age UK Shropshire Telford & Wrekin.
- Age UK is the name of the national charity. We are Age UK Shropshire Telford & Wrekin, a local charity that has been serving the people of Shropshire and Telford & Wrekin since 1950.

