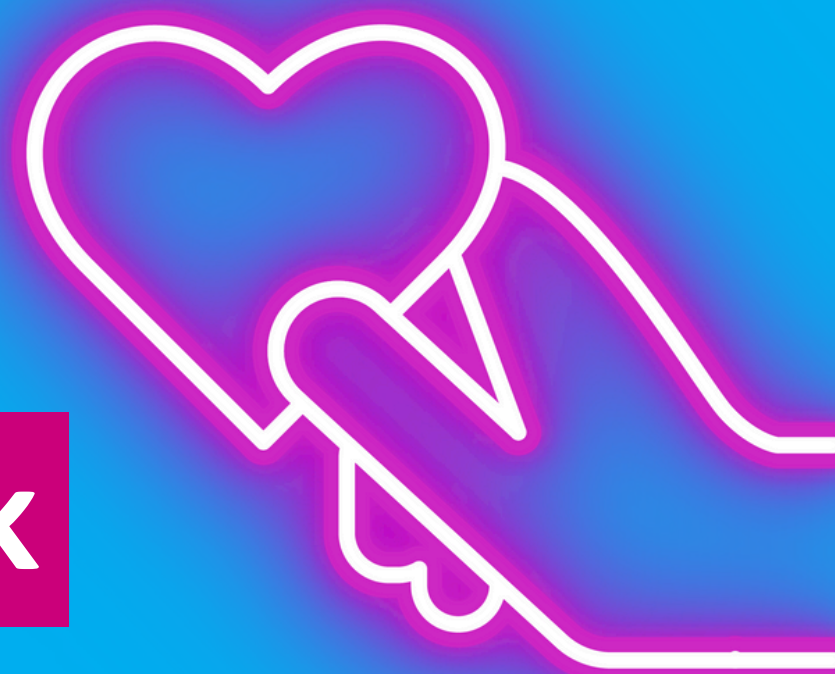


#TeamAgeUKNorfolk

# Your Age UK Norfolk Fundraising Guide



*Thank you for helping to make  
Norfolk a great place to grow older!*

 Norfolk  
**ageUK**  
Let's change how we age

# Thank you for fundraising

# for Age UK Norfolk

Age UK Norfolk is a local, independent charity, working to improve later life by delivering high-quality services for older people and actively championing and promoting the rights of older people in Norfolk.

Fundraising for Age UK Norfolk is a great way to raise money to help older people in our county to enjoy the opportunities and meet the challenges of later life.

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# How we are helping older people in Norfolk

**Funds you raise will allow us to provide practical and emotional support for those who need it most.**

We do this by providing:

- Confidential information and advice
- Benefit checks and support in claiming the benefits people are entitled to
- Advocacy support, ensuring older people's voices are heard
- A friendly Befriending service
- Support in learning how to use digital devices
- Companionship when making journeys to re-build confidence in accessing local and wider communities

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*“I look forward to the calls.  
If it wasn't for his call, some  
weeks I wouldn't speak to  
anyone.”*

– Befriending Member

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# Fundraising Checklist



**We've put together a handy fundraising checklist to help get you started on your fundraising journey**

1. Pick your activity or event. We have provided a number of ideas in this guide and of course, you can come up with your own too!
2. Set a target. Begin your activity with a clear goal of what you want to achieve
3. Collect donations. Set up a fundraising page on [JustGiving](#) and collect donations/sponsorship.
4. Spread the word. Link your fundraising page on social media and be sure to tell your family and friends!
5. Update your supporters. Provide regular updates e.g. pictures of your training or preparation for an event.
6. Have fun! Fundraising should be a fun and rewarding experience



# Fundraising Ideas



**Your fundraiser could be simple and traditional, or creative and quirky - it's entirely up to you! Here are some ideas to help get you started...**

- Quiz Night. Quizzes are a fun way to raise funds, can be held at any venue of your choosing and you can charge people to enter. There are lots of quiz night resources to be found online.
- Sporting Event. Set up a fun rounders match or 5-a-side football tournament for your friends, family or colleagues.
- Walk, run, swim or cycle. Walk, swim or cycle a certain number of miles a month or enter an organised race.
- Bake Sale. Bake cakes and sweet treats to sell to friends and family, at school or at work.
- Dress down day. Enjoy a dress down (or up!) day at school or work. You could even wear purple to celebrate Older People's Day on 1st October.
- Love adrenaline filled activities? Take the leap and go big with a sponsored skydive. [UK Parachuting](#) can help you organise your event.

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# Virtual Fundraising Ideas



- Host an online games night for friends, family or colleagues.
- Sell unwanted items on platforms such as eBay, Vinted or Depop and donate the funds to Age UK Norfolk.
- Cut, shave or dye your hair. The bolder your new style the more sponsors you are likely to attract!
- Online 24-hour game-athon for the gaming fans - you can live stream from channels such as Twitch, Youtube and Facebook.



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# Keeping your fundraising

## safe and legal

**Some methods of fundraising are restricted by local and national charity law. If you are organising a fundraising activity in aid of Age UK Norfolk, please be aware you will be responsible for carrying it out safely and legally.**

Insurance – If your event involves the public it is likely that you will need public liability insurance. If you're hiring a venue then check whether they already have this. Any event carried out in aid of Age UK Norfolk will not be covered by Age UK Norfolk's insurance.

Health and Safety – Advice will vary depending on when and where you are planning to hold your fundraising activity. You can find further useful information at [www.hse.gov.uk](http://www.hse.gov.uk)

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Food and Drink – It is not always necessary for a food certificate to be held although it is advisable. Food hygiene regulations can be found at [www.food.gov.uk](http://www.food.gov.uk) . If you are selling alcohol then it is likely you will need a license.

Licenses – You may need to contact your local authority to check whether you need a license, if for example you are planning to hold a raffle, lottery or auction, provide alcohol, or collect money publicly. Contact your local authority to check which licenses you may need.

First Aid – It's very important to ensure you have adequate provision for your event. You must decide if you need a qualified first-aider present or if having a first aid box is enough.



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# Promoting your fundraiser

Local or regional press, radio and television coverage is a great way to attract support for your event. It will boost your fundraising potential and raise even more awareness of Age UK Norfolk.

For help raising awareness of your event, contact us by emailing [fundraising@ageuknorfolk.org.uk](mailto:fundraising@ageuknorfolk.org.uk). You can also find resources such as posters and sponsorship forms on our website, readily available to download.

## Getting the message across with social media

- Post photos, videos and the link to your fundraising page and explain why you have chosen to support Age UK Norfolk.
- Tag Age UK Norfolk on your posts on your chosen social media platform so that we can like and share your posts to our own network
- Like/follow our Facebook, Instagram and LinkedIn accounts



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# Frequently asked questions

## **Where can I get a sponsorship form?**

You can download our sponsorship form from [our website](#).

## **How do I send you the funds I've raised?**

- Collect donations online. To collect donations online, you can set up a fundraiser on our [JustGiving page](#).
- Send your funds by BACS. You can send funds to us via BACS to the following details: Age UK Norfolk, Account number: 47316163 Sort Code: 30-96-17
- Send us a cheque to Age UK Norfolk, Henderson Business Centre, 51 Ivy Road, Norwich, NR5 8BF.

## **Can I receive any materials to help me with my fundraising?**

You can find some resources including poster templates and bunting [on our website](#).

## **How can I speak to someone in the fundraising team?**

You can contact our fundraising team at [fundrasing@ageuknorfolk.org.uk](mailto:fundrasing@ageuknorfolk.org.uk)

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*“The travel companion project has been a Godsend. I was thinking that I could go out and have a cup of tea on my own and that's a big step forward.*

*If I could meet up with a friend and have a coffee that's good - and that's what it's all about - building up your confidence.”*

*- Travel Companion Client*



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**Thank you for fundraising**

**for Age UK Norfolk**

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Age UK Norfolk  
Henderson Business Centre  
51 Ivy Road, Norwich, NR5 8BF  
[www.ageuknorfolk.org.uk](http://www.ageuknorfolk.org.uk)  
Charity No. 1077097

