

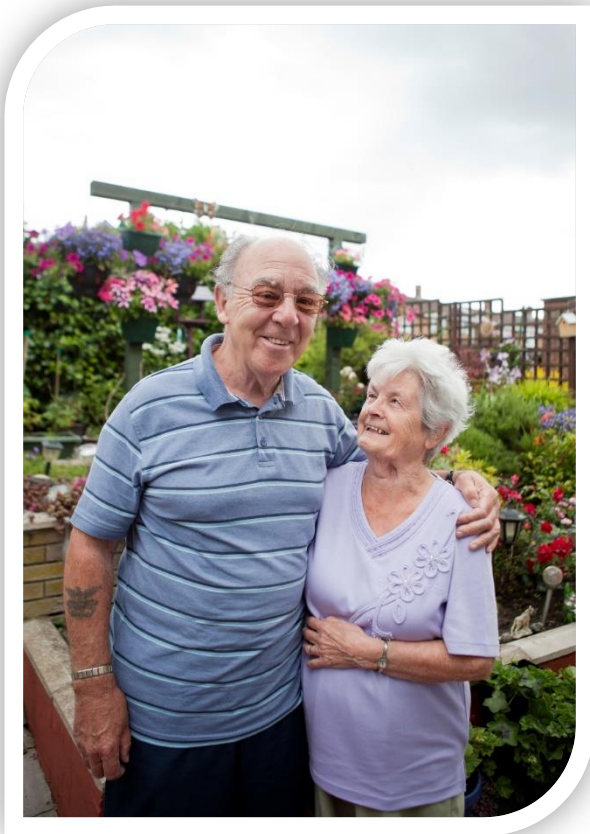
Fundraising Pack



Love Later Life Appeal

Our mission is to make later life better for everyone in Teesside.

Thank you for supporting our Love Later Life Appeal!



At Age UK Teesside we are many things to many people- a source of advice, information, companionship and support. But one thing is the same for everyone, we're always here.

Wherever you are in your life, whatever the demands and challenges, no matter how big or how small, ageing is a journey we'll take together, hand in hand, shoulder to shoulder.

We all know that life's road isn't always an easy one. But by working together, we can start to create a world where everyone can love later life.

This year we have launched our Love Later Life Appeal, our fundraising team will be working tirelessly to ensure our community are living their lives to the full: laughing, learning and loving. We know there is no reason why this should change as we get older.

We want to raise £20,000 for our Annual Appeal, but to do this and to truly make a difference we need YOU; whether you're young or old, whether you attend one of our fundraising events, jump off the Transporter Bridge with us or even arrange your own chinwag. Together we can create a world where everyone can love later life.

Your money will...

In this fundraising pack you will find information, ideas, hints and tips on how you can get involved in our **Love Later Life Appeal**, helping us reach our fundraising targets. We are looking forward to finding out what you get up to!

We can't thank you enough, people like you are what makes changing lives possible.

Every £1 you give could enable us to help claim £40 in benefits for an older person.

£10 Could pay for a Christmas dinner for someone who will be alone this Christmas.

£25 Could allow us to provide 2 hours of befriending per week for a month for a lonely older person.

£50 Would allow us to assist 10 older people who have no one to turn to and need our help.

£500 Could provide 24 life saving winter warmer packs, providing warmth and comfort to older people at risk during the colder months or experiencing a fuel crisis.



Fancy a go?

A to Z of event ideas!

A

Afternoon tea
Auction
Art class
Alice in Wonderland themed event

B

Balloon race
Bowling competition
Bingo
Bring and buy sale
Ball

C

Car wash
Coffee morning
Cycle ride
Cocktail evening
Come dine with me

D

Dinner party
Dance event
Donate clothes to our charity shop
Donut eating competition

E

Extreme challenges
Elvis fancy dress to work day
Equestrian event

F

Fancy dress party
Football competition
Family fun day event

G

Golf day/ tournament
Guess the name of the teddy
Guess the number of... in the...
Garden party

H

Head shaving
Hula Hooping
Hockey tournament
Halloween party

I

Ironing for 24 hours
Incognito challenge
Individual gift donations
Indoor Olympics

J

Jumble sale
Just dance marathon
Jumping jacks competition

K

Karaoke evening
Keep fit challenge
Knit (Donate to our Big Knit campaign)

L

Limbo competition
Lift sharing
Lemonade stand

M

Matched giving
Market stall selling
Murder mystery evening
Movie marathon

N

Non- Uniform day
Night in
Night walk

O

Organised sporting events
Office events
Onion eating challenge

P

Photograph sale
Pancake sale
Pottery class
Pub quiz

Q

Quitting something
Quidditch competition
Quiz

R

Raffle
Rounders tournament
Races

S

Sports day
Sponsored silence
Swear box

T

Tombola
Tea dance
Talent show
Treasure hunt

U

Ultimate frisbee competition
Unicycle challenge
Unwanted item sale

V

Variety show
Valet service
Volleyball competition

W

Waxing
Wine tasting
Water skiing

X

X Factor party
Xmas present sale
Xmas fair

Y

Yogathon
Yogi bear picnic
Yes day

Z

Zany clothing day
Zumbathon
Zip wire

How to get involved

Whatever you do, whatever you're about, there are many ways you can raise money for Age UK Teesside.

At Work

Fancy making work more enjoyable while giving to a worthwhile cause?

How about holding a bake sale?

Get baking some tasty treats and put them on sale in the staff room to perk up your colleagues coffee breaks. You could sell other items as well such as: cards, jewellery or seasonal themed gifts.

Or you could hold competitions?

Why not spice up your working day? You could apply an entry fee for an office Olympics, with wheelie chair races, elastic band curling and rubbish bin netball. Or why not get some great prizes donated offering promotion and publicity in return and raffling them off.

You could go green?

Walk or cycle the route you usually take by car or public transport to work, donating the money you saved to Age UK Teesside.

Would your company be interested in match funding?

Some companies will agree to match the final amount of money raised by their employee, therefore doubling the final amount raised, which is a huge bonus!

Could you nominate us as your business' charity partner or charity of the year?

We believe we are the ideal partner for a Charity of the Year partnership. Whether you have one or one hundred offices, sites or stores, we can provide a tailor-made operational structure to deliver your key objectives:

A dedicated account manager, Press and PR support, A bespoke calendar of events, Point of sale resources, Places for national sporting events and charity treks, Corporate volunteering opportunities.

Could you sponsor one of our events?

We have a whole variety of different events and campaigns coming up on our calendar. Sponsoring one of our events would give you the chance to provide much needed financial help to our charity while also getting the opportunity to promote your business to the people of Teesside.



With Friends

Could you make staying in the new going out?

Why not arrange a night in; get your alcohol, food and games from the supermarket and then donate the money you would have spent if you were out on the town.

Or hold your own coffee morning?

Invite all your friends and family around for a catch-up and pay a small amount for their cup of tea and cake.

Or arrange your own event?

Whether it's a murder mystery evening, wine tasting or a pamper party.

With Your Community Group

Why not help us out with a bag pack or a street collection?

Could you bring a team of speedy packers down to a local supermarket to offer their assistance? Or even get your group dressed up, hitting the streets collection buckets in hand.

Or arrange a car boot sale?

Hold it in your premises car park, charging each car a space fee as well as an on foot entry fee.

Have you ever thought of doing a talent show or a quiz night?

See our event success page for more help.



Ensure your event is a success

Some of our handy tips on how to get social media savvy promoting your fundraising!

What to consider

When is it going to happen?

Will it clash with any other local event? Is it at a time when people will be available to attend? Does it need to be held in a particular season? Don't forget to give yourself time to plan and promote your event!

Where is it going to happen?

Do you have a venue in mind? What capacity is it? Does it have the necessary facilities such as a toilet or a kitchen? Do you need an events licence? Do you need an alcohol licence?

Promoting your event

Social media is a useful tool as it continues to increase in popularity, it is also a free tool. Create an event, invite attendees and encourage them to share and invite more people to ensure the event reaches a broader span of people.

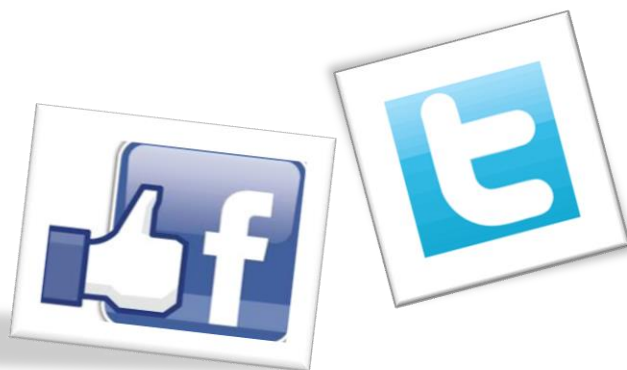
You could create your own posters and flyers to distribute throughout your local community, if people know something is going on in their local area they are more than likely to pay a visit.

If you contact the council they may be willing to list your event website on their event calendar. There are also event promotion websites such as, Event Brite that can be used in a similar way to promote your event.

Press releases are also a very important promotional tool. If you can manage to get a journalist on board your event, you will receive much better coverage. To get a journalist on-board you should research and contact the journalist who covers your area to see whether they are interested in the story.

The golden rule when writing a press release is to get all the most important information in the first paragraph: The five W's – who, what, where, when and why. This should be a succinct story in itself, the rest should just be additional information. Communicate everything first time round, or your story may get ignored. Keep things simple and short (No longer than an A4 sheet).

Make your story stand out! Journalists love a case study, we could get you a quote from one of our service users or volunteers, or can you discuss your motivation behind your fundraising?



A BIG Age UK Teesside thank you!

We cannot thank you enough!



We want to take this opportunity to say thank you to each and every person who helps us, to all those people who have fundraised for us over the years, and to all the people who help support our services.

We would not be here without you!

Health & Safety

We want everyone to stay safe and legal while fundraising for us, so here are a few things you will need to take into consideration so no risks are taken.

- A good starting point is the Health and Safety Executive (HSE) website www.hse.gov.uk, where you can access free health and safety advice.
- Consider first-aid provision and where possible, have a trained first aider present at your events. For bigger events, ask your local St John's Ambulance crew for help.
- For an event in a public area – for example, a mini-marathon or sponsored bed-push – you should inform your local police and local council of the date and the route.
- Check out references, insurance, and relevant qualifications of any organiser or supplier you're thinking of using for an event.
- Always check that caterers and venues have relevant food hygiene and environmental health certificates before considering them for an event where food is to be served or sold.
- If you are preparing or handling food yourself, please remember to adhere to basic rules for the safe and hygienic preparation, cooking and storing of food – you do not want to make those who have supported your fundraising efforts unwell! If in doubt, please consult the Food Standards Agency website www.food.gov.uk
- Raffles and lotteries are subject to strict and complex laws – to ensure that yours runs smoothly and within the law, you can either get advice from your local council or consult the Institute of Fundraising: www.institute-of-fundraising.org.uk
- Age UK Teesside cannot accept responsibility for any injury, loss or damage sustained as a result of fundraising for the Charity. If you are in any doubt about the legal or safety aspects of your fundraising, please contact Age UK Teesside **01642 805500**.



Good luck!

Good luck fundraisers!



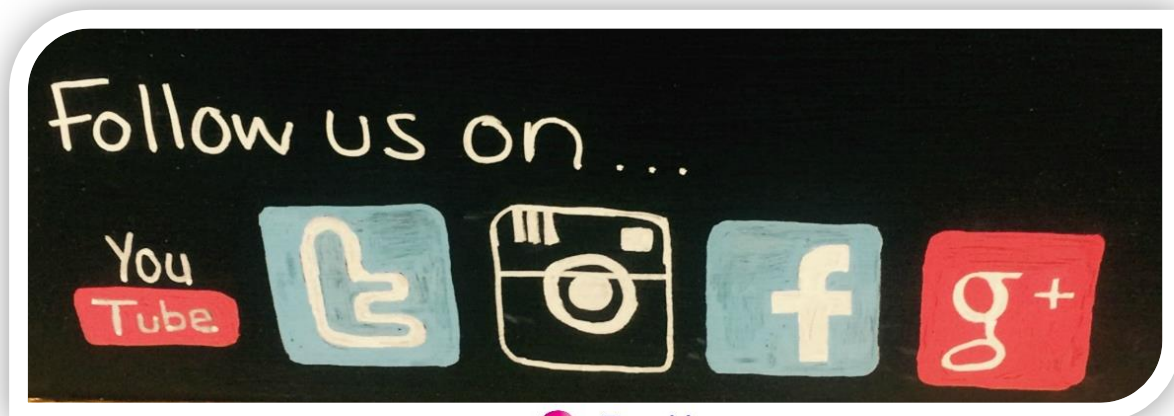
We wish you the best of luck with your fundraising and look forward to hearing all about it! If you need any further help or to show us how you've been fundraising (which we would love to see) please do not hesitate to contact our Campaigns and Fundraising Co-ordinator

laura.wedgwood@ageukteesside.org.uk

Keep up to date and share your fundraising successes with us by following our Social Media sites!

AgeUKTeesside

#AgeUKTeesside



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Age UK Teesside Fundraising event registration form

Event:

Date:

Please complete this form and return to confirm your place on the above event. Payment should be sent and each participant needs to complete a registration form.

By signing this registration form you declare that:

- I am familiar with the nature of the activity which I wish to undertake and acknowledge all of the risks involved. I understand and accept that I take part entirely at my own risk and that the organisers accept no liability for death or injury unless caused by their negligence
- I hereby declare that I am in good health, and that I am not suffering from any medical condition or disability that might make it unsafe for me to take part in the event. I am ultimately responsible for deciding whether to participate
- Parental consent is required for children under the age of 16. A parent or guardian will need to be present at the event to sign the 'Event Schedule' to accept the Indemnity form on behalf of the child
- I give my permission for photographs which are taken of me during the event to be used to publicise future events

PLEASE WRITE CLEARLY IN BLOCK CAPITALS

Forename

Date of birth

Surname

Address

Post code

Tel (Day)

Mobile

E-mail

Emergency contact

Name

Address

Post code

Tel (Day)

Tel (Night)

Mobile

Signed

Date

To be signed by parent/guardian of any participant under 16 years of age

Date

Signature of parent/guardian