



# Fundraising Pack







# Thank you

**Thank you for choosing to fundraise for Age Exchange. We cannot achieve all that we do without the support of wonderful fundraisers like you.**

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.

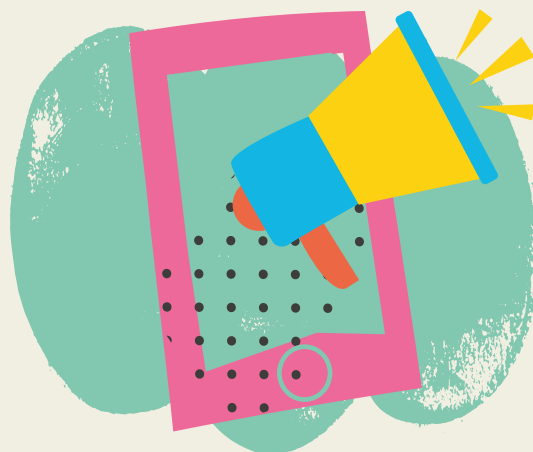
**Thank you,**

**Rebekah Adey,  
CEO at Age Exchange**



# Get Social

**You've decided how you're fundraising, you've got your Just Giving page, now share that link and shout about it on social media.**



## 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.

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## Whatsapp

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

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## Instagram

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

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## YouTube

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

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## LinkedIn

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

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**Join #AgeExchange**



Age-Exchange



@AgeExchange



/AgeExchange

# Get in Touch

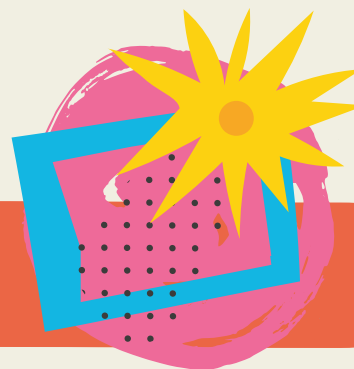
**You can talk to us about absolutely anything to do with your fundraising, we are always here to help.**



**Call:** 0208 318 9105



**Email:** [hello@age-exchange.org.uk](mailto:hello@age-exchange.org.uk)



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



**Age-Exchange**



**@AgeExchange**



**/AgeExchange**

# Thank you



## This is your fundraising kit

You've decided to fundraise for us your way. This pack contains loads of information, ideas, tips and inspiration to help you with your fundraising. Whatever your way is we're here to help make it a roaring success

**Shout if you need us.**



## Raising money online is easy

Setting up a fundraising page on JustGiving is quick, simple, secure and great for sharing. Plus it will save you loads of time and means you don't have to find that cheque book.

**[www.justgiving.com/ageexchange](http://www.justgiving.com/ageexchange)**



# Online Fundraising

**Think of JustGiving 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.**

**First things first, set up your page at [www.justgiving.com/ageexchange](http://www.justgiving.com/ageexchange)**

## 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.

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## 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 latest baking triumph for a cake sale, add it to your page and get sharing.

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## 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.

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## Ask people to join you

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

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## Spread the word

If you think you can get the local press involved, contact our press office email **[hello@age-exchange.org.uk](mailto: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.

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## 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.
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# You can pick an event

**It doesn't matter if you're just starting out or have years of experience, if you're a runner, a rider, a swimmer or skydiver, we've got the perfect event for you.**

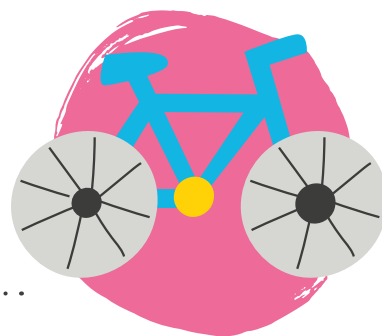


## Run, run, run

Grab your trainers and get moving because we can keep you running all year if you like. There is something for all abilities from local 5km runs right up to the London Marathon.

## Pedal power

Get on your bike for people with dementia. We've got plenty of options including Ride London or you can join our London to Paris ride and finish under the Eiffel Tower. Allez, allez, allez.



## Step to it

Fundraising for us can literally be a walk in the park. Sign up for our 1 Million Step Challenge or join thousands for our London Bridges walk. We can even help you set up your own event.

## Dare devil

Maybe hurtling through the sky, white water rafting or jumping off the side of a building is your sort of thing? Because if it is we've got something for you too.



## Make a splash

Get your goggles on and dive into one of our swimming events. Our own Swim22 challenge gives you three months to swim the equivalent of the English Channel in your local pool.

# You can pick an idea

## Facebook birthday fundraiser

Raise money without lifting a finger, create a birthday fundraiser and encourage your friends to donate.



## Grow or shave your hair

Can't be bothered to shave? Why not get sponsored to grow all your hair for a year? Or, if you've already got plenty of hair why not shave it all off?

## Bucket collection

Round up your family and friends to help you harvest everyone's loose change with a bucket collection. We'll let you know how to get permission and give you everything you need.



## Easy fundraising

No cost, no catch – raise free donations every time you shop online. Support us every time you shop, by simply shopping! You shop, retailers donate and we raise money for our cause! It's simple and easy to sign up [www.easyfundraising.org.uk/causes/ageexchange](http://www.easyfundraising.org.uk/causes/ageexchange)

## Karaoke

For those of you who love karaoke, gather your friends and colleagues and become stars for the night in the local pub.



## Adventure

If you're up for adventure set yourself a challenge of reaching a far-off destination with nothing but your nous and the kindness of strangers. Make sure to tweet us so we can help.

## Game marathon

As a child did you dream of the day you could play computer games all day and all night? Well, maybe button bashing your way through a computer game marathon is the fundraising event for you.



# Ideas A-Z

Afternoon tea

Antiques fair

Arts and crafts stall Auction

BBQ

Battle of the Bands

Book sale

Bingo

Bring and buy

Bake sale

Coffee morning

Concert

Carol singing Competition

Dance event

Darts tournament

Dog-walking

Dress down day

Egg and spoon race

Eighties night

Easter egg hunt

Exhibition

Expert talk

Fashion show

Football tournament

Fancy dress

Film night

Masquerade ball

Murder mystery

Marathon-themed evening

Mile of coins

Non-uniform day

Netball tournament

Nearly-new sale

Obstacle course

Old clothes sale

Pancake flip

Plant sale

Pot luck dinner

Pub games night

Quilt making

Quiz night

Race night

Recipe book sale

Raffle

Rounders tournament

Rugby sweepstake

School sports day

Scrabble tournament

Swear box

Sponsored silence

Tombola

Treasure hunt

Talent competition

'Who's the baby?' photo quiz

Wine tasting

Word search

Yoga marathon



# 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.

## 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.

# Keeping it Safe

## Licences

**You can contact your local authority licensing department for advice. You are likely to need a licence for:**

- Providing alcohol or entertainment (including recorded music)
- Holding a raffle, lottery or auction
- Doing any sort of collection in a public place, for example on the streets
- Putting up banners or signs in public areas

## First Aid

If you are holding a public event you might need to provide first aid. The British Red Cross and St Johns Ambulance can provide advice.

## Authorities

If you are holding a large, public event you should write to the police, fire department and ambulance services and let them know what you're doing.

## Food Law

If you're serving food, make sure you prepare and serve it in a safe way. The Food Standards Agency has some great advice.

This information is a guide only. If you are in doubt please contact your relevant council or authority or ask us for further support.



# 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 people with care and support needs and their carers.

## 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

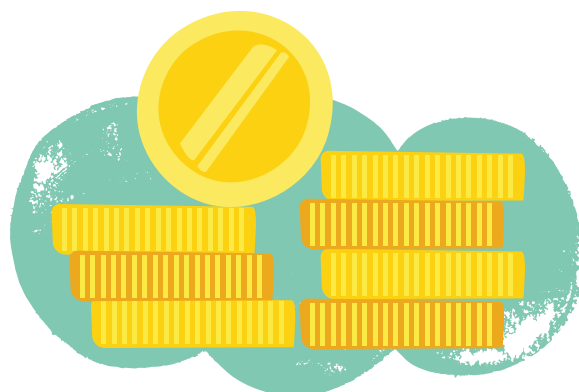
You can pay in your donations in online using a credit or debit card. Please include details of how you raised the money in the comments box.

## 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:







# 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.

*giftaid it*

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.

## Cover your costs

If you are organising an event or activity that has costs involved, then it makes sense to reduce them as much as possible by:

- asking your employer or local businesses to sponsor the event
- asking a company if they would hire out their premises for free or at a reduced rate
- asking local shops or restaurants to provide vouchers or gifts as prizes for a raffle

Let us know if you need a 'Permission to Fundraise' letter to use as proof that you are fundraising for Age Exchange.

## 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.

