

# Fundraising

## Support Pack



**Get in touch:**



01903 792 211



[fundraising@ageukwsbh.org.uk](mailto:fundraising@ageukwsbh.org.uk)



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 [www.ageukwsbh.org.uk](http://www.ageukwsbh.org.uk)  
    @ageukwsbh  
 Age UK West Sussex, Brighton & Hove  
 Age UK West Sussex, Brighton & Hove

## Love later life

### Published by

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## Who we are

Age UK West Sussex Brighton & Hove is a local, independent charity that has been dedicated to supporting older people for more than 65 years.





# What we do

Our vision is a world in which older people flourish and our mission is to help improve later life by providing services and support to reduce poverty, isolation and loneliness and to keep older people informed, connected, healthy and independent.

We offer a range of support services and activities to enable local older people to make the most of later life.

These include our clubs and activity centres, dementia support, providing information and advice, offering befriending, help at home services and assistance when returning from hospital, as well as practical support in the community. Many of our services are free to use and can provide an essential lifeline to some of the loneliest and most isolated older people.

***We need to raise funds to ensure we can continue providing all this vital support and more.***

## Our services

For more information on the services and support we offer, please get in touch:

-  [www.ageukwsbh.org.uk](http://www.ageukwsbh.org.uk)
-  [info@ageukwsbh.org.uk](mailto:info@ageukwsbh.org.uk)
-  0800 019 1310



"Thank you so very much for all your help with our claim for attendance allowance. We are very pleased to be able to tell you that we have been awarded the higher amount together with back payment to October. Without your help I really don't think we would have been so lucky. Thank you so much."

**Mrs B, Horsham**

"Without Age UK's help I wouldn't be where I am today and I'm so grateful to them and I feel so much more positive."

**Home From Hospital service user**

# How we help

We provide  
**help**  
in the home  
..... to support .....  
independent living



**i**

..... We make .....  
**essential**  
information & advice  
..... available to .....  
everyone

We stay  
in touch  
via our  
community  
outreach  
**teams**



We provide  
**places**  
to keep people  
socially connected



..... We offer .....  
**friendly support**  
..... tailored to .....  
**individual needs**



..... We offer .....  
**facilities**  
and activities to  
**improve**  
health & wellbeing



# Getting started with your fundraising



Here are a few things to think about before you get going...

## *Decide what you want to do*

When choosing what kind of fundraising or event you want to do, pick something you will enjoy. If you love being fit and active, you may want to take part in a sponsored sports event, such as a marathon. Or if you love getting people together and socialising, maybe you would enjoy hosting a quiz night or social event.

## *Make a plan*

Think about how you are going to make your fundraising happen. Make a list of everything you'll need to do to make it a success. How will you raise the money? Do you have a fundraising target to aim for?

If you are taking part in a challenge, such as a marathon or skydive, you could ask friends, family, your employer, colleagues and your local community to sponsor you. We can provide sponsor forms and it's a good idea to set up an online fundraising page (**see 'Get online'**).

If you are holding a fundraising event, such as a quiz for example, you will need to work out;

- **who you are going to invite?**
- **where and when it's going to be held?**
- **who will prepare and read the questions?**
- **what kind of prize will you need for the winner and can you get this donated?**
- **how much will it cost to enter?**
- **if you can you add an additional fundraising activity during the event, such as a raffle to raise even more?**

Whatever you choose to do, make sure your fundraising target is realistic and you have a plan to achieve it.

## *Spread the word!*

Once you know what you are doing and when you are doing it, let everyone know! The more people you tell, the more potential you have to raise funds, so drum up interest by telling friends, family, work colleagues and social media contacts. Don't forget to let us know what you are doing too – **please complete the registration form at the end of this pack and return to us so we can support you!**

## *Get online*

You can set up a fundraising page at **[www.justgiving.com/ageukwsbh](http://www.justgiving.com/ageukwsbh)** by clicking the 'Fundraise For Us' button at the top of our page. Follow the step-by-step instructions and don't forget to include in your story why you are fundraising for us. The more emotive it is, the more people will want to donate!

This is one of the easiest ways to fundraise as they will send the donations directly to us and claim any Gift Aid.

Don't forget to let people know about your page by sending them the link – you could also share on social media. If you have any problems setting up your page or you need any help, just let us know. If you are collecting donations and have money to send us, please see '**How to send your money to us**'.

## *We can help!*

This pack is designed to give you tips and advice on how to make your fundraising a success but the team at AUKWSBH are also here to help! Contact us on:

@ **[fundraising@ageukwsbh.org.uk](mailto:fundraising@ageukwsbh.org.uk)**  
 f t i d @ageukwsbh

# Fundraising ideas

You may already have an idea of what you would like to do to raise funds for us, but here are a few suggestions to get you started...

## Get quizzzy

Host a Quiz Night with your family and friends. See if you can get a venue for free as you're doing it for charity (perhaps you local pub or community centre?) and get a prize donated for the winner. Charge your guests to enter a team and maybe include a raffle on the night to raise even more.

## Sell, sell, sell!

Have a good clear out and take a table at your local Car Boot Sale or get selling on Ebay – put anything you make towards your fundraising total.



## Make some sweet treats

If you enjoy baking, why not make some cakes or biscuits to sell at work or invite people round for a coffee morning or afternoon tea? We even have vintage china available to hire for your event.



## Have a dress up

Have a dress-down day or fancy-dress day at work, get everyone who takes part to donate and have a fun prize for the best outfit! Include a bake sale or raffle to increase your donations.

## Donate your day

If you have a birthday or anniversary coming up, you could ask family and friends to make a donation in lieu of a present.

## Treat yourself

Treat your family and friends to a Pamper & Prosecco night – get free samples of your favourite beauty treatments for them to try and provide a glass (or two!) of fizz. Ask for a small donation from everyone attending.



## ***Come dine with us***

Hold a themed dinner party or a murder mystery night and ask you guests to donate to attend or donate the amount that dinner out at their favourite restaurant would have cost them.

## ***Give it up!***

Do you like to talk? How about doing a sponsored silence for 24 hours or over a weekend? Or give up something you love such as chocolate or alcohol for a month?

## ***Take on a challenge!***

From climbing Kilimanjaro to walking the Jurassic Coast, taking part in a skydive or cycling from London to Amsterdam, if you want to do something physical, we are sure there is a challenge out there for you! Visit [www.charitychallenge.com](http://www.charitychallenge.com) for inspiration.



If you can't get people together for an event in person, why not try a virtual fundraiser? There are lots of platforms out there from that can help you connect via video on your phone or computer, so get your creative juices going and see what ideas you come up with!



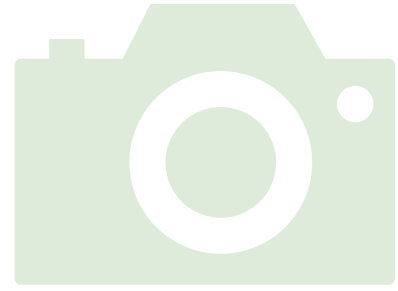
## **Even more**

*ideas...*

- Unwanted Christmas present sale
- Valentine's Day Dinner or Dance
- Pancake flipping competition
- Oscars-themed fancy-dress party or Last Night of the Proms party
- St David's Day / St Patrick's Day / St George's Day / St Andrew's Day / Burns Night party or themed dinner
- Easter Egg Hunt or Scavenger Hunt
- Grand National / Wimbledon / Boat Race sweepstake
- Eurovision Song Contest themed party or dinner
- Golf / tennis / cricket / football tournament
- Casino night or Games night
- Pimms on the patio with cream teas
- Back to school fancy dress party or 80's / 90's school disco
- Halloween party
- Carol-singing
- Christmas card craft sale
- Christmas / Birthday / Anniversary / New Year's Eve party

***Whatever you decide to do to raise funds, thank you for choosing Age UK West Sussex Brighton & Hove to benefit!***

# Keeping it safe and legal



When you are fundraising for Age UK West Sussex Brighton & Hove, we want you to have fun and enjoy the experience, but we also want you to stay safe and keep everything legal. Below are a few things you may need to think about...

## Raffles

You don't need to get a licence for a raffle as long as you are holding the draw on the same day as you sell the tickets. You can use cloakroom tickets but make sure all tickets are sold for the same price and the reason for the raffle, e.g to benefit Age UK WSBH, is made clear.

## Licences

There are some things you will need special licences to cover, for example if you are planning to sell alcohol at an event or you want to hold a street collection, you will need to obtain a licence from the relevant local authority. If you want to hold a collection on private property, you will need permission from the owner. You must not collect door to door. If you are unsure whether you need a licence for your fundraising activity, your local authority will be able to advise you.

## Children

Any children taking part in fundraising under the age of 17 must be accompanied by an adult. You must also get parental permission if you take any photographs.

## Insurance

You are responsible for any third-party event that you host, so always check with the venue that they have appropriate insurance. Age UK West Sussex Brighton & Hove cannot accept liability for any third-party fundraising activity.

## Money

Make sure you count any cash you raise with another person so they can verify what you've raised. If any of your supporters/sponsors want to give you their donation as a cheque, please ask them to make it payable to Age UK West Sussex, Brighton and Hove.

Always keep a record of what you've received for each activity and see the section on sending us your donations for how to pay in what you raise.

## Food Hygiene

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. For more information, please visit The Food Standards Agency website [www.food.gov.uk](http://www.food.gov.uk)





# Maximise your fundraising

Don't forget to shout about what you are doing – people can only donate if they know about it!

## Share, share, share!

If you have set up an online fundraising page on Just Giving or Virgin Money Giving, make sure you share the link with all your connections and tell them what you are doing and why. You can spread the word via social media such as Facebook, Twitter and Instagram or email/text your contacts. If you need any support with your online page please get in touch!

## Gift Aid It

*giftaid it*

Thanks to Gift Aid we can claim an extra 25p for every £1 donated at no extra cost to the donor, helping your fundraising to go even further.

If your donors/sponsors are eligible for us to claim Gift Aid on their donation (they must be a UK taxpayer and pay Income Tax or Capital Gains Tax at least equal to or more than the amount of Gift Aid claimed on all their donations in that tax year) make sure they tick the Gift Aid box on your sponsor form and provide their full name and home address to enable us to claim this. If they are donating online, they will be asked for these details.

## Contact your local media

People love to hear what others in their community are doing. Why not contact your local press (newspaper, radio etc) with details of your story and a photo? The more emotive or unique your story is, the more likely they are to pick it up.



## Document your achievements

Take photos and videos of your preparations / training and of the fundraising activity itself. As long as you have consent from anyone in the photos, you can use these to post updates on your online donation page, on social media, by email to your contacts etc. When posting on social media, don't forget to tag us in your Facebook and Instagram posts (@ageukwsbh) and mention us on Twitter (@ageukwsbh).

## Matched Funding

Some companies offer a matched funding scheme where they generously match what an employee raises, effectively doubling the donation. Ask your company if they offer this or if they will consider giving a donation towards your total.

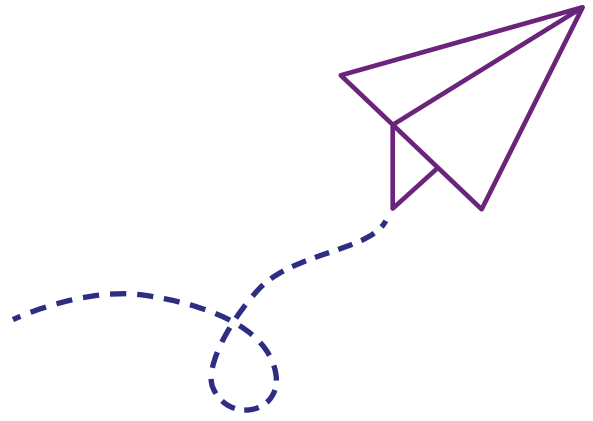
## We can help!

If you're in doubt about anything, please contact us for advice! Please do get in touch for more guidance or with any questions.

@ fundraising@ageukwsbh.org.uk

f t i d @ageukwsbh

# Sending us your donations



Now the hard work of fundraising is done, it's time to get those donations sent in so they can help us support local older people.

## *JustGiving & Virgin Money*

If you are fundraising through JustGiving or Virgin Money Giving, all donations will automatically come direct to Age UK West Sussex Brighton & Hove, so you don't need to do a thing!

## *Collecting cash donations*

If you are collecting donations / sponsorship from people, you will need to send this to us along with any sponsor forms that go with them or a note with your name and contact details and what the money is for.

Please don't send cash in the post – please convert cash donations into one cheque made payable to **Age UK West Sussex Brighton and Hove** and send to us at:

Fundraising Team, AUKWSBH,  
The Laburnum Centre, Lyon Street,  
Bognor Regis, West Sussex, PO21 1UX



## *Paying over the phone*

Alternatively, you can pay in your donation or sponsorship over the phone:

Call us on **01903 792 211** with your card details. Please tell whoever is taking your donation what you are donating for. If you have any sponsor forms, please either scan and send them to us at **[fundraising@ageukwsbh.org.uk](mailto:fundraising@ageukwsbh.org.uk)** or pop them in the post to the fundraising team.

## *Paying by BACS*

You can pay directly into our bank account:

### **CAF Bank**

**Account Name:** Age UK West Sussex Brighton and Hove

**Account Number:** 00015311

**Sort Code:** 40-52-40

Please use a reference of your LAST NAME and FUNDRAISING or FUNDR if it's too long e.g BLOGGS FUNDRAISING or BLOGGS FUNDR.

If you haven't already, please also get in touch to tell us by emailing us at **[fundraising@ageukwsbh.org.uk](mailto:fundraising@ageukwsbh.org.uk)** so we can thank you! And don't forget to send us any completed sponsor forms.

***Whatever you decide to do to raise funds, thank you for choosing Age UK West Sussex Brighton & Hove to benefit!***





# Fundraising

## Registration Form

Please complete and return this form to: Fundraising Team, AUKWSBH, 29-31 Prestonville Road, Brighton, BN1 3TJ or email it to: [fundraising@ageukwsbh.org.uk](mailto:fundraising@ageukwsbh.org.uk)

### Your details

Name:

Address:

Postcode:

Phone:

Date of birth:

 /  / 

Email:

Facebook:

Twitter:

@

### Fundraising details

How are you planning to raise funds for us?

If you are taking part in an event, e.g The London Marathon, please give details:

Event name:

Event date:

 /  / 

Is there a particular reason you have chosen to fundraise for us?

If you would like a running vest or T-Shirt, please let us know what size:

Small

☐

Medium

☐

Large

☐

X-Large

☐

XX-Large

☐

**Do you have a fundraising target?**

If so, how much are you hoping to raise?

£

PLEASE TURN OVER

# Thank you for your support



Age UK West Sussex, Brighton & Hove would like to contact you from time to time about the vital work we do for local older people and opportunities to support us. We will never sell your data and we will keep your data safe and secure in line with GDPR. Please tell us what you want to receive and how you would prefer to hear from us:

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> I would like to receive your newsletter/magazine          | <input type="checkbox"/> Post      |
| <input type="checkbox"/> I would like to hear about your fundraising and campaigns | <input type="checkbox"/> Email     |
| <input type="checkbox"/> I would like to hear about events                         | <input type="checkbox"/> Telephone |
| <input type="checkbox"/> I would like to hear about services and support           | <input type="checkbox"/> SMS       |
| <input type="checkbox"/> I am interested in volunteering                           |                                    |

You can change your communication preferences at any time by emailing [fundraising@ageukwsbh.org.uk](mailto:fundraising@ageukwsbh.org.uk) or in writing to Age UK West Sussex Brighton & Hove, 29-31 Prestonville Road, Brighton, BN1 3TJ or by calling us on **01903 792 211**. For further details on how your data is used and stored please see our privacy policy: [www.ageukwsbh.org.uk/privacy-policy](http://www.ageukwsbh.org.uk/privacy-policy)

Signature:

Date:

**Age UK West Sussex,  
Brighton & Hove**  
29-31 Prestonville Road,  
Brighton, BN1 3TJ

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