



Thrive!

At Age Scotland, we're driven by a passion and a purpose to see older people leading fulfilled lives. We work to promote positive views of ageing, to help older people stay well, engaged and valued in their communities and to eliminate loneliness and social isolation. With an ageing population, our work has never been more important.

Thrive!

Thrive! is Age Scotland's new regular giving programme which we hope will create an important and dependable source of income from our wider community of supporters, allowing us to do more to enhance the lives of older people in Scotland.

We're asking supporters to renew their commitment annually and give at a level that makes them feel good about the contribution they're making.

The introduction of **Thrive!** means that we will no longer administer four separate seasonal appeals although there will be other opportunities for supporters to engage with us and feel a sense of connection and belonging.

On the pages that follow are some examples of Age Scotland's work, illustrations of the difference made with your donations, and a simple explanation of how **Thrive!** works.

Whether you're a regular donor or a new friend, thank you!



Examples of how we're meeting individual needs



To give you an insight into some of our work and the difference we're making in individual lives, with your support, we've included some examples.

Scotland's National Helpline for Older People

Worries about money, health, care and housing loom large for many older people and more than half the issues handled by our Helpline are shaped by Scottish, not UK legislation, which means it's crucial the Helpline remains Scotland-based, for Scotland's older people. As Government funding will stand still in the coming years, we're reliant on the generous support of individuals, who share our passion and purpose, to maintain the Helpline and ideally extend its opening times to include evenings. Each year, over 16,000 older people receive information and advice from highly qualified staff as well as conversation and companionship for those experiencing loneliness.

"I would like to thank the gentleman who spoke to me. He was very patient and explained things clearly. I am getting heating installed next week, all for free. Thank you."

"Very grateful because I am now getting a large amount of Attendance Allowance and other assistance and you really helped. It did me the world of good to talk to you today."

Community Connecting

Our Community Connecting service is a vital tool in tackling loneliness and social isolation. Staff and volunteers research and facilitate opportunities for callers to participate in community activities, making it easier for them to build their confidence, make social connections and engage in their local community. Over 100 of our regional member organisations have opted into the initiative to encourage and enable older people to get involved in community activities, enriching their lives.

Illustrations of the difference your donations make

We're enormously thankful to all our donors for the difference your financial contributions make to our work and its impact. To make this tangible for you, we've included two indicative illustrations, below.

£50 is the average weekly cost of sending information and advice **literature**, free of charge, to callers to our Helpline. There are 80 leaflets in the suite of literature under the categories Care, Legal, Housing and fuel, Health, Money.



£90 is the average cost of delivering a **Body Boosting Bingo session** for a group of older people, to encourage regular exercise, to increase their health and wellbeing.

Age Scotland's Allied Healthcare Professionals run a programme called Body Boosting Bingo at community venues around Scotland, designed to encourage older people to take regular exercise by gently nudging them out of their inhibition. Cleverly using a variation on familiar rhyming bingo calls, with evidence based actions to match, participants discover an enjoyment of movement and exercise. Laughter is commonplace and it's a joy to see so many older people having fun together and getting fitter in the process. Our team, who demonstrate the moves at the front of the room, use their energy and humour to enable participants to relax and engage with important, serious messages around health and wellbeing.

Thank you one and all



We understand that each individual supporter has different means, motivations and preferences. So we've developed a simple supporters' scheme that allows you to engage and contribute as you wish while generating an important income stream to support our work. All donations are greatly appreciated and appropriately acknowledged.

Thrive! enables us to welcome supporters into the Age Scotland community. To show our appreciation of your support, we'll share our plans and progress with you and report how the money raised is being used to make an impact. We may also, from time to time, invite you to special supporter events and other activities. This means you'll be asked for money less but kept better informed of the difference your support is making.

We're always delighted when supporters get in touch because we like to know you as individuals, to hear your stories and to understand your motivations for supporting Age Scotland. So please don't hesitate to contact us:

email: **fundraising@agescotland.org.uk**

tel: Sarah Randell - **0131 668 0366**

tel: Stacey Kitzinger - **0131 668 0370**

The legal bit...

Under new VAT rules, all registered charities are required to calculate the cost of providing any "benefits" to donors. (Newsletters and social events for supporters, for example, are deemed to be benefits.) For Age Scotland, the "benefits value" is £15 for each individual donor, every year. This means that, whatever the size of your annual gift, the proportion above £15 is purely charitable and therefore eligible for Gift Aid, provided you're a UK taxpayer, while the initial £15 is, in effect, a subscription.

Engage and contribute as you wish – do good, feel good

Please consider making a regular donation, relative to your means, that makes you feel good about the contribution you're making.

To help you decide what's most appropriate for you, we've included some suggested giving levels:



Give spontaneously

If you want to give now and again, *Give* might suit you best. You can make single, no fuss donations online at www.agescotland.org.uk by credit or debit card or send a cheque to the usual address made payable to Age Scotland.



***Belong* by giving regularly**

If you feel a stronger sense of affinity with our work, *Belong* could be the best choice for you. We suggest a regular gift by direct debit.

***Transform* our impact by giving more**

If it's important to you to support at a deeper level to help bring about transformational change in the lives of Scotland's older people, *Transform* is a good way for you to make a bigger impact – perhaps with a lump sum or via planned giving over time.



Fulfil a lifetime's philanthropic dream by leaving a gift in your Will

If you want the long term future – beyond your own lifetime – to look brighter for older people in Scotland, please consider leaving a gift in your Will to Age Scotland. This is a wonderful opportunity, no matter what your current age and stage, to know that you'll make life better for others in the future. The choice is entirely yours whether you tell us about your kind intentions or keep them private, although knowing of your commitment will allow us to treat you in the same way as other donors. Whatever your preference, please be assured of our sincere gratitude. Thank you.

Champion Age Scotland's cause

There are other, non-financial, ways that supporters can help us – acting as champions, for instance, by encouraging friends, family and colleagues to make a donation, support a fundraising event, or commit to a sponsored challenge event. This enables our supporter numbers to grow which is important for future years. Please get in touch if you'd like to know more.



Boost the value and impact of your donation with Gift Aid

As a registered Scottish charity (SC010100), Age Scotland can collect 25p from HMRC for every £1 you donate if you're a UK taxpayer. Just sign the Gift Aid declaration overleaf and we'll do the rest.

High Rate Taxpayers

Tax efficient giving means that the value of your gift to Age Scotland could rise significantly if you're willing to donate the tax rebate you can claim on your Self-Assessment tax return as well as the gift itself.

For instance, on a gift of £500, Age Scotland will receive £625 while you can reclaim £125 from HMRC, reducing your net contribution to £375 but potentially increasing the sum Age Scotland receives to £750.





Gift Aid Declaration

Age Scotland will reclaim the tax paid on your gifts in the current tax year from HMRC. Your address is needed to identify you as a current UK taxpayer.

I want to add Gift Aid to my donations to Age Scotland. I am a UK taxpayer and understand that if I pay less Income tax and/or Capital Gains tax for the tax year than the amount of Gift Aid claimed on all my donations in that tax year, it is my responsibility to pay the difference to HMRC.



Your details

Print Name

Address:

.....

Postcode:

Telephone

Email

Signature

Date / /

Age Scotland is a registered charity (SC010100) and company limited by guarantee (153343).

Address: Fundraising Team, Age Scotland, Causewayside House, 160 Causewayside House, Edinburgh EH9 1PR

Telephone: 0131 668 0366 (Sarah Randell) or 0131 668 3070 (Stacey Kitzinger)

Email: fundraising@agescotland.org.uk

Website: www.agescotland.org.uk



Donation Form

- I would like to give a donation to Age Scotland, for use wherever the need is greatest
- I have enclosed a cheque for £ payable to Age Scotland
- I have set up a regular direct debit for £ per month / year (delete as appropriate) to commence on (dd/mm/yy) 01 / /

Your details

PRINT NAME

Signature

Date / /

Address:

.....

Postcode:

Email/phone

Setting up a Direct Debit



Instruction to your Bank or Building Society to donate via Direct Debit. Please send your completed form to: Fundraising Team, Age Scotland, 160 Causewayside, Edinburgh EH9 1PR.

Name(s) of Account Holder(s)

.....

Bank/Building Society Account No.

Branch sort code

Name of Bank/Building Society

Address of Bank/Building Society

..... Postcode

Originator's ID no

Instruction to your Bank or Building Society:

Please pay Age Scotland Direct Debits from the account detailed in the instruction, subject to the safeguards assured by the Direct Debit Guarantee. I understand that the instruction may remain with Age Scotland and, if so, details will be passed to my Bank/Building Society.

Signature Date / /

IMPORTANT: Protecting your personal data

The information you provide is held in accordance with Data Protection legislation, stored securely and never shared with other organisations or individuals beyond Age Scotland.

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IMPORTANT – Make a positive choice to OPT-IN

New Data Protection legislation coming into effect in May 2018 requires registered charities to obtain consent from individual supporters to keep in touch.

This means that we’re asking all Age Scotland supporters – both long-standing and new friends – to make a positive choice to OPT-IN. Our commitment to you is that we’ll restrict our generic communications with donors to the following:

1. Advantage, our newsletter, to keep you informed of our work and its impact
2. An opportunity to contribute to an appeal, if you wish to do so, helping to bring about transformational change in the lives of Scotland’s older people
3. An invitation to an annual supporters’ event, such as The Silver Shindig, to enable you to feel part of the wider Age Scotland community

You can, of course, opt out of our mailing list at any time. If you wish to do so, simply email **Stacey.Kitzinger@agescotland.org.uk** or write to us at the address, below.

YES, I want to OPT-IN, as described, and have ticked the box and provided my signature to confirm my choice.

Full name

Signature

Date / /

Address:

.....

Telephone number

Email address

THANK YOU!

Please return your completed consent form to

Stacey Kitzinger, Age Scotland, 160 Causewayside, Edinburgh EH9 1PR or send a scan of it via email to **Stacey.Kitzinger@agescotland.org.uk**.