



Fundraising Pack

A Local Charity
Supporting Local People



*Making a difference
every day*



Registered with
**FUNDRAISING
REGULATOR**



Welcome to Age UK Wigan Borough

Thank you for wanting to fundraise for us. We really do appreciate your support. A recent survey shows that 74% of our information and advice customers would not know where to go if our services were not available. Our charity has a significant demand and with your help we will be able to continue providing support through our needed services.

Our Services

Information & Advice

Our free service provides information and advice on a wide range of topics. From practical guidance to help claiming benefits people may be entitled to. We have appointments no matter the individuals financial circumstances.

Bright Days Activities

Our activities help reduce social isolation, promotes wellbeing and gets our community together. Please visit our website or contact us to see our latest activity programme.

Support at Home

Our paid for Home Help and Handyperson services assist people 50+ in their homes across the Wigan Borough. We specialise in everyday tasks and small practical jobs enabling people to live comfortably at home.

Our Friends and Family Test

98.8% of our customers say they would recommend our services to their families and friends.



How can I fundraise?

Choose an activity that you will enjoy.
Check out our Fundraising Ideas:

- Tombola
- Cake Sale
- Quiz Night
- Host an Event
- Crowdfunding
- Marathons
- Sponsored activities such as skydiving, cycling, swimming etc.
(Sponsorship forms are included in this pack)



QUIZ
NIGHT



How can I promote my Fundraising Activity?

It is important you publicise your fundraising activity so more people can donate. These are some ways you can spread the word to get more people involved.

- 1- Create a poster or use the example on the next page.
- 3- To contact us on our website so we can promote on our social media or through local press.
- 3- Post your fundraising journey on social media and tag Age UK Wigan Borough. You will find us on -



- Let the public know key information such as your planned fundraising activity and target.
- When marketing include fun and engaging photos!
- Use social media to share your fundraising journey.
- Share you reason for fundraising for us such as we support a family member through our services.
- Include @AgeUKWiganBorough in your social media posts and www.ageukwiganborough.org.uk
- Tag friends and family in your posts.

We are Raising money for



What:

When and Where:

Contact:

Corporate Fundraising

This is a fantastic opportunity for businesses to work with a local charity who help people over the age of 50 in the Wigan Borough.

There are many benefits to corporate fundraising, we gain the crucial support our charity needs and the business gets to support a good cause and increase their brand awareness.

How to get Involved

- **Choose us as your charity of the year** - Your organisation could work throughout the year to raise money and awareness for Age UK Wigan Borough. This could be through Fundraising ideas shown in page 3.
- **Fundraising** - Your organisation may choose to work together to fundraise off a one of occasion such as Christmas Jumper Day or the Big Knit Campaign.
- **Corporate Volunteering** - Volunteering is at the heart of many of our services and we have lots of volunteering opportunities that your employees can get involved with.

Please Contact our Fundraising and Publicity Manager for more information -

Kim.Beardsmore@ageukwiganborough.org.uk **or ring** 01942 615880



How to donate the money raised

Online - You can donate through our website -

www.ageukwiganborough.org.uk and send your sponsorship form through the post.

By Post - Make your cheque payable to Age Concern Wigan Borough (Our Legal Name) and post to 74-80 Hallgate, WN1 1HP. Please include your fundraising activity or event name in the envelope.

Over the Phone - You can pay us using your debit or credit card by calling 01942 615880. Lines are open Monday – Friday, 9am to 4pm.

Go Fund Me - If you have set up a fundraising page on Go Fund Me for Age UK Wigan Borough the money people donate will come straight to us from Go Fund Me.

Useful Information

Gift Aid - If your supporters are UK taxpayers and their donation is totally voluntary, they can add 25% at no extra cost to their donation. Please make sure your UK tax-paying donors fill in their name and address on your sponsorship form.

Permission - If you're holding an event in a public place, you must get permission first, either from the local authority or the property owner.

Photos - If you plan to take photos of other people at your fundraiser, please make attendees aware.

Insurance - If your event involves the general public, it's important to have Public Liability Insurance in place.

First Aid - If you're holding an event involving many people, make sure that you have appropriate first aid support in place.

We are here to support you. Please get in contact if you have any questions

Contact us on - 01942 615880

www.ageuk.org.uk/wiganborough



**Thank you for
supporting**



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Age UK Wigan Borough is a trading name of Age Concern Wigan Borough which is a registered charity (1103022) and a company limited by guarantee, registered in England and Wales (5004789). Registered Office: 78-80 Hallgate, Wigan WN1 1HP. Age UK Wigan Borough Enterprises Limited is a trading company and subsidiary of Age Concern Wigan Borough and limited company registered in England and Wales number 3315916.