

Your

# Fundraising Guide




# Thank you for choosing to raise money for Age UK

Every penny you raise will help us be there for older people who need us most, providing friendship, advice and practical support.

That makes you a fundraising superstar-in-waiting. This handy guide is full of ideas and tips to help you get the most out of your fundraising.



## How we're helping, thanks to supporters like you in 2024/25:

 **208,926**  
calls were answered by the Age UK Advice Line, offering guidance and support.

 **96%**  
of older people said their wellbeing had improved since they started receiving Age UK friendship calls.

 **9.3 million**  
visits were made to the Information and Advice pages of the Age UK website.



**Brenda, 89**

“The days are long and go by so slowly,” says Brenda of life since her husband died. “Some days I don’t see a soul.”

Brenda would often feel so lonely that she’d sit by the open front door, so she could watch people passing by.

Thanks to the Age UK Telephone Friendship Service, Brenda now speaks to Jasmine, her telephone friend. Life has opened up since we put them in touch. Every Monday, Brenda and Jasmine have a nice chat. They discuss their lives – Jasmine’s job as a teacher, Brenda’s time as a school cook, as well as their families.

It sounds so simple, but these regular calls transform Brenda’s week. **“I’m so grateful I speak to Jasmine. I know someone’s there - it means a lot to me.”**

# Fundraising ideas

Find a fundraising challenge that's right for you!



## Give something up

**Why not get sponsored to abstain from something?**

Perhaps you're trying to block out the choc, or go alcohol-free for a month?

## Sponsored walk

**We're frequently told that walking 10,000 steps a day has many health benefits.**

Find a route that works for you and your fellow walkers, and get fundraising.

## Virtual challenge

**A virtual challenge allows you to exercise in a fun way.**

You could cycle the equivalent London to Paris (300 miles) in a month. Or swim the distance of the English Channel (21 miles).



## Bake sale

**Baking cakes and cookies is fun and eating them is even better!**

Pick a date for a bake sale and get everyone involved. Not everyone is a skilled baker, so be clear that shop bought options are as welcome as homemade.

## Talent show

**Because we all have a talent we want to share, right?**

Book a venue and get invites out nice and early. Plan a schedule with plenty of breaks, to ensure food and drinks can be sold for extra donations.

## Raffle

**It's a fundraising classic and can be included as part of most events - such as a talent show.**

Firstly, buy a book of raffle tickets. Have a think about the connections you have and what they might be able to donate as a prize. Remember: the more attractive the prizes, the more likely it is that people are going to buy more tickets.

## Fundraising resources

We supply ready-made fundraising resources to make your event or challenge a super success. Browse our options here [ageuk.org.uk/get-involved/fundraise/resources](https://ageuk.org.uk/get-involved/fundraise/resources)



Download and print our bunting here [ageuk.org.uk/bunting](https://ageuk.org.uk/bunting)

## Birthday or Anniversary

**Make your occasion even more special.**

Set up a JustGiving page or create a fundraiser on Facebook. If you're having a party, you could ask people attending to donate when they accept the invitation.

## Wedding or civil partnership

**Make Age UK part of your special day.**

Let guests know you're supporting Age UK. We can provide bunting, balloons and cash collection envelopes to help on the day.



# How to **talk** about your fundraising

We couldn't continue to provide our essential services and support for older people without incredible people like you – and the friends, family and colleagues who support you.

Tell people where the money will go with these ready-to-use explanations.

## Something short and snappy

"I'm fundraising for Age UK. Their friendship services provide the human connection too many older people are having to live without. Please support my fundraiser to help older people feel valued and included."

## Discuss the challenges older people are facing

"More than a million older people in the UK often feel lonely.

That's why I'm fundraising for Age UK, to support their services, which bring friendship and advice to older people who need it most."

## Explain more about Age UK's services

"Age UK is a lifeline for older people who feel they have no one else to turn to.

Age UK's national telephone friendship services mean they're there 365 days of the year, including Christmas Day.

Expert staff and volunteers provide lonely older people with an understanding ear and a friendly voice when they're needed.

Plus, local Age UK provide practical support, friendship and social activities in communities across the country."



Download and print the handy poster from our website here [ageuk.org.uk/event-poster](https://www.ageuk.org.uk/event-poster)

# Top tips for getting the most out of your online fundraising page

You can set up your fundraising page by visiting [www.justgiving.com/ageuk](http://www.justgiving.com/ageuk) and clicking 'Start fundraising'.

## 1 Make it personal



Fundraising pages with a profile picture and the reason you're supporting Age UK have twice as many donors, so get your profile ready to roll!

## 2 Fundraising goals



Setting a fundraising target will inspire your donors to help you get there. And if you start getting close, you can always increase it.

## 3 Show your progress



Think of your fundraising page like your social media - keep the updates flowing with lots of pictures. And make sure you share your page far and wide!

## 4 Kick start your fundraising



Get your fundraising started with a donation to yourself. Your supporters will love your dedication and try and match your own donation.

## 5 Strava profile



If you're taking on a running challenge, share a link to your fundraising page on your Strava profile.

## 6 Say thank you



Remember to reply directly to donations on your page to let donors know how much their support means. And it works - fundraisers who say thank you get 50% more donations.

# Here's how your fundraising will help older people

By fundraising for Age UK, you can make a huge difference to the lives of older people.

The last few years have been challenging for lots of us, but older people are disproportionately affected.

### Cost of living crisis

- Before the crisis, 2.1 million older people were living below the poverty line and 1 million were living in fuel poverty.
- Between 2021 and 2023, homelessness for people aged over 75 increased by 18.2%

### Loneliness

- Almost 1 million older people often feel lonely.
- Lonely older people are about 25% more likely to develop dementia.

**"I was very worried about the bills. So, I ate less and less. In the end, I was just having bread water and tea."**

- James, 74

**"Loneliness is devastating. I don't know what I would've done if it wasn't for Age UK's Telephone Friendship Service. I always look forward to Gemma's call."**

- Michael, 74



## How does Age UK help



### Advice

The Age UK Advice Line provides free information and advice 365 days a year.



### Friendship

Our Telephone Friendship Service arranges weekly phone calls for lonely older people.



### Support

Age UK's Silver Line Helpline is here day and night for older people.






### Local services

Local Age UKs offer essential services for their communities - from lunch clubs to IT classes.




# Paying your **money** in

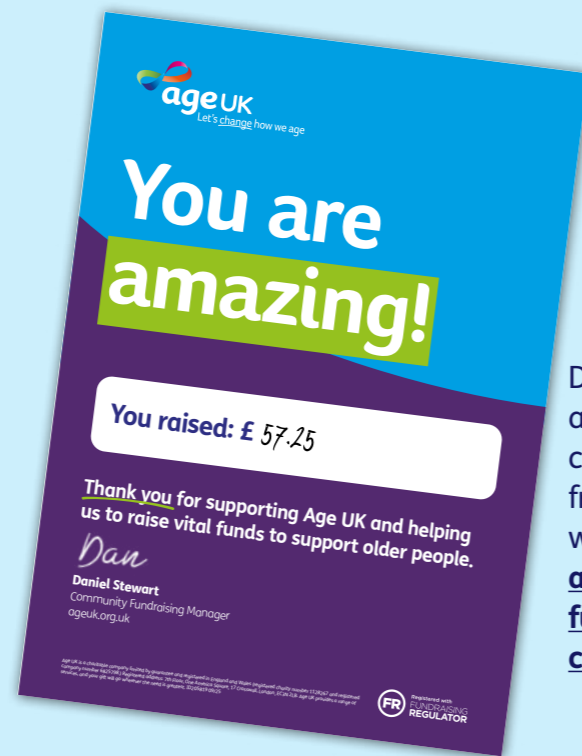
Once you've completed your fundraising, it's time to pay in the money you've raised and feel good knowing you've made a difference. If you used a fundraising page, the money you've raised will automatically be sent on to us.

-  **Online** [ageuk.org.uk/payingin](https://ageuk.org.uk/payingin)
-  **By telephone** call us on freephone 0800 077 8751 (lines open Mon-Fri 9am-5pm)
-  **By post** Send a cheque to us in an envelope addressed to FREEPOST AGE UK REPLY - no further address details or postage stamp are needed. Please make cheques payable to Age UK.

## Thank you!

Make sure to tag Age UK when shouting about your fundraising on social media:

-  **Facebook:** @ageuk
-  **X:** @age\_uk
-  **Instagram:** @age\_uk



Download and print your certificate from our website here [ageuk.org.uk/fundraising-certificate](https://ageuk.org.uk/fundraising-certificate)

# Contact us



If you have any questions or would like Age UK branded t-shirts, balloons or other materials for your fundraiser please get in touch with us at:

**[fundraise@ageuk.org.uk](mailto:fundraise@ageuk.org.uk)**

We want you to really enjoy fundraising for Age UK, so always take time to ensure your fundraising is both safe and legal.

Although Age UK is not ultimately responsible for your fundraising and can't accept any liability, please do get in touch if you have any questions and we'll be glad to help.



## We're here for anyone that needs us

Age UK's Advice Line is a free, confidential national telephone service for older people, as well as their families, friends, carers and professionals. Our team will give you information that's reliable and up to date and help you access the advice you need. Lines are open 8am–7pm, 365 days a year:  
**0800 678 1602**