

# Fundraising Pack



# Love Later Life Appeal

**Our mission is to make later life better for everyone in Gateshead.**



**Thank you for supporting our Love Later Life Appeal!**

**At Age UK Gateshead we are many things to many people- a source of advice, information, companionship and support. But one thing is the same for everyone, we're always here.**

**Wherever you are in your life, whatever the demands and challenges, no matter how big or how small, ageing is a journey we'll take together, hand in hand, shoulder to shoulder.**

**We all know that life's road isn't always an easy one. But by working together, we can start to create a world where everyone can love later life.**

**This year we have launched our Love Later Life Appeal, our fundraising team will be working tirelessly to ensure our community are living**

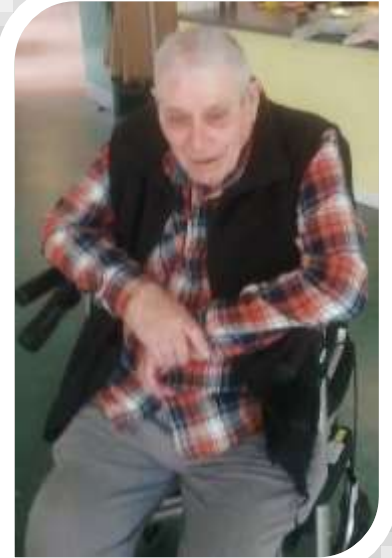
**their lives to the full: laughing, learning and loving. We know there is no reason why this should change as we get older.**

**We want to raise £20,000 for our Annual Appeal, but to do this and to truly make a difference we need YOU; whether you're young or old, whether you attend one of our fundraising events, jump of the Tyne Bridge with us or even arrange your own chinwag. Together we can create a world where everyone can love later life.**



**Your fundraising efforts will allow us to change the lives of people like Ron and Margaret.**

**Ron is one of Age UK Gateshead service users. Ron thoroughly looks forward to his days out with Age UK Gateshead as they get him out and into good company. He says that he doubly looks forward to them because they are the only days out he gets and without them he would not get to meet people and socialise. Ron also loves the home cooked meals he gets whenever he attends Age UK Gateshead Day centres.**



**Margaret describes Age UK Gateshead as ‘wonderful’ she attends a day centre every Tuesday and says that every Tuesday is a valuable memory for her. She has made a lot of new friends from her day centre and always looks forward to her lunch and the variety of activities they get up to.**

**Fred has been attending our Deckham Day Centre as well as our Men's group and Tuesday group for many years. He has done a lot for Age UK Gateshead over the years, including becoming the model for our Malnutrition project and giving a heart-felt speech at our AGM.**

**When our staff returned to the office in 2015 with January blues, they were greeted with the most heart-warming letter from Fred. We'd like to thank Fred for everything he has done for Age UK, he is a wonderful man and the perfect advocate for our Love Later Life Campaign!**



# Volunteering

Our work doesn't only improve the lives of our service users, it also benefits the lives of our volunteers without whom our work would not be possible.

Val Simpson is one of Age UK Gateshead's Social Opportunities volunteers.

When asked about her experience volunteering at Age UK Gateshead she said;

"I have so much to say! I was never out of the house and was lonely before. I have met some valuable friends that I will have forever. Age UK has given me something to enjoy and look forward to. I have gone through so much treatment due to cancer and without this I'm not sure how I would have coped."

Val began volunteering with Age UK Gateshead with the ambition of giving back to her community; getting older people out and about, helping them have a pleasurable time and giving them something to look forward to as well as memories to cherish. She describes volunteering as a rewarding and fun experience that she would recommend to anyone.

Eleanor Bolam volunteers for Age UK Gateshead with her husband Mick. Mick originally motivated Eleanor to start volunteering after he described it as keeping a constant smile on his face. When discussing the difference volunteering has made to her life she said, "Volunteering with Age UK Gateshead has helped enormously to build my self-confidence".

She describes Age UK Gateshead as a wonderful organisation that has given her the opportunity to give older people a sense of belonging and purpose.



# Your money will...

Whatever the amount of your donation, whether big or small, we can ensure it will be used to make later life better for our older community.

In this fundraising pack you will find information, ideas, hints and tips on how you can get involved in our **Love Later Life Appeal**, helping us reach our fundraising targets. We are looking forward to finding out what you get up to!

We can't thank you enough, people like you are what makes changing lives possible.

**Every £1 you give could enable us to help claim £40 in benefits for an older person.**

**£20** Could pay for a month of regular friendship calls to a lonely older person.

**£50** Could allow us to answer 10 older people who have no one else to turn to and urgently need our help.

**£100** Could give a group of older people the chance to enjoy a homemade meal and a natter with new friends.

**£500** Could pay for a Christmas party for our service users, giving them a Christmas to remember with friends and family.



# Fancy a go?

A to Z of event ideas!

## A

Afternoon tea  
Auction  
Art class  
Alice and wonderland themed event

## B

Balloon race  
Bowling competition  
Bingo  
Bring and buy sale  
Ball

## C

Car wash  
Coffee morning  
Cycle ride  
Cocktail evening  
Come dine with me

## D

Dinner party  
Dance event  
Donate clothes to our charity shop  
Donut eating competition

## E

Extreme challenges  
Elvis fancy dress to work day  
Equestrian event

## F

Fancy dress party  
Football competition  
Family fun day event

## G

Golf day/ tournament  
Guess the name of the teddy  
Guess the number of... in the...  
Garden party

## H

Head shaving  
Hula Hooping  
Hockey tournament  
Halloween party

## I

Ironing for 24 hours  
Incognito challenge  
Individual gift donations  
Indoor Olympics

## J

Jumble sale  
Just dance marathon  
Jumping jacks competition

## K

Karaoke evening  
Keep fit challenge  
Knit (Donate to our Big Knit campaign)

## L

Limbo competition  
Lift sharing  
Lemonade stand

## **M**

Matched giving  
Market stall selling  
Murder mystery evening  
Movie marathon

## **N**

Non- Uniform day  
Night in  
Night walk

## **O**

Organised sporting events  
Office events  
Onion eating challenge

## **P**

Photograph sale  
Pancake sale  
Pottery class  
Pub quiz

## **Q**

Quitting something  
Quidditch competition  
Quiz

## **R**

Raffle  
Rounders tournament  
Races

## **S**

Sports day  
Sponsored silence  
Swear box  
Salsa night  
Sponsored swim

## **T**

Tombola  
Tea dance  
Talent show  
Treasure hunt

## **U**

Ultimate frisbee competition  
Unicycle challenge  
Unwanted item sale

## **V**

Variety show  
Valet service  
Volleyball competition

## **W**

Waxing  
Wine tasting  
Water skiing

## **X**

X Factor party  
Xmas present sale  
Xmas fair

## **Y**

Yogathon  
Yogi bear picnic  
Yes day

## **Z**

Zany clothing day  
Zumbathon  
Zip wire



# How to get involved

Whatever you do, whatever you're about, there are many ways you can raise money for Age UK Gateshead.

## At Work

**Fancy making work more enjoyable while giving to a worthwhile cause?**

**How about holding a bake sale?**

Get baking some tasty treats and put them on sale in the staff room to perk up your colleagues coffee breaks. You could sell other items as well such as: cards, jewellery or seasonal themed gifts.

**Or you could hold competitions?**

Why not spice up your working day? You could apply an entry fee for an office Olympics, with wheelie chair races, elastic band curling and rubbish bin netball. Or why not get some great prizes donated offering promotion and publicity in return and raffling them off.

**You could go green?**

Walk or cycle the route you usually take by car or public transport to work, donating the money you saved to Age UK Gateshead.

**Would your company be interested in match funding?**

Some companies will agree to match the final amount of money raised by their employee, therefore doubling the final amount raised, which is a huge bonus!

**Could you nominate us as your business' charity partner or charity of the year?**

We believe we are the ideal partner for a Charity of the Year partnership. Whether you have one or one hundred offices, sites or stores, we can provide a tailor-made operational structure to deliver your key objectives:

A dedicated account manager, Press and PR support, A bespoke calendar of events, Point of sale resources, Places for national sporting events and charity treks, Corporate volunteering opportunities.

**Could you sponsor one of our events?**

We have a whole variety of different events and campaigns coming up on our calendar. Sponsoring one of our events would give you the chance to provide much needed financial help to our charity while also getting the opportunity to promote your business the people of Gateshead.





## With Friends

### Could you make staying in the new going out?

Why not arrange a night in; get your alcohol, food and games from the super market and then donate the money you would have spent if you were out on the town.

### Or hold you own coffee morning?

Invite all your friends and family around for a catch-up and pay a small amount for their cup of tea and cake.

### Or arrange your own event?

Whether it's a murder mystery evening, wine tasting or a pamper party.

## With Your Community Group

### Or arrange a car boot sale?

Hold it in your premises car park, charging each car a space fee as well as an on foot entry fee.

### Why not help us out with a bag pack or a street collection?

Could you bring a team of speedy packers down to a local super market to offer their assistance? Or even get your group dressed up, hitting the streets collection buckets in hand.

### Have you ever thought of doing a talent show or a quiz night?

See our event success page for more help.



# Ensure your event is a success

Some of our handy tips on how to get social media savvy promoting your fundraising!

## What to consider

### When is it going to happen?

Will it clash with any other local event? Is it at a time when people will be available to attend? Does it need to be held in a particular season?

Don't forget to give yourself time to plan and promote your event!

### Where is it going to happen?

Do you have a venue in mind? What capacity is it? Does it have the necessary facilities such as a toilet or a kitchen? Do you need an events licence? Do you need an alcohol licence?

### Promoting your event

Social media is a useful tool as it continues to increase in popularity, it is also a free tool. Create an event, invite attendees and encourage them to share and invite more people to ensure the event reaches a broader span of people.

You could create your own posters and flyers to distribute throughout your local community, if people know something is going on in their local area they are more than likely to pay a visit.

If you contact the council they may be willing to list your event website on their event calendar. There are also event promotion websites such as, Event Brite, that can be used in a similar way to promote your event.

Press releases are also a very important promotional tool. If you can manage to get a journalist on board your event, you will receive much better coverage. To get a journalist on-board you should research and contact the journalist who covers your area to see whether they are interested in the story.

The golden rule when writing a press release is to get all the most important information in the first paragraph: The five W's – who, what, where, when and why. This should be a succinct story in itself, the rest should just be additional information. Communicate everything first time round, or your story may get ignored. Keep things simple and short (No longer than an A4 sheet).

Make your story stand out! Journalists love a case study, we could get you a quote from one of our service users or volunteers, or can you discuss your motivation behind your fundraising?



# A big Age UK Gateshead thank you!

We cannot thank you enough!



We want to take this opportunity to say thank you to each and every person who helps us, to all those people who have fundraised for us over the years, and to all the people who help support our services.

**We would not be here without you!**



# Health & Safety

We want everyone to stay safe and legal while fundraising for us, so here are a few things you will need to take into consideration so no risks are taken.



- A good starting point is the Health and Safety Executive (HSE) website [www.hse.gov.uk](http://www.hse.gov.uk), where you can access free health and safety advice.
- Consider first-aid provision and where possible, have a trained first aider present at your events. For bigger events, ask your local St John's Ambulance crew for help.
- For an event in a public area – for example, a mini-marathon or sponsored bed-push – you should inform your local police and local council of the date and the route.
- Check out references, insurance, and relevant qualifications of any organiser or supplier you're thinking of using for an event.
- Always check that caterers and venues have relevant food hygiene and environmental health certificates before considering them for an event where food is to be served or sold.
- If you are preparing or handling food yourself, please remember to adhere to basic rules for the safe and hygienic preparation, cooking and storing of food – you do not want to make those who have supported your fundraising efforts unwell! If in doubt, please consult the Food Standards Agency website [www.food.gov.uk](http://www.food.gov.uk)
- Raffles and lotteries are subject to strict and complex laws – to ensure that yours runs smoothly and within the law, you can either get advice from your local council or consult the Institute of Fundraising: [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)
- Age UK Gateshead cannot accept responsibility for any injury, loss or damage sustained as a result of fundraising for the Charity. If you are in any doubt about the legal or safety aspects of your fundraising, please contact Age UK Gateshead 0191 477 3559.





# Good luck!

Good luck fundraisers!

We wish you the best of luck with your fundraising and look forward to hearing all about it! If you need any further help or to show us how you've been fundraising (which we would love to see) please do not hesitate to contact our Campaigns and Fundraising Co-ordinator

[suziee.cassels@ageukgateshead.org.uk](mailto:suziee.cassels@ageukgateshead.org.uk)

Keep up to date and share your fundraising successes with us by following our Social Media sites!

**AgeUKGateshead**

**#AgeUKGateshead**



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## Age UK Gateshead Fundraising event registration form

**Event:**

**Date:**

Please complete this form and return to confirm your place on the above event. Payment should be sent and each participant needs to complete a registration form.

### **By signing this registration form you declare that:**

- I am familiar with the nature of the activity which I wish to undertake and acknowledge all of the risks involved. I understand and accept that I take part entirely at my own risk and that the organisers accept no liability for death or injury unless caused by their negligence
- I hereby declare that I am in good health, and that I am not suffering from any medical condition or disability that might make it unsafe for me to take part in the event. I am ultimately responsible for deciding whether to participate
- Parental consent is required for children under the age of 16. A parent or guardian will need to be present at the event to sign the 'Event Schedule' to accept the Indemnity form on behalf of the child
- I give my permission for photographs which are taken of me during the event to be used to publicise future events

**PLEASE WRITE CLEARLY IN BLOCK CAPITALS**

Forename

Date of birth

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Surname

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Address

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---

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Post code

---

Tel (Day)

Mobile

---

E-mail

---

**Emergency contact**

Name

---

Address

---

---

---

Post code

---

Tel (Day)

Tel (Night)

---

Mobile

---

Signed

Date

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**To be signed by parent/guardian of any participant under 16 years of age**

Date

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Signature of parent/guardian



**SPONSOR FORM  
AGE UK GATESHEAD  
Charity Reg 702561**



Date	Initial	Surname	Address	Post Code	Amount Pledged	Please reclaim tax on my gift*	Amount received

Gift Aid: If you are a tax payer we can claim back an extra 25p on every £1 you give