

## Age UK Oxfordshire Fundraising Pack





# Lets get started!

Thank you very much for choosing to fundraise for Age UK Oxfordshire. As an independent local charity, we rely heavily on the goodwill and support of local people. Fundraising activities are a great way of raising much-needed funds to help us support older people in Oxfordshire to live life to the full.

Now you have chosen your event, it's time to get started with your fundraising. It may seem a bit daunting to begin with, but with a little effort, imagination and fun, it is well within your reach.

If fundraising is new to you, don't worry! We've put together this helpful pack which is full of ideas and tips to help you get the most out of your fundraising, and we're just a phone call or email away if you need any help, advice or support.

We would love to hear about your fundraising activity - please let us know what you have planned so we can help promote it. However you've chosen to fundraise, your support will have a real impact on older people's lives. Thank you.

Best wishes,

Paul

Paul Ringer - CEO, Age UK Oxfordshire

## £500

Could enable 219 friendly telephone calls to some of the most isolated and lonely older people in Oxfordshire

## Contents

- 3**     **Make it a success**
- 4**     **Nicola's story**
- 7**     **Set up your fundraising tools**
- 8**     **Shout about it**
- 9**     **Keep it safe and legal**
- 11**    **Fundraising checklist**
- 12**    **Ways to pay your money in**

# Make it a success

## Sort the details...

Whether you are running a marathon or organising a bake sale, it's important to confirm all the details so things run smoothly and you're set up for a successful fundraising event.

Do you need to book your place? Have you chosen a venue and confirmed a time?

## Make a plan

You know how much you need, or would like, to raise. Take the time to create a plan and break down your fundraising target into manageable amounts. Here are some ideas that you might like to work into your plan:

- Ask your friends, family and colleagues for their support. The easiest and most efficient way to do this is by setting up a fundraising page on [www.justgiving.com](http://www.justgiving.com).
- Create a Facebook page and link it to JustGiving. Share your page on social media channels like X (Twitter) and Instagram. Keep people engaged by uploading pictures/updates/videos from training or various fundraising activities.
- Mention your fundraising event in your answer voicemail messages, email signatures, notice boards... anywhere you can!
- Hold a sweepstake relating to your event e.g. ask people to guess your finishing time.

## Set up your fundraising tools

What tools and materials do you need to help make the most out of your fundraising journey. Are you going to collect donations through sponsorship forms, or do you want to direct people to a Just-Giving page online? Find out more on page 7.

## Shout about it

Share what you're doing and why with friends, family and work colleagues, so that they can get involved and help support you along the way. Using social media is a great way of spreading the word and encouraging donations. Find out more on page 8.

## Staying safe

When you're fundraising for Age UK Oxfordshire we want you to have FUN, but we also want you to stay safe and keep everything legal. Find out more on page 9.



# Nicola's story: Taking part in Strictly Banbury

**Nicola took part in Strictly Banbury and raised £1,061 for Age UK Oxfordshire. Here she shares her experience...**

## What inspired you to take part in Strictly Banbury?

A combination of reasons inspired me to participate in Strictly. I'd seen it advertised years before but never had the courage to apply and I've always loved dance and the ability to express who you are. My Grandad and Grandmother were both dancers, but I was particularly close to my Grandad. He had a love for Strictly and dancing, so I wanted to do this for not just myself but for him because he meant so much to me. I know he would have been so proud to have seen me take part. Other reasons included, improving my health and fitness and the achievement of learning something new and most importantly of all, helping to raise money for this amazing charity and for those who really need it.

## How did you hear about the opportunity?

I was introduced to it by my best friend Vicki, who is an Age UK Oxfordshire employee, and our friend Dan who took part last year.

## What did you enjoy most about taking part in Strictly Banbury?

Everything! It was truly the most amazing experience. I thoroughly enjoyed being able to push myself and develop my skill in dance. I have no dance background so was pleasantly shocked at how much I was able to learn in such a short space of time. To get into the final 5 of the matinee was absolutely incredible (out of 23 couples!!) and then to win the group dance was the icing on the cake. Naturally I loved the glamour (who doesn't), the dresses and the shoes. The most precious thing about the experience though was being able to develop friendships with people in such a short space of time. There is a connection there that I just cannot explain.

I was also so touched with the level kindness and support shown and comments left on my donation page. I truly cannot believe I was able to raise such a significant sum of money in a short space of time. I absolutely smashed my target. I know this will help support the amazing services Age UK Oxfordshire offers and I'm so proud that I was able to achieve this and help this wonderful charity. It makes me very emotional when I think and write this.

*Nicola during a training session*



## How did you raise awareness of your fundraising event and encourage others to donate?

I predominantly used Instagram and shared emails through my work. Talking and telling my friends, family and colleagues about it, helped play a big part in encouraging donations.



*Craig, Vicki, Dan and Nicola pictured on performance night*

*Nicola holding the trophy*

## Do you have any tips or advice to share with someone who is taking part in fundraising?

Just ask because people do care! You'd be surprised who is willing to support you! Use word of mouth to explain what you are doing. Use social media to push your page and share updates on your journey, it can make a big difference.





# Set up your fundraising tools

Now you know what you're doing and when, if you want to collect donations online you need somewhere to direct people to. JustGiving is a great platform that allows you to manage your donations and link to the charity you are fundraising for. In some cases, you might want to use sponsorship forms. Please see below for tips on how to make the most of collecting donations.

## JustGiving - linking your page to Age UK Oxfordshire

1. Once you have logged in or signed up to JustGiving, you can click 'Start Fundraising'.
2. A question will pop asking 'What are you raising money for?', select 'A charity'. Here is where you can then search for 'Age UK Oxfordshire'.
3. You will be asked to choose a fundraising URL, which is what you will use to share your page with any friends/family and share online.
4. You can the set up your page by adding a 'story' explaining why you are fundraising and what it means to you, add any photos and set your fundraising target.
5. Now you are set and up and ready to go! JustGiving will handle any donations made through your page and we will receive them automatically, so you don't have to worry about a thing.

## Sponsorship forms

- Carry your sponsorship form everywhere - you never know when an opportunity may arise. When speaking to people in person about your fundraising efforts they will often want to donate on the spot.
- Rope in some help by distributing the forms amongst your family and friends, so that they can help you reach a wider network of people.
- Make up the first amount on your form - for example £5, as normally people will follow suit. Or perhaps ask close friends and family to donate first as other people may then match their generosity.
- Need more sponsorship forms? Contact us on **0345 450 1276** and we will send you some more.

## Organise any materials

Please let us know if you need any materials to help collect donations or fundraise for your event. We have a variety of materials available. We can provide a charity tin, buckets and donation boxes. However please contact us if there are any other materials you may need.

If you want to create anything yourself using our name and/or logo, please get in touch with us first, by emailing [media@ageukoxfordshire.org.uk](mailto:media@ageukoxfordshire.org.uk) or calling **0345 450 1276**.





## Shout about it

Using social media is a great way to reach more people and share details about your fundraising event, as well as encouraging more donations. When you are sharing online don't forget to tag us in your posts so we can share them and keep up to date with your journey.

Facebook - [@AgeUKOxfordshire](#)  
Twitter - [@AgeUKOxon](#)  
Instagram - [@AgeUKOxfordshire](#)

We are a local independent charity and separate to the national charity Age UK, so when referring to us please use 'Age UK Oxfordshire'.

## Keep it safe and legal

When you're fundraising for Age UK Oxfordshire we want you to have FUN, but we also want you to stay safe and keep everything legal. Below are some things you may need to think about depending on how you're fundraising. Please get in touch with our fundraising team at any time for more guidance.

### Raffles

You do not need a licence to hold a raffle as long as ticket sales and the draw take place on the day of the event. All tickets must be sold for the same price and the reason for the raffle made clear.

### Food hygiene

Ensure you follow correct food hygiene procedures for your event, food safety laws apply if food is available free or for sale. For further advice, please visit: [www.food.gov.uk](http://www.food.gov.uk).

### Licences

Special licences are required for certain types/ aspects of events (e.g. public entertainment, alcohol licences or public street collections). Oxfordshire County Council will advise you whether or not you will need to obtain any special licences, please contact us if you are unsure.

If your event is to be held in a public place you will need permission from either Oxfordshire County Council or the landowner.

### Collections

It is illegal to collect funds in the street, or from house to house, without the necessary licence from the local authority. If you are unsure please contact us for guidance.

### Risk assessments

Assess any hazards or risks and the need for any first aid cover (dependent on the type/scale of your event).

### Children

Children under the age of 17 must be accompanied by an adult. You will also need to get parental permission if you are taking photographs and be clear about how you plan to use any photograph taken.

### Insurance

You are responsible for any third-party event you host and Age UK Oxfordshire cannot accept liability for any fundraising activity. If you are holding an event at a venue you will need to check they have the appropriate insurance.

### Money

Make sure you count the money that you have collected with a second person – this is for your own protection as they can verify the amount raised. Please request that any donation cheques are made out to 'Age UK Oxfordshire' and not you personally.

### Records

Always keep records of all of your activities and donations for future reference.





## Fundraising Checklist

To help you fundraise, here is a quick checklist. Use it to ensure you have thought of everything necessary to make your fundraiser a big success.

1. Choose the venue/location where you want to hold your event. Or sign up and book your place if you are taking part in an external event
2. Pick a time and date
3. Get in touch with us and tell us your plan
4. Request sponsorship forms from us
5. Set up a JustGiving page and link it to our charity page
6. Spread the word with posters and tell friends and family
7. Share it on social media and don't forget to tag us!
8. Enjoy taking part in your fundraising event knowing that you will be making a real difference for local older people'
9. Pay the money to us through online, in person or in the post (please do not send cash in the post).
10. Share any photos with us so we can share your story, congratulate you and thank you.
11. Begin plans for next year!



# How to pay your money in

**Thanks for all your fantastic fundraising for Age UK Oxfordshire! All that is left to do is to pay it in via the options below.**

You can pay in by 3 options:

- Option 1 - Pay online
- Option 2 - Pay in person
- Option 3 - Pay by post

Please don't forget to let us know how you raised the money and how you are paying the money in by sending us a note attached to the donation or by emailing [fundraising@ageukoxfordshire.org.uk](mailto:fundraising@ageukoxfordshire.org.uk). If you used a sponsorship form, please also attach this to your cheques; that way, we can claim Gift Aid where your sponsors have ticked the Gift Aid box.

## Pay online

- 1) The easiest way to pay in - simply use a credit or debit card and make a one off donation via our website at [www.ageuk.org.uk/oxfordshire](http://www.ageuk.org.uk/oxfordshire) in the donate section.
- 2) Alternately pay in through your JustGiving account if you have one set up for your fundraising
- 3) Or you can transfer the money directly to our account via BACS

Bank: Lloyds  
Account name: Age UK Oxfordshire  
Sort Code: 30-96-35  
Account number: 00889338  
Ref : Your name

## Pay in person

- 1) Deliver cash in person to the main office at:

Age UK Oxfordshire  
9 Napier Court  
Barton Lane  
Abingdon, Oxon  
OX14 3YT

## Pay by post

- 1) Send us a cheque in the post to the above address. Cheques should be made payable to 'Age UK Oxfordshire'.
- 2) Send us any donation forms in the post to the above address.

# And finally...

Remember we are here to help if you need any support or advice, just call us on **0345 450 1276** or email [fundraising@ageukoxfordshire.org.uk](mailto:fundraising@ageukoxfordshire.org.uk).

Thank you again for all of your efforts - we really rely on the support of people like you to continue our important work for older people in Oxfordshire.



Age UK Oxfordshire is an independent local charity. Registered charity (no.1091529) and company limited by guarantee (no. 4328143), registered in England and Wales. Registered office: 9 Napier Court, Barton Lane, Abingdon, OX14 3YT.