



# The Fundraising Pack

*The only limit to your fundraising is your imagination, so have a think and have some fun while you raise money for a great cause!*

Whatever you decide to do our dedicated, experienced fundraising team can support you every step of the way.





# About us

Age UK West Sussex, with head offices in Littlehampton, is a local, independent charity that has been supporting older people across the county for over 60 years.

Our vision is a world in which older people flourish and our mission is to help improve the lives of people in later life in West Sussex.

We are part of a network of local organisations – together Age UK – making us the largest organisation working for older people in the country. We are dedicated to helping you by providing a range of products, services and facilities that are especially designed with you in mind.

## What we do

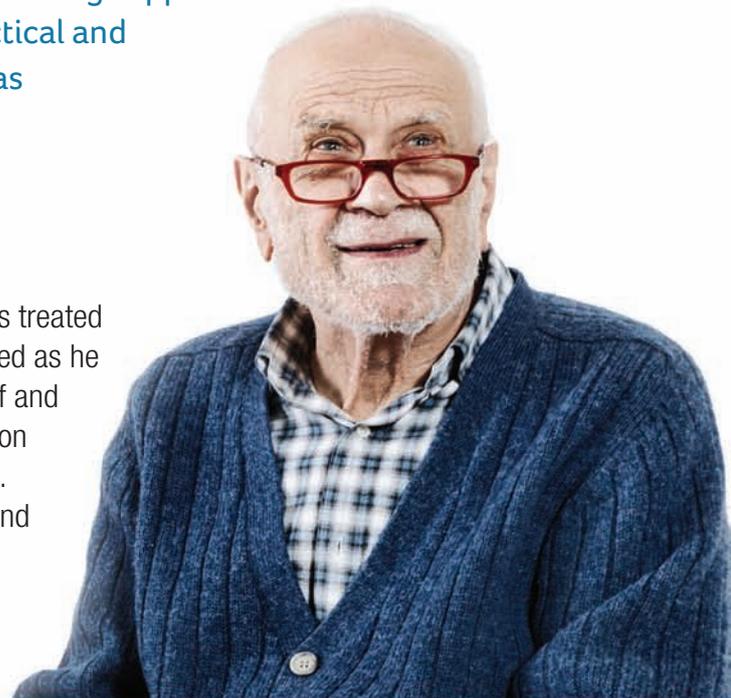
At the heart of what we offer in West Sussex are our activity centres, where you will find, fun, friendship and great food. The centres are a hive of activity with a varied programme of activities and all service café refreshments, snacks and meals through the year. Our Bognor Regis Centre has a gym while our centre in Haywards Heath has a beautiful outdoor garden for people to relax and enjoy the sunshine.

Our trained advisors offer free and confidential information and advice on a range of issues affecting older people including money – from pensions and benefits to budgeting and paying for care. We also offer a range of products and services from car and home insurance to funeral plans.

Our support services include Help at Home - providing assistance with household chores plus a home visiting service offering support and companionship. Our hospital services offer practical and social assistance following discharge from hospital as well as support for relatives.

### ***JIM'S STORY***

Jim, 86, was taken home by our hospital services team. He was treated and discharged after breaking his hip. Jim felt lonely and isolated as he was living on the top floor of a block of flats. Thanks to our staff and other partners he was prioritised for ground floor accommodation and moved to a suitable property close to the local town centre. This greatly improved Jim's physical and emotional wellbeing and he is now looking to buy a mobility scooter so that he can be independent and go out into the community again.



# People we've helped ...

We helped our customers secure **£3,220,216** in additional benefits.\*

We supported **4,359** people with **16,457** issues.\*

## **ANN IS BETTER OFF BY £4,321**

"I live in an isolated area this extra money means I am able to go out more often as I can pay for a taxi and having a blue badge means I can ask the taxi driver to stop right by the shops."

## **LAURENCE IS BETTER OFF BY £3,512**

"We can now pay for help in the home and garden. We have now had a walk in shower fitted using some of the money."

## **JANET IS BETTER OFF BY £1,427**

"I can now pay for a carer and I am looking into getting a cleaner. I had a fall recently so I have now bought a three wheel walker."

- Over 65% of our hospital services customers are aged 80 plus.
- Over 60% of people we support are living alone and of those social isolation increases significantly from the age of 65 onwards.
- During 2017/18 we helped people access an additional **£3,220,216** in benefits.
- Some 4,359 people were supported by our information and advice service.
- Over 2,000 people visited our activity centres and clubs.



**\*2017/18**

In West Sussex we estimate that nearly 19,000 older people are at risk of social isolation.

Our activity centres and clubs in Adur, Bognor Regis, Haywards Heath, Burgess Hill, Crawley and Littlehampton provide a lifeline for those who would otherwise be at risk of isolation. Over 2000 people use our activity centres for a range of activities.





# Getting started ...



## Think and choose...

Choose something you enjoy. If you love being fit and active you could organize a sponsored sports event. Or if you love getting friends and family together then maybe look at hosting a quiz night or a social event.

If you love baking or creating then you could make cakes and craft items to sell at local events, or you could even host your own cake and craft fair!

You'll more fundraising ideas and inspiration on pages 5 and 6 of this guide.



## Plan...

The more prepared you are the smoother your planned fundraiser will go, and the more fun you can have on the day.

Make a list of everything you need to do to make your fundraising a success, think about how you want the event to run and how you will make it work.

Also look at other activities you can add to an event, for example by running a small raffle you can normally raise additional funds.



## Shout about it...

Once you have the details confirmed it's time to spread the word!

The more people you tell the more potential you have to raise funds, so drum up interest through all of your friends, family, work colleagues and social media contacts. You'll find tips and resources throughout this pack to help you promote your fundraising.

And don't forget to share with us what you are planning and we can help spread the word as well!



## Get counting...

Once your activity is over it's time to collect your donations and pass them to us.

If you've used an online giving/sponsorship page then all donations (including Gift Aid payments) will be paid directly to us.

If you've collected funds yourself, or at an event, then there are several ways you can pay us, full details can be found on page 11.



***We love you for choosing to fundraise for us!***

*Now is the time to congratulate yourself on doing something amazing for a local charity. All of your hard work and the funds you've raised will help an older person to improve their quality of life when they deserve to most.*

*Thank you so much for all of your support.*



# Fundraising ideas

You can do anything you want, get creative and do something you enjoy!

Here are just a few ideas to get you thinking ...

Have a good clear out and take a table at a Car boot sale, or get eBay'ing and put anything you raise towards your total.



???

**Let's get quizzical, quizzical, I wanna get quizzical! Quiz nights are always popular, book a venue, publicise the date and dust up on your general knowledge!**

If you love baking then get the flour out and get baking! Then sell your delicious wares then invite your friends round for a cake, or take them to work and ask your colleagues to donate for a slice.

If there's a group of you fundraising then you could approach a local supermarket and offer to pack bags for an afternoon. Or you could organise a charity car wash for the public or at work.

Host a sophisticated afternoon tea or dinner party and ask your guests to donate what they would have paid for the meal in a restaurant.

'OH ####!'

**Have a swear box at home, in the car and at work and fine yourself (and anyone else nearby!) every time the air turns blue!**



# More ideas ...

SHHHH!!!

**Do you check your phone too often? Are you a chatterbox?**

**Then get sponsored to turn off your phone or be silent for a day, it may be harder than you think!**

Get your work colleagues involved with a fancy dress or dress down day at work, with a fun prize for the best outfit!

**You could take on one of our epic challenges and abseil down the Emirates Spinnaker Tower, or jump out of a plane from 12,000ft for a tandem skydive.**

Are you a keen crafter? You could sell your wares at local craft markets and fairs, or get together your crafty friends and hold your own! Hire a venue and invite local crafters to pay for a stall, you can also ask for donations or hold a raffle to help you maximise your fundraising.

Fancy a tough team challenge? There's any number of fun, muddy and downright crazy obstacle course events to take on. We can help you pick the right one for your team and cheer you on!



**If you've always wanted to start running, or are a keen runner but always wanted to conquer a marathon or other distance, then sign up for a race, lace up your trainers and start collecting sponsorship for your challenge.**

Ask friends and family to donate to your fundraising instead of gifts for birthdays and Christmas.

Invite friends & family for a BBQ and garden party, hold a raffle & ask for donations to be fed!

Do odd jobs, offer to mow your neighbours lawn, or walk their dog, in return for a donation.

# Keep it safe and legal

When you're fundraising for Age UK West Sussex we want you to have FUN, but we also want you to stay safe and keep everything legal. Below are some things you may need to think about depending on how you're fundraising. Please get in touch with our fundraising team at any time for more guidance.

**Raffles:** You do not need a licence to hold a raffle on the day as long as the sales and draw take place on the day of the event. All tickets must be sold for the same price and the reason for the raffle made clear.

If you would like to hold a raffle over a long period of time, for example if you have a great first prize, please contact us and we'll be able to help.

For further advice please visit:  
[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

**Food Hygiene:** Ensure you follow correct food hygiene procedures for your event, food safety laws apply if food is available free or for sale.

For further advice, please visit:  
[www.food.gov.uk](http://www.food.gov.uk)

**Licences:** Special licences are required for certain types/ aspects of events (e.g. public entertainment, alcohol licences or public street collections). Your local authority will advise you whether or not you will need to obtain any special licences, please contact us if you are unsure.

If your event is to be held in a public place you will need permission from either West Sussex County Council or the landowner.

**Collections:** It is illegal to collect funds in the street, or from house to house, without the necessary licence from the local authority.

If you are unsure please contact us for guidance.

**Risk Assessments:** Assess any hazards or risks and the need for any First Aid cover (dependent on the type/scale of your event).

If you are unsure please don't hesitate to contact us.

**Children:** Children under the age of 17 must be accompanied by an adult.

You will also need to get parental permission if you are taking photographs.

**Insurance:** You are responsible for any third-party event you host and Age UK West Sussex cannot accept liability for any fundraising activity. If you are holding an event at a venue you will need to check they have the appropriate insurance.

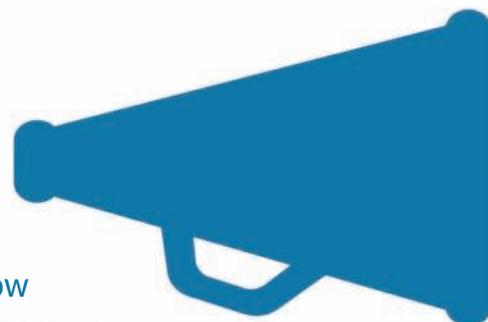
**Money:** Make sure you count the money that you have collected with a second person – this is for your own protection as they can verify the amount raised.

Please request that any donation cheques are made out to Age UK West Sussex and not you personally.

**Records:** Always keep records of all of your activities and donations for future reference.



# Let everyone know you're doing something amazing!



People can only donate or come to your event if they know about it, so the more people you tell the better! Luckily there are many free, or low-cost, ways to promote your fundraising. Here are some ideas to help you spread the word ...



## Posters, flyers and sponsor forms

Use some of our template posters to advertise your activity, pop them up on noticeboards and ask local businesses/shops if they will display them in their windows. If you are handy with some design software, or know someone who is, you could always design your own posters and flyers.

If you're taking on a sponsored challenge then you will be provided with personalised sponsor forms, and offered guidance on setting up online sponsorship page to help you maximise your fundraising.

## Write and send a press release

Your fundraising is a great story, you should tell it to people! Local media are often keen to hear from people who are supporting local charities. One of the best ways to publicise your fundraising is by writing a press release - please email us for a template.

Use this format guide to tell your story in an engaging way and you'll be more likely to get featured. Once complete send it to as many local media agencies as you can find, you can often find their address under the Contact Us section of their websites. If you don't hear back follow it up with a phone call.

## What's on guides

Local media websites often have a calendar of community events, search for these and add your event to as many as you can. Often there's a simple online form to fill in, or you have to send details to a web editor and ask to be included.



## Document your achievements

Take lots of photos and videos of your planning/training and of the fundraising activity itself. These are great to help you raise awareness (and funds) for your activity both before and after the event. Make sure you get consent from people you photograph (we can provide forms if needed).

## At work

If you have a personal noticeboard at work publicise your fundraising with a poster/flyer, or use internal newsletters, to let your colleagues know what you're planning and who you're fundraising for.

You can also add details to your email signature, and a link to an online fundraising page, to help raise awareness and hopefully some more funds!

## Social Media

You can use your favourite social media channels to promote your event, post, tweet, pin and share the details to all of your friends and followers. Make good use of your posters, photos and videos to make your posts stand out. And always include a link to your Just Giving page if you're collecting funds that way.

Also, don't forget to tag or tweet us in any posts and we'll help to highlight your fundraising through our social media channels.

## Just Giving

You can quickly and easily set up an online fundraising or sponsorship page through Just Giving, the page collects all of your donations and pays them, including all Gift Aid payments, directly to us, meaning you can concentrate on fundraising and not have to worry about chasing people for sponsorship.

Simply search for 'Age UK West Sussex' or visit LINK and click on the Start Fundraising button to the right of the screen. This will take you through a quick registration process where you can enter your event details, or join an existing one, tell your story and set a fundraising target.

Then it's time to publicise the link as much as possible, Just Giving gives you links and buttons that you can add to press releases and share across social media.

**Post,  
Share and  
Tweet your  
fundraising!**



# How to write a press release

Date sent:

For immediate release / Embargoed until date



## Headline -

Sum up your press release content and grab the reader's attention

**Grab their attention** - Your first sentence/paragraph should be a brief summary of your fundraising activity. Include details on who, what, where, when, why and how.

**Tell and sell your story** - Use your second paragraph to expand on these points, tell a good story and include anything unique about your event and why it will appeal to readers. Include your personal reason for wanting to fundraise for Age UK West Sussex. You can also include quotes (written in italics) to help bring a personal touch to the story. You can also attach photos when you send the press release to help add interest

**Call to action** - what do you want people to do. Give full details of how they can support you. Include the date and time of your event/activity, how to register, buy tickets, sponsor or donate as relevant (include links to your online fundraising page).

## End of Press Release

### Notes to editors

1. Provide background information in case they run a longer story
2. Outline what you have to offer; pictures, interviewees
3. List key facts about Age UK West Sussex. We can provide you with our own Notes to Editors for you to drop in.

**Your contact details** - make it easy for a writer to contact you by including your phone number and email address.

Once completed send your press release to local media outlets, here are a few email address to get you started:

[copydesk.sussex@jpress.co.uk](mailto:copydesk.sussex@jpress.co.uk)  
[sussexnews@bbc.co.uk](mailto:sussexnews@bbc.co.uk)  
[editorial@sussexliving.com](mailto:editorial@sussexliving.com)

There are also local parish magazines and other outlets across West Sussex and further afield, do a little research and send your fundraising information to all that you think would be suitable.

# Maximise your fundraising

**Thanks to Gift Aid we can claim back 25% extra on eligible donations at no cost to the donor, helping to make your fundraising go even further.**

*giftaid it*

Claiming Gift Aid is simple, ask all of your sponsors who are UK taxpayers to tick the Gift Aid column next to their name on our sponsor forms or online.

If you're paying in donations yourself and would like us to claim Gift Aid then please ask our fundraising team for a Gift Aid declaration.

## Matched funding

Some companies offer a 'matched funding' scheme where they generously match anything an employee raises and donate it to their charity, ask your company if they do and you could double your total.



## How to send your money to us

**Online:** Visit [www.ageukwestsussex.org.uk](http://www.ageukwestsussex.org.uk) and look for the 'Donate Now' button at the top of the page.

**By Phone:** We can take Credit/Debit card payments on **01903 731800**

### In person or by post:

Fundraising Department,  
Age UK West Sussex  
Suite 2, First Floor  
Anchor Springs  
LITTLEHAMPTON  
West Sussex  
BN17 6BP

**(cheques payable to Age UK West Sussex)**

*Thank you so much, your fundraising will help a local older person to live a better life!*



### Pay directly into our Bank Account:

CAF Bank Limited  
Sort Code: 40-52-40  
Account Number: 00015311  
Please put your name as the reference and email: [events@ageukwestsussex.org.uk](mailto:events@ageukwestsussex.org.uk) specifying which event you are raising money for.



**You've done something  
amazing ... thank you!**

**Age UK West Sussex**

Suite 2 • First Floor • Anchor Springs • Littlehampton • West Sussex • BN17 6BP

Telephone: 01903 731800

Email: [events@ageukwestsussex.org.uk](mailto:events@ageukwestsussex.org.uk)

 AUKWS  @AUKWS  age uk west sussex