



# 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 2021/22:**

**📞 204,119**

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

**🤝 93%**

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

**🖱️ 10.7 million**

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



## **Brenda, 87**

“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**

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





# A group effort

## Bake sale

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

Pick a date for your bake sale that works for everyone and get your invites out nice and early. Remember that not everyone is a keen (or skilled) baker, so whether your bakes are homemade or shop bought, everyone can get involved.

## Talent show

**We all have talents that we're keen to share with others, don't we?**

If you're going to put on a show, then you're going to need a venue, so make sure to book it nice and early and send out your invites in plenty of time.

Plan a schedule for the acts and ensure there's an intermission during which 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.



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





## Help me raise funds for Age UK

I'm going to

It's taking place in  On the

For more information

Age UK believes that no older person should have to struggle on their own. We are here providing vital information, support, friendship and advice to those who need us, and who often have no one else to turn to when times get tough.

[ageuk.org.uk](http://ageuk.org.uk)

Registered charity number: 2136243. Age UK provides a range of services, and your gift will go whatever the need is greatest. ID0020010612

Member of the FUNDRAISING REGULATORY AUTHORITY

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

# In celebration

## Birthday or Anniversary

**People love to give gifts on special occasions, so why not direct that goodwill towards a great cause?**

Set up a JustGiving page or create a birthday fundraiser on Facebook. If you're celebrating with a party, you could ask people attending to donate when they accept the invitation or collect donations at your event.

## Wedding or Civil partnership

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

Let your guests know that you'll be supporting Age UK as part of your special day. We can provide bunting, balloons and cash collection envelopes to help on the day.

We can supply  
collection

ageUK  
Thank  
YOU



# 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.

➤ **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

🐦 **Twitter:** @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)

## Your support could help Age UK be there for your community

**£250**

could help pay towards a whole year of telephone friendship calls to a lonely older person who has no one else to turn to.

**£500**

could help pay towards the cost of training an expert specialist Advisor to support an older person who is worried about paying their bills.

**£1,000**

could help campaign for change at the heart of Government to ensure older people's voices are heard.

## 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:**

**[events@ageuk.org.uk](mailto:events@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 everyone who needs us

If you or someone you know needs support,  
Age UK is here for you.

Call the Age UK Advice Line on **0800 169 6565**,  
8am to 7pm, every day of the year.



Age UK is a charity registered in England and Wales  
(charity number 1128267), our registered address is 7th Floor,  
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