



Fundraising

Support Pack



Who we are

Age UK Milton Keynes is a local, independent charity that has been dedicated to supporting older people for more than 45 years.

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Published by
Age UK Milton Keynes
Head Office: The Peartree Centre, 1
Chadds Lane, Peartree Bridge, Milton
Keynes MK6 3EB.
Registered charity number 1079773.
Company number 3897291

The information and articles in this brochure were correct at time of going to print based on data available at time of collation. Stock images have been used throughout and do not depict individuals featured in the editorial unless clearly stated.

Love Later Life



About Us

Who we are

Age UK Milton Keynes is an independent local charity. We have been working to improve later life in the borough of Milton Keynes for over 45 years. We have a dedicated workforce of around 160 paid workers (mostly part-time) and 400 volunteers who provide services and support to older people in Milton Keynes.

Age UK Milton Keynes works with and for older people to make a real and positive difference that contributes to their wellbeing and quality of life.

An independent charity for over 40 years
We have provided activities and vital services to local people since June 1978 and every £1 given to the charity enables us carry on improving later life in Milton Keynes. Money raised in Milton Keynes stays in Milton Keynes.

We are proud to be affiliated to the national charity Age UK, formed from the merger of Age Concern and Help the Aged, but we are an independent charity not a branch of Age UK. We share the same values, standards and overall aims: to help all older people make more of life.



We offer a range of support services and activities to enable local older people to make the most of later life.

These include our clubs and activity centres, dementia support, providing information and advice, offering befriending, help at home services and assistance when returning from hospital, as well as practical support in the community. Many of our services are free to use and can provide an essential lifeline to some of the loneliest and most isolated older people.

Our vision is a world in which older people flourish and our mission is to help improve later life by providing services and support to reduce poverty, isolation and loneliness and to keep older people informed, connected, healthy and independent.

Your Support Helps

Someone like Mary.



Without Anita who comes round every week and does my garden I really don't know what I would do. I'm so grateful seeing someone when I live on my own. Without Age UK's Milton Keynes help I wouldn't be where I was today, feeling so positive about myself.

Getting started with your fundraising

Here are a few things to think about before you get going...

Decide what you want to do

When choosing what kind of fundraising or event you want to do, pick something you will enjoy. If you love being fit and active, you may want to take part in a sponsored sports event, such as a marathon. Or if you love getting people together and socialising, maybe you would enjoy hosting a quiz night or social event.

Make a plan!

Think about how you are going to make your fundraising happen. Make a list of everything you'll need to do to make it a success. How will you raise the money? Do you have a fundraising target to aim for?

If you are taking part in a challenge, such as a marathon or skydive, you could ask friends, family, your employer, colleagues, and your local community to sponsor you. We can provide sponsor forms and it's a good idea to set up an online fundraising page (see 'Get online').

If you are holding a fundraising event, such as a quiz for example, you will need to work out;

- who you are going to invite?
- where and when it's going to be held?
- who will prepare and read the questions?
- what kind of prize will you need for the winner and can you get this donated?
- how much will it cost to enter?
- if you can you add an additional fundraising activity during the event, such as a raffle to raise even more?

Whatever you choose to do, make sure your fundraising target is realistic and you have a plan to achieve it.



Spread the word!

Once you know what you are doing and when you are doing it, let everyone know! The more people you tell, the more potential you have to raise funds, so drum up interest by telling friends, family, work colleagues and social media contacts. Don't forget to let us know what you are doing too — please complete the registration form at the end of this pack and return to us so we can support you!

Get online

You can set up a fundraising page at by clicking the 'Fundraise For Us' button at the top of our page. Follow the step-by-step instructions and don't forget to include in your story why you are fundraising for us. The more emotive it is, the more people will want to donate! This is one of the easiest ways to fundraise as they will send the donations directly to us and claim any Gift Aid. Don't forget to let people know about your page by sending them the link — you could also share on social media. If you have any problems setting up your page or you need any help, just let us know. If you are collecting donations and have money to send us, please see 'How to send your money to us'.

We can help!

This pack is designed to give you tips and advice on how to make your fundraising a success but the team at AUMK are also here to help! Contact us on events@ageukmiltonkeynes.org.uk

Maximise your fundraising

Don't forget to shout about what you are doing – people can only donate if they know about it!

Share, share, share!

If you have set up an online fundraising page on Just Giving or Virgin Money Giving, make sure you share the link with all your connections and tell them what you are doing and why. You can spread the word via social media such as Facebook, Twitter and Instagram or email/text your contacts. If you need any support with your online page, please get in touch!

Gift Aid It

Thanks to Gift Aid we can claim an extra 25p for every £1 donated at no extra cost to the donor, helping your fundraising to go even further. If your donors/sponsors are eligible for us to claim Gift Aid on their donation (they must be a UK taxpayer and pay Income Tax or Capital Gains Tax at least equal to or more than the amount of Gift Aid claimed on all their donations in that tax year) make sure they tick the Gift Aid box on your sponsor form and provide their full name and home address to enable us to claim this. If they are donating online, they will be asked for these details.

Contact your local media

People love to hear what others in their community are doing. Why not contact your local press (newspaper, radio etc) with details of your story and a photo? The more emotive or unique your story is, the more likely they are to pick it up

Document your achievements

Take photos and videos of your preparations / training and of the fundraising activity itself. As long as you have consent from anyone in the photos, you can use these to post updates on your online donation page, on social media, by email to your contacts etc. When posting on social media, don't forget to tag us in your Facebook (@ageukmiltonkeynes) and Instagram posts (@ageukmiltonkeynes_) and mention us on Twitter (@AgeUKMKchatter).

Create the Story

The stories you can create using social media can really help your funding. Say to people what you are doing, tell them how you are doing and feeling. Connect with everyone if they comment. Do live stories and they will bring different people to your accounts.

Let us know and we can help promote.

Matched Funding

Some companies offer a matched funding scheme where they generously match what an employee raises, effectively doubling the donation. Ask your company if they offer this or if they will consider giving a donation towards your total.



Some of our fundraising ideas

Arts and crafts fair; Afternoon Tea party, Auction / Auction of promises, Abseiling

Barn dance, BBQ, Bake sale. Bingo, Beard shaving, Birthday fundraising, Bike ride

Cake sale; coffee morning, Cinema screening, Concert

Disco; Dinner party, Dances, Darts match, Dress Up Day

Easter Egg Hunt, Exhibitions, Eating Competition, Easter Party, Eurovision Party

Fashion show, Fun Day, Face painting Football match / 5-a-side football Fancy-dress, Film Night

Golf fundraising; games night, Girls Night In, Give it up!

Head shave; hair dye, Halloween party, Hogmanay, Hiking

Ice skating party, International evening / International Day, It's a Knockout Irish Night / Day

James Bond evening; Jumble sale, Jewellery collection, Jewellery making/selling, Jazz Night

Knitting; kids fun day, Karaoke night

Lunch party; lawn mowing, Luncheon / Lunch Leap Year, Livestream

Matched giving; Music concert, Marathon events, Mulled Wine evening, Music Night

New Year's resolutions; netball tournament, No Make-Up Selfie / Natural Week, Name the Teddy

Opera night; Olympics day, Office Collection Day / Office Fundraising, Open Garden, Obstacle course

Plant sale, Pyjama day, Pamper Day, Pancake race / Pancake Day / Shrove Tuesday, Pool Competition

Quit chocolate for a month; Question Time, Quiz night, Quintessentially British Day

Race night, Raffle, Running, Read-a-thon

Sponsored silence, Sweepstake, Skydiving, Swim

Tuck shop, Treasure hunt, Tea party, Tug-of-War, Talent Contest, Triathlon

Uniform dress up, Unwanted present sale, University Challenge

Village fete; Villains and Superheroes night, Valentine's Day, Vintage

Wine and cheese party, Weight of the cake, Walk, Wax It, Wear It

Xmas hampers; Xmas card sale, X-Factor Competition, Xbox / Playstation / Console Night

Yacht race, Yo-Yo competition, Yoga marathon, Year to Remember

Zumbathon; Zoo themed fancy dress, Zip Wire Teddy

Keeping it safe and legal



When you are fundraising for Age UK Milton Keynes, we want you to have fun and enjoy the experience, but we also want you to stay safe and keep everything legal. Below are a few things you may need to think about...

Raffles

You don't need to get a licence for a raffle as long as you are holding the draw on the same day as you sell the tickets. You can use cloakroom tickets but make sure all tickets are sold for the same price and the reason for the raffle, e.g to benefit Age UK WSBH, is made clear.

Licences

There are some things you will need special licences to cover, for example if you are planning to sell alcohol at an event or you want to hold a street collection, you will need to obtain a licence from the relevant local authority. If you want to hold a collection on private property, you will need permission from the owner. You must not collect door to door. If you are unsure whether you need a licence for your fundraising activity, your local authority will be able to advise you.

Children

Any children taking part in fundraising under the age of 17 must be accompanied by an adult. You must also get parental permission if you take any photographs.

Insurance

You are responsible for any third-party event that you host, so always check with the venue that they have appropriate insurance. Age UK West Sussex Brighton & Hove cannot accept liability for any third-party fundraising activity

Money

Make sure you count any cash you raise with another person so they can verify what you've raised. If any of your supporters/sponsors want to give you their donation as a cheque, please ask them to make it payable to Age UK Milton Keynes.

Always keep a record of what you've received for each activity and see the section on sending us your donations for how to pay in what you raise

Food Hygiene

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. For more information, please visit The Food Standards Agency website www.food.gov.uk.

Maximise your fundraising

Don't forget to shout about what you are doing - people can only donate if they know about it!

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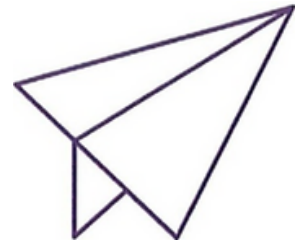
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We can help!

If you're in doubt about anything, please contact us for advice! Please do get in touch for more guidance or with any questions.
fundraising@ageukmiltonkeynes.org.uk
f ageukmiltonkeynes

Sending us your donations



Now the hard work of fundraising is done, it's time to get those donations sent in so they can help us support local older people.

JustGiving

If you are fundraising through JustGiving all donations will automatically come direct to Age UK Milton Keynes, you don't need to do a thing!

Collecting cash donations

If you are collecting donations / sponsorship from people, you will need to send this to us along with any sponsor forms that go with them or a note with your name and contact details and what the money is for.

Please don't send cash in the post — please convert cash donations into one cheque made payable to Age UK Milton Keynes and send to us at:

Fundraising Team, Age UK
The Peartree Centre, 1 Chadds Lane,
Peartree Bridge, Milton Keynes MK6 3EB.



Paying over the phone

Alternatively, you can pay in your donation or sponsorship over the phone:

Call us on 01908 550700 with your card details. Please tell whoever is taking your donation what you are donating for. If you have any sponsor forms, please either scan and send them to us

events@ageukmiltonkeynes.co.uk or pop them in the post to the fundraising team.

Paying by BACS

You can pay directly into our bank account:

Lloyds Bank

Account Name: Age UK Milton Keynes

Account Number: 00057172

Sort Code: 30 15 53

Please use a reference of your LAST NAME and FUNDRAISING or FUNDR if it's too long e.g BLOGGS FUNDRAISING or BLOGGS FUNDR.

If you haven't already, please also get in touch to tell us by emailing us at events@ageukmiltonkeynes.co.uk so we can thank you! And don't forget to send us any completed sponsor forms.

Whatever you decide to do to raise funds, thank you for choosing Age UK Milton Keynes to benefit!



Fundraising

Support Pack

Please complete and return this form to : Fundraising Team, The Peartree Centre, Chadds Lane, Peartree Bridge, Milton Keynes MK6 3EB. or email it to events@ageukmiltonkeynes.org.uk

Your Details

Name :

Address :

Phone :

D.O.B.:

Email :

Facebook:

Twitter :

Fundraising details

How are you planning to raise funds for us

If you are taking part in an event please give details

Event :

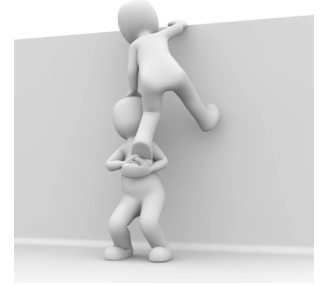
Date :

Whats the story behind why you want to give to Age UK Milton Keynes

If you would like a running vest please let us know what size

Do you have a fundraising target? If so how much are you hoping for?

Helpful Links



Do you still need some help?

JustGiving

Unsure on how to set up a justgiving page connected with us?

YouTube Link



<https://youtu.be/GKqXskLC6GQ>

Other Fundraising Activities

Meet other people who have raised money for Age UK Milton Keynes

YouTube Link



Our Fundraising Pages

For other inspiration see our online fundraising



<https://www.ageuk.org.uk/miltonkeynes/get-involved/fundraising/>

Sponsorship Forms

Looking for more Sponsorship Forms online?

