

# Your Age UK Norwich

## Schools Fundraising Guide

Thank you for choosing to raise money for Age UK Norwich!

We have a lot we can learn from older generations, with our schools fundraising pack outlining lesson plan ideas, tips and more to maximise the benefit for fundraising for us!

You're a fundraising superstar-in-the-making! This guide is packed with creative ideas and helpful tips to make your fundraising efforts a huge success, bringing schools and communities together for a cause that matters to everyone.

*Join #TeamAUKN*



# Why 2025 is important

**It's our 80th Birthday. Established after World War II to support older adults experiencing hardship.**

Our birthday can be integrated into your school's curriculum, giving students the chance to explore our archive of work and gain a deeper understanding of the experiences of older generations.

Intergenerational education and support offer a valuable opportunity to enrich your lessons, raise funds, and provide students with meaningful insights into the lives of people in our fine city.

With garden parties, a history exhibition, fundraising campaigns and more, 2025 couldn't be a more opportune moment to engage with us and help us raise funds and awareness for our charity,



# Social Inclusion and Fundraising



Social inclusion is a key aspect of PSHE, yet it often overlooks older adults. Ageism remains prevalent, and it's crucial for younger generations to help change this narrative.

Highlighting the importance of supporting older adults, the charities they depend on, and encouraging discussions with young people about the kind of world they want to live in as they age can be both meaningful and enjoyable. Activities like bake sales, volunteering, engaging with our work, or hosting a non-uniform day can help children connect with our message, with your support.

# What your money does

For 75 years, we've promoted the needs of older people, by offering advice and support, clubs and groups, helping people to live well for longer. Every pound we receive goes a long way and will really make a difference.



**£20**

Gives the opportunity for an older person to talk to a trained adviser

**£100**

Pays for four activity session keeping a group of older people active

How we're helping, thanks to supporters like you in 2022/23:



We ran over  
**370**  
social/activity club sessions  
to keep people active and connected.



**3,620**  
people were given  
**one-to-one**  
support,  
with services like health coaching and hospital discharge.





# Lesson Ideas

We've popped together just a few ideas on how you can link your fundraising to your lessons, to maximise the impact.



**Rationing** - explore what dinners looked like for older people in 1945, what affect rationing had and sadly how many older people face the same issues of food poverty today.



**Explore Norwich through the decades** - Access our vast image library of Norwich across the years. Your pupils could draw what they think iconic landmarks looked like along side exploring different fashions and changes in the City.



**Looking ahead** - Create worksheets and resources looking at where the children think they will be at 80, what they want to have achieved and what they want their later life to look like.



**Falls prevention** - a big part of getting older and living well is staying active, look at what can be a trip hazard in homes and in public and talk about how they can help to identify these.



**Learn about ageism** - spot how language has changed over the last 80 years and how our attitudes to older people have changed, or not changed!



**Family questionnaires** - Work on questions and information books to share with parents and grandparents to capture the stories of loved ones and their experiences.

# 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...



## Host a 1940s school party

Ring in the end of the Second World War, and create a street party in school!



## Bake sale

Host a bake sale, get the kids and families involved in bringing in delicious treats



## Non uniform day through the decades

The last 80 years are full of fun fashions and exciting costumes, host a non uniform day with a difference.



## Walk-a-thon

Captain Tom did it during lock down, so can you! Walk and raise money for charity.



## Have a stall at our garden party

Get everyone involved to make crafts, cards and more and raise money with a stall at our Birthday party at the Bishops Gardens in June.



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# Fundraising Checklist

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

- 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!
- Set a target. Begin your activity with a clear goal of what you want to achieve
- Collect donations. Set up a fundraising page on JustGiving and collect donations/sponsorship.
- Spread the word. Link your fundraising page on social media and be sure to tell your family and friends!
- Update your supporters. Provide regular updates e.g. pictures of your training or preparation for an event.
- Have fun! Fundraising should be a fun and rewarding experience

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# FAQ's

## 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:  
**Account Name:** Age Concern A/TF **Account number:** 25160796 **Sort Code:** 601531  
Please add your name as a reference and email [fundraising@ageuknorwich.org.uk](mailto:fundraising@ageuknorwich.org.uk) in forming us of the donation.
- Send us a cheque to Age UK Norwich, 69-75 Thorpe Road, Norwich, NR1 1UA

## Where can I get a sponsorship form?

You can download our sponsorship form from our website.

## 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 [fundraising@ageuknorwich.org.uk](mailto:fundraising@ageuknorwich.org.uk)

# Contact Us

If you have any questions or would like Age UK branded T-shirts, balloons or other materials for your fundraiser please get in touch with us at:



[fundraising@ageuknorwich.org.uk](mailto:fundraising@ageuknorwich.org.uk)

We want you to really enjoy fundraising for Age UK, so always take time to ensure your fundraising is both safe and legal.

Although Age UK is not ultimately responsible for your fundraising and can't accept any liability, please do get in touch if you have any questions and we'll be glad to help.

We're here for everyone who needs us. If you or someone you know needs support, Age UK Norwich is here for you.

Call the Age UK Norwich Advice Line on **01603 496333**.





[www.ageuknorwich.org.uk](http://www.ageuknorwich.org.uk)

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Age UK Norwich, company number 4489595.  
Registered charity number 1094623.



Registered with  
**FUNDRAISING  
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 **Norwich  
ageUK**  
Improving the  
quality of later life