



Your

fundraising guide



Thank you for fundraising for Age UK Wyvern

Your support helps us be there for older people across Herefordshire & South Worcestershire.

We are providing vital information, support, friendship and advice to those who need us and who often have no one else to turn to.



Your fundraising helps us to

£10

Helps us to provide 2 hours of befriending support for a lonely or isolated older person each week.



£20

Helps us to provide an hour of Information and Advice to older people who need it most.



£50

Helps us to build our existing Befriending, Information and Advice and Dementia Wellbeing services.



And so much more...

Here for the **120,925** people, aged 65 and over, across
Herefordshire & South Worcestershire.

Fundraising ideas

Not sure which fundraising challenge is right for you? Step right this way!

Getting started

When picking a fundraising activity, ask yourself:



What preparation do I need to do?



How long will the activity take?



Where will I need to do it?



When will I do it?



Will I go solo or as a team?



Do I need any resources?



What is my target?



What is my budget?



Could a hobby of mine be a good place to start?

Don't put too much pressure on yourself! Do something you know and feel confident whilst doing it.



Get active

Physical challenge

Get sponsored to walk, run, cycle or swim a set distance. For example: run 5k, a half or a full marathon.

Challenge yourself to reach a personal goal each day. For example: 20 press ups each day or 10,000 steps a day, for a full month.

Thrill seekers

Take an epic leap and grab the attention of your friends and family with a skydive or bungee jump

Abseil down a local or national landmark or take it to the mountainside. Either way, you are sure to grab the attention.

Seek out a zipline experience. There are ziplines up and down the country (and beyond), each offering a unique challenge.



At work

Fancy dress day

Fancy dress is not just for Halloween!

Organise a theme at work and ask colleagues to dress up in that theme. Consider a small donation to take part.

Office collections

Consider displaying one of our collection tins or clothing bins around the office for a set period of time.

Encourage colleagues to pop any spare change into the tin or unwanted clothes into the box as they come and go.

Make sure any collection tins are secured and checked regularly.

Become a corporate partner of Age UK Wyvern
Support us and together, let's change how we age





Community involvement

Bake sale

Hold a bake sale from home, work or a popular community venue. A delicious way to get involved in your local community, whilst supporting Age UK Wyvern.

Make sure to set reasonable prices for each item, ensure you have followed food hygiene standards and label allergens that are included in each item.

Garden party

Gather your friends, family or members of your local community together for a garden party like no other.

Host games, quizzes, raffles or put music on. Provide a barbecue, snacks or ask guests to bring something along.

Consider a small donation to attend or small donations to take part in any games/quizzes/raffles.



In celebration

Birthday giving

Is your birthday coming up? Consider asking for small donations instead of gifts.

If you are hosting a party, consider collecting donations as part of the event.

Funeral collection

Collecting donations at a funeral or memorial service is a wonderful way to remember someone and continue their legacy.

Let your friends and family know in advance that you are collecting to raise money for Age UK Wyvern.

Wedding gifts

Share the love on this special day.

Swap out wedding gifts for donations or encourage donations to your fundraiser on invitations or tables at the reception.



Other ideas

Give something up

Chose what you are giving up, how long for and when you plan to start.

Get sponsored to give up alcohol, smoking, chocolate or even speaking!

Quiz night

Host a quiz night for friends, family or the general public.

Host at home or arrange at a suitable venue (pub, community hall, etc...)

Gather suitable prizes for the winner(s) - perhaps a local business would sponsor the event?

Make sure to include a range of themes in your quiz questions to keep things exciting.

Participants make small donations to participate in the quiz.



Raffle

Arrange a raffle at a suitable or popular time / event.

Gather prizes for the winner(s) - perhaps a local business would sponsor the event?

Set a price per ticket and encourage as many sales as you can.

Make sure you have a raffle book and [follow the legalities](#).

Sweepstakes

Add a competitive edge with family and friends. Decide on an event / theme - for example a sporting event like the World Cup or Wimbledon.

Set a charge to enter the sweepstake - for example £3.

Announce the winner at the end of the event by presenting them with half of the entry money. Donate the other half to Age UK Wyvern.

Need more inspiration?

Get inspiration for your fundraising by finding out what we have gotten up to in our own, previous fundraising events.

The Big Knit

A national fundraising campaign with [Innocent Drinks](#).

Little knitted woolly hats appear on Innocent's smoothies in store.

For every smoothie sold, Age UK Wyvern receive 25p.



Walking Back to Happiness

Your challenge, your way.

We encouraged participants to get walking, to raise funds to co-create a vibrant new Connect Community; supporting older people struggling with loneliness.

Anyone could take part, over any distance - the important bit was getting together!



Open Gardens

Mrs. Sylvia Richards kindly opens her gardens at Lower Hope to raise funds to support charitable activities.

Guests can explore the beautiful traditional garden areas, themed gardens and take longer walks by the lake.

There is a raffle on the day, refreshments to purchase and a choir to entertain.



Mayor's Charity Fashion Show & Auction

Local students not only produced a sustainable fashion show, using up-cycled clothing, but modelled their creations too.

A charity auction was also held on the night, with local businesses donating the items to be sold at auction.



Every pound that raised will go towards supporting older people with vital support services and activities.

Eliza's school sale

Inspired by her grandparent's journey, Eliza decided to raise some money for Age UK Wyvern at her school.

She purchased and put items in bags and made them look pretty ready for resale at her School.

She also bagged a few items from parents to artists and more...

All of which resulted in an incredible **£794**



Charity coffee morning

Lorraine, Jenny and Jane held a coffee morning at Malvern Town FC, which was attended by 40+ local residents!

They raised an incredible **£375** from entry fees, a raffle, bric-a-brac sale and an auction. Unsold items were taken to an Age UK Wyvern charity shop, which raised a further **£250**.

Resources



Boost your donations with our **free** fundraising resources. Scan the QR code to download fundraising materials directly from our website.

Sponsorship form

Download a sponsorship form to collect donations from family, friends and colleagues.



Event poster

Let everyone know you're doing something special by advertising your fundraiser.



Donation totaliser

Let everyone know your progress towards your fundraising target, with this totaliser poster.



Bunting

Decorate your fundraising event (and remind guests to donate) with this printable bunting.



Sweepstake pack

Run a sweepstake for an upcoming event, sports contest or TV programme.



Certificate

You did it, you are amazing, thank you!
Celebrate your success with this certificate.



Paying in

Find out how to send in the money you have managed to raise for us.

Enthuse page

Set up an Enthuse account online and create your fundraising page. It is the easiest way to pay into your own fundraiser and track your goals along the way.



Pay in online

You can also use the Enthuse platform to make a one-off payment of the money you have raised. It is fast, easy and goes straight to us.



Alternate methods

If you would prefer to pay in the money you have raised by another method (cash, cheque or bank transfer), please contact us.





Corporate partnership

Why become a corporate partner?

By partnering with Age UK Wyvern, you will support us to deliver a range of needs led services in the community to support older people, across Herefordshire & South Worcestershire - helping to improve and sustain their quality of life.

Help us help you

Partnering with us will not only support our missions, but raise awareness of your business and maximise your understanding of potential clients that are over the age of 50.

We can also help you and your staff with supporting any of their older loved ones.

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The difference your support makes

- ✓ Enabling our Information & Advice team to carry out benefit checks, securing over £1.6m in unclaimed benefits for our clients.
- ✓ Enabling our Home from Hospital team to support on average 115 clients each month, with short term support, following a stay in hospital.
- ✓ Enabling our Help at Home team to provide support for around 193 clients each month, with household chores and gardening.
- ✓ Enabling our Befriending team to support 296 people who are lonely or isolated at home, with companionship, a friendly voice and a listening ear.
- ✓ Enabling our Dementia Wellbeing team to support the 1347 people who have been newly diagnosed with dementia, to attend regular dementia cafés, day trips, maintenance cognitive stimulation therapy and general advice and support.
- ✓ Enabling our Household Support Fund team to deliver vouchers, totaling an approximate £630,000, to eligible people across Herefordshire and Worcestershire. Further providing over 500 free Home Energy Checks to clients to prepare for winter.



How can you get involved?

Charity of the Year

Choose us as your dedicated charity for the year. Engage your staff with tailored activities and events to support our cause.



Clothing bins

We can provide clothing donation bins for your business.

Encourage your staff to fill the bin with unwanted clothing.

When your bin needs emptying, let us know and we will organise a collection to take the donated clothing to our charity shops to be sold.



One bin of donated clothes generates at least **£100** of income through our charity shops.

HCR Legal LLP

"We are so pleased to have been involved with collecting clothing for the charity fashion show in aid of Age UK Wyvern."

Lucart Hygiene Ltd

"We are delighted by the positive impact our contribution has made and are inspired to continue such efforts in the future."

More ways to get involved as a corporate partner.



Your online Enthuse page

Once you have followed the initial steps to register an account on the Enthuse platform, you will have created your own personal fundraiser page! You should receive an email to confirm this and a link to login to the page.

Here is an overview of your fundraising page:

Add a picture. →

Add your story and motivation. →

Set a fundraising target. →

Pay in the funds you have raised. →

Share your page with friends and family. →



Keep track of updates to your fundraiser and add your own updates to keep supporters invested. →

View and comment to your supporters. →



Fundraising checklist

Tick off these steps as you go!

1. Read our fundraising guidance

Guidance is available online and in this pack.

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2. Create your personal fundraising page

Sign up through the fundraising section of our website and follow the instructions to get started.

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3. Customise your Enthuse page

Boost your donations by customising your Enthuse page. Pages 18 and 19 of this guide detail some of the ways you can do this.

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4. Organise your event / challenge

Thought of an idea? Lock in a date, time and location for it to take place.

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5. Check out our fundraising resources

Make use of our free promotional fundraising resources. They are available through the fundraising section of our website.

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6. Share your fundraiser

Tell your friends, family and colleagues about your fundraiser. You can share your Enthuse page directly across social media and make use of our resource pack for printed promotions.

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7. Collect sponsorships / donations

Use your Enthuse page to collect donations from your supporters. Alternatively, you can use our sponsor form in our resource pack.

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8. Pay in your donations

Make sure you pay in any donations you receive directly into your Enthuse page. If your not using Enthuse, please contact us to discuss how you can pay in.

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9. Tell us about your fundraising journey

We love a good story! Tell us what you have been up to on your fundraising journey. Tag us [@ageukwyvern](#) and use the hashtag [#AgeUKWyvernFundraiser](#) when sharing your story and photos.

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Enjoy yourself!

No matter what you have chosen to do, it is important to have fun and enjoy yourself whilst doing it!

Good luck!

