



The Big Yoga Challenge

21st June 2020

Support people living with dementia and their carers on International Yoga Day

Thank you

Thank you for choosing to take part in the Big Yoga Challenge on 21st June for Age Exchange. We cannot achieve all that we do without the support of wonderful fundraisers like you. You'll have your own reason for taking on your yoga challenge. Whatever that reason is, with 850,000 people living with dementia in the UK your support could not have come at a more vital time.

Your support matters. The money you raise means we can continue to provide our caring together services and run our community hub.

This pack is for you to find your way of fundraising. It contains lots of brilliant ideas, from the silly to the strenuous, and loads of simple ways to make sure you can raise as much as possible.

We'll be in touch again to see how you're doing and if there's anything we can do to help. If you need us, just get in touch.

However you choose to fundraise for us you're helping us achieve our vision to improve the quality of life and care for older people, those with dementia and their carers.

Thank you,
Rebecca Packwood/ Rebekah Pink Hayes
CEO/Fundraising Officer



Big Yoga Challenge

It's so easy to take part in our Big Yoga Challenge on Sunday 21st June and show your support of people living with dementia & their carers.

1. Choose to take part in a yoga marathon for a number of days, hours or minutes OR set yourself a number of poses to do in a specific time frame! (Check out our yoga ideas in this pack!)

2. Create your Facebook Fundraiser now to show your support and tell all of your friends!

<https://www.facebook.com/fund/ageexchange/> or create a JustGiving page or use our handy sponsorship form included in this pack.

3. Complete your Big Yoga Challenge on or around 21st June 2020!

You can also join our Facebook Big Yoga Challenge Community Group at

<https://www.facebook.com/groups/720579698748062/>

Here you can meet like minded yoga friends and those who are new to yoga too!

We will be sharing lots of extra content in the community group so make sure you join us once you have created a fundraising page or started getting your sponsorships!



Get Sponsored



Great! You've decided to take on a yoga challenge, now you need to encourage your friends, family and colleagues to sponsor you!

Facebook

Follow the step by step guide to create your Facebook Fundraiser at <https://www.facebook.com/fund/ageexchange/>

Share across your social media platforms and we receive 100% of the donations you raise!

Sponsorship Form

If you prefer to collect your donations through a paper sponsorship form, we've included a handy one in this pack! You can make a note of everyone who has said they will sponsor you and use it to pay in your funds raised!

JustGiving

You can also raise awareness and set up a fundraising page at www.justgiving.com/ageexchange Make sure you share it with everyone to help you reach your target!

Great reasons for JustGiving

- Easy to set up and manage.
- Completely secure.
- 24/7 – no matter the distance or time family and friends can donate.
- Easy to share on social media.
- Easy to claim Gift Aid.



Join **#AgeExchange**

-  **@Age_Exchange**
-  **@AgeExchange**
-  **/AgeExchange**

The logo for Age Exchange, featuring a stylized 'a' and 'e' in purple, followed by the words 'age' and 'exchange' in a sans-serif font.

Get Social



Now you need to shout loudly about your Big Yoga Challenge and encourage your friends, family and colleagues to sponsor you!

Facebook

Once you've asked your friends to donate let them know they can help by sharing your post. Don't be afraid to remind people to sponsor you more than once.

Twitter

Why not tweet right through your event if you can. If that's not possible then update people on what's happening before and after. Include pics, your fundraising page and tweet us [@Age_Exchange](#).

Whatsapp

Set up a group and share your fundraising efforts with your friends and family.

Instagram

Share your updates via your stories and posts. Don't forget to add a filter or two.

YouTube

Whether its a passionate video blog or a Rocky style yoga training video, put your recordings on YouTube and send them with your page

LinkedIn

Bolster your CV and share your fundraising with your LinkedIn contacts.



Join [#AgeExchange](#)

 [@Age_Exchange](#)

 [@AgeExchange](#)

 [/AgeExchange](#)

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Online Fundraising

Think of your fundraising page as your trusty fundraising friend. It makes donating online easy and these simple tips will boost your fundraising with just a few taps of the keyboard.

Tell your story

Let everyone know what you're doing and why. Explain what it means to you, why you're supporting Age Exchange and how we help.

Get snap happy

Believe it or not just adding a photo to your page will raise more money. Whether it's a sweaty training shot or your new favourite yoga pose, add it to your page and get sharing.

Set a target

Another simple trick is to have a target. It increases the chances of people donating so be bold (we'll help you get there) and if you go past it keep setting it higher.

Ask people to join you

Friends and family keen to help? Get them to take part and use JustGiving to set up a team and bring your pages together.

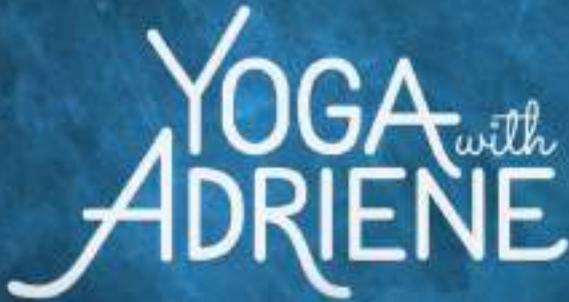
Spread the word

If you think you can get the local press involved, contact our press office email hello@age-exchange.org.uk to get advice and a template press release. You might want to blog for us too so get in touch.



Yoga Challenge Ideas

It doesn't matter if you're just starting out or have years of experience, Blackheath Yoga have some amazing yoga poses and challenge ideas that you can do!



YOGA *with*
ADRIENE

30 Days of Yoga

Let Adriene coach you through 30 days of Yoga with her amazing videos! The videos vary in length but can help you to take on the biggest of the Big Yoga Challenges!

Get started today at
<https://youtu.be/TXU591OYOHA>

Blackheath Chair Yoga

Join Chrisi in her weekly free chair yoga classes available on YouTube! You can also join her chair yoga classes at the Age Exchange once we are re-opened after lockdown measures are eased!

Blackheath Yoga YouTube Channel: <https://www.youtube.com/channel/UCOcbLz5xlu9J-2wrBnoDzww/>



Yoga Challenge Ideas

Join a Virtual Yoga Class!

Why not go a step further and join a virtual group yoga class? You can even get your friends and family on board and join our International Yoga Day Fundraiser class with Blackheath Yoga on Sunday 21st of June at 10:30! The class is taking place via Zoom live-stream and will be suitable for beginners.

Book our International Yoga Day Fundraiser class with Blackheath Yoga here: <https://www.blackheathyoga.co.uk/classes>



Start Yoga!

Your yoga challenge could even be to get started on your yoga journey by trying out some yoga poses. Over the next few pages, Blackheath Yoga have shared some of their favourite poses to get you started!

Yoga Poses

Blackheath Yoga have provided their top 5 yoga poses to help you get started with yoga! There are also some chair options that you can try too!



Warrior 2

Step back with your left leg and raise your arms parallel to the floor, reaching them actively out to the sides, palms facing down. Turn your left foot parallel to the short edge of your mat, turn your right toes to face the top of your mat. Engage your thighs and bend your right knee, aligning your knee above your right ankle; if possible your right thigh will be parallel to the floor. Focus your gaze over your right hand and hold for five slow breaths then repeat on the other side.

Chair Option

Sitting on a chair without arms, heel-toe your right foot towards the right until your leg is pointing away from your seat and your right foot is firmly placed on the floor with the knee being in a ninety-degree angle. Your upper body is pointing towards your right knee. Now heel-toe your left foot towards the left, grounding the left heel at a right angle away from the body. Open the arms to parallel with the floor, gazing over your right hand. Hold for up to a minute then switch sides.



Yoga Poses



Reverse Warrior

From Warrior 2 with the right knee bent, flip your right palm up to the sky. Without moving your legs at all reach your right arm up to the ceiling. The left arm can slide down the left leg, sinking deeper in the backbend being mindful not to sink too deep into the pose (if you feel any discomfort in your lower back, you have gone too far!). Once you made sure your front knee is still firmly above the front ankle, gently lift your gaze up to the sky and hold the pose for five deep breaths, then switch side.

Chair Option

Starting from Warrior 2 on your chair, flip your right palm up to the sky. On an inhale slowly reach your arm up to the ceiling allowing your gaze to follow. Your left arm can slowly slide down your left leg, making sure you don't go too far. Hold for 5 deep breaths, then switch side.



Yoga Poses



Extended Side Angle Pose

From Warrior 2: Release your right forearm lightly onto your right thigh. Extend your left arm alongside your left ear, palm facing the floor lengthening the entire left side of your body. If your neck allows, gaze up towards the left arm, if not look down towards the floor. Hold for 5 long breaths, then repeat on the other side.

Chair Option

For the chair version of the pose, starting from Warrior 2 on your chair, release your right forearm onto your right thigh making sure you feel balanced and steady. If your shoulders allow, extend your left arm alongside your left ear, palm facing the floor lengthening the entire left side of your body. If your neck allows, gaze up towards the left arm, if not look down towards the floor. Hold for 5 long breaths, then repeat on the other side.

Yoga Poses



Chair Pose

Standing tall with your feet together, raise your arms parallel to the floor and then up towards the ceiling, palms facing inwards. Bend your knees and slightly lean your torso forward over the thighs. Keep your inner thighs together and take the weight back towards the heels. Lengthen your tailbone towards the floor keeping your lower back long. Hold for up to a minute.

Chair Option

Sitting on a chair without arms, heel-toe your right foot towards the right until your leg is pointing away from your seat and your right foot is firmly placed on the floor with the knee being in a ninety-degree angle. Your upper body is pointing towards your right knee. Now heel-toe your left foot towards the left, grounding the left heel at a right angle away from the body. Open the arms to parallel with the floor, gazing over your right hand. Hold for up to a minute then switch sides.



Yoga Poses



Head to Knee Bend

Sit on the floor with your legs straight in front of you. Inhale, bend your right knee, and draw the heel back toward your seat. Rest your right foot sole lightly against your inner left thigh, and lay the outer right leg on the floor (if your right knee doesn't rest comfortably on the floor, support it with a folded blanket). Turn the torso slightly towards the extended leg and on an exhale fold over the extended leg keeping your spine long. Stay for 5 breaths then repeat on the other side.

Chair Option

Sitting comfortably on the chair heel-toe your feet apart so your thighs are in a V shape. Extend the left leg away from the body, keeping the right knee in a ninety-degree angle. Turn the torso slightly towards the extended leg and on an exhale fold over the extended leg keeping your spine long. Feel free to use your right arm on your right knee for support as you fold forward. Stay for 5 breaths then repeat on the other side.



Fancy Learning More About Yoga?

You can join one of Blackheath Yoga's weekly virtual group classes, small group outdoor classes or online courses! Find out what is on offer on their website: <https://www.blackheathyoga.co.uk/>

Keeping it Safe

Keep your fundraising Legal and Safe

It's not the most exciting subject, but it's essential to make sure you and those you are fundraising with are safe and that your fundraising is legal.

Lockdown Laws

Due to the current laws surrounding coronavirus, we are actively encouraging our supporters to follow social distancing guidelines. Your Big Yoga Challenge can be done in your own home, garden or as part of your daily exercise. Please be respectful of the lockdown laws, they are there to help you to keep safe!

Insurance – the legal bit

- Age Exchange can't accept any responsibility for any loss, damage or injury from your event
- Our insurance doesn't cover your property or the property of your helpers or guests
- It doesn't cover personal liability for any injury you suffer or anyone else as a result of taking part in your event

If you are organising an event that involves others then you should consider what kind of insurance is necessary. If you are hiring a venue, insurance is sometimes included but it is important to check. To arrange insurance you should contact an insurance broker who can give you impartial advice about your event.

Risk Assessment – the sensible bit

You should carry out a risk assessment of every activity you choose to do. It doesn't need to be complicated – the Health and Safety Executive recommend you:

1. Identify the hazards
2. Decide who might be harmed and how
3. Evaluate the risks and decide on precautions/measures to be taken
4. Write down your findings and implement them
5. Review your assessment and update if necessary

Your risk assessment will help you identify areas where you may be subject to an insurance claim.

Make it pay

Sending in Your Donation

Thank you so much for fundraising in aid of Age Exchange. The money you raise will make a real difference to the lives of older people especially ones with dementia and their carers. If you have chosen to raise your funds offline, please follow the options below.

Paying in your donations

If you've collected cash donations, please pay the cash into your personal account and then pay in your donation online, over the phone or by sending us a cheque.

Online

You can pay in your donations in online using a credit or debit card. Please include details of how you raised the money in the comments box.

Over the phone

If you'd like to pay in your donations over the phone by credit or debit card please call 020 8318 9105.

Send us a cheque

Cheques should be made payable to 'Age Exchange Ltd' and posted, along with a letter giving your full contact details and stating how the money was raised. If we have sent you a donation slip, please return this with your cheque to:

Age Exchange
11 Blackheath Village
London
SE3 9LA



 **age**
exchange

Fundraising Tips

Make more with Gift Aid

Ask your sponsors/donors to Gift Aid their contribution, and you'll add 25p per £1 onto your fundraised amount at no cost to you or your sponsor/donor.

Donations can be gift aided by the sponsor/donor completing a sponsorship form, Gift Aid envelope or Gift Aid Declaration Form.

Please note: Gift Aid can only be claimed on donations from individuals. Money raised from activities such as raffles or tombolas cannot be gift-aided, nor donations received from companies.

Matched Giving

Many companies will be happy to offer a donation or even match the money you raise, so don't be afraid to ask your employer whether they operate a matched giving scheme.

Age Exchange can send a letter confirming the amount you have raised if you need it.

Your work is also a great place to run a fundraising event, whether a dress down Friday, raffle or Coffee and Cake event. You could even ask them to make Age Exchange their Charity of the Year.



Get in touch

You can talk to us about absolutely anything to do with your fundraising, we are always here to help.

Call 0208 318 9105

Email hello@age-exchange.org.uk

Don't forget to follow us online where you can share your pictures and stories.

Join **#AgeExchange**

 **@Age_Exchange**

 **@AgeExchange**

 **/AgeExchange**

Web www.age-exchange.org.uk/get-involved/fundraise/

**Thank you for supporting people
living with dementia & their
carers**

 **age
exchange**