

# Age UK Solihull Fundraising Paying-in form

Please send in this form with any sponsorship or donation cheques that you receive. Please photocopy this form before completing, so that you have blank copies for future use.

Name of fundraiser: .....

Address: .....

Postcode .....

Daytime telephone number: .....

Total amount enclosed .....

Number of cheques enclosed .....

Breakdown of cheque amounts .....

We will record your details for the purpose of your membership of the 100 Club. If you are happy to receive fundraising information about our other fundraising campaigns, please tick.

We will **NOT** pass this onto any third parties

Please send this form and your cheque to:

**Fundraising Team**  
**Age UK Solihull**  
**The Core, Central Library Building**  
**Homer Road**  
**Solihull**  
**B91 3RG**

Or call **0121 704 7842**

A receipt will be given for each paying in form.



## Thank you

Whether you take inspiration from our tried-and-tested fundraising tips or let your imagination run wild, every penny raised counts, and will make a big difference to people in later life.

**We are a local, independent charity dedicated to improving the lives of older people in Solihull. Your much-needed fundraising will help Age UK Solihull continue its vital work in the following key areas:**

### Services

We're here to give dignity to people in later life, whether it's by enabling people to stay in their own homes or helping to reduce isolation. These are some of our services, and the ways your money could help older people in Solihull:

### Community Advice Hubs

The Solihull Community Advice Hubs are managed by Age UK Solihull and are a gateway for all adults (18+) into voluntary and statutory services in Solihull. The Hubs will assess your needs and refer you to the appropriate organisations to meet those needs. The Hubs provide high quality information, advice and practical support to all residents of Solihull in Chelmsley Wood Library and The Core, Solihull Library.

### Information and Advice

This is a specialist service linked to the Hubs offering free, independent and impartial information and advice on a range of issues affecting older people, their families and carers. We can also provide you with information guides on a wide range of issues affecting older people and lists of local services.

### We keep Eileen company.

Sadly, Eileen began to lose her confidence and became lonely and depressed after a spate of illnesses. Her only son noticed that she barely left the house anymore.

Age UK Solihull introduced Eileen to one of our drop-in clubs, and arranged for a volunteer befriender - Angela - to visit her each week.

Eileen now has a new circle of friends, and looks forward to getting out of the house and meeting new people. Eileen and Angela have become close friends, and her life has been transformed. Eileen even taught Angela how to knit!

### Linking People Together

Our volunteer befriending service and social clubs support older people to maintain social interaction and remain vital members of the local community.

Volunteer Befrienders visit older people who are lonely or isolated in their homes, or call them on the telephone for a chat on a regular basis.

Our social clubs encourage older people to get out of the house and give the opportunity for them to enjoy refreshments, entertainment and the company of others.

### Campaigning

Age UK Solihull is a brand partner of the national charity Age UK. We are a separate organisation, but we share the same values and mission. Age UK work on a national level to improve the lives of older people. Age UK Solihull work locally to improve lives of older people living in Solihull.



**Help us befriend more lonely older people by fundraising for Age UK Solihull**

## Keeping it safe and legal

We want all the lovely people who choose to fundraise for Age UK Solihull, above all, to stay safe and not to break any laws! It's not worth taking any unnecessary risks - so here are a few things that you may need to consider prior to organising your fundraising event.

### Health and safety

- A good starting point is the Health and Safety Executive (HSE) website [www.hse.gov.uk](http://www.hse.gov.uk) where you can access free health and safety advice.
- Consider first-aid provision and, where possible, have trained first aider present at your events. For bigger events, ask your local St John's Ambulance crew for help.
- For an event in a public area - for example, a mini-marathon or sponsored bed-push - you should inform your local police and local council of the date and the route.
- Check out references and relevant qualifications of any organiser or supplier you're thinking of using for an event and always check that caterers and venues have relevant food hygiene and environmental health certificates before considering them for an event where food is to be served or sold.
- 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 - you don't want to make those who have supported your fundraising efforts unwell! If in doubt, please consult the Food Standards Agency website [www.food.gov.uk](http://www.food.gov.uk)

### Raffles and lotteries

Raffles and lotteries are subject to strict and complex laws - to ensure that yours runs smoothly and within the law, you can either get advice from your local council or consult the Institute of Fundraising:

[www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)

Age UK Solihull cannot accept responsibility for any injury, loss or damage sustained as a result of fundraising for the Charity. If you are in any doubt about the legal or safety aspects of your fundraising, please call the Age UK Solihull Fundraising Team on **0121 704 7842** for advice.

# Writing a news release

*If a journalist can't make it to an event or photocall, your news release will be vital for you to achieve coverage.*

- The golden rule when writing a press release is to get all the most important information in the first paragraph:

The five Ws - **who, what, where, when** and **why**. This should be a succinct story in itself, the rest should just be additional information.

- Keep it to one side of A4, double-spaced - more than four paragraphs and you're waffling.

- Always assume your journalist knows absolutely nothing about you, so avoid jargon and abbreviations. Communicate everything first time round, or your story may get ignored. Keep things simple.
- Don't forget to include a contact name and number at the bottom for journalists to get more information should they need it.

***We've created a sample letter that you can use as a template to publicise your event.***

***The more people who know about what you're doing, the more money you will raise - so shout it from the rooftops!***

Dear Editor of (insert name of local newspaper/radio station),

I am currently supporting local charity, Age UK Solihull, by taking part in (insert name of event) event, taking place on/between (insert date).

(Insert short paragraph on event: for example, what exactly will it entail? Is it something you have always wanted to do? How else will you be fundraising?)

I am a passionate supporter of Age UK Solihull and am looking for local people to get involved/sponsor me to help raise vital funds for the charity, which seeks to help those in later life who have no one else to turn to.

For any readers who would like to get involved/sponsor me, please contact me on (insert email address/website address). I would be extremely grateful if you could cover this event in your publication and help me raise awareness for this worthwhile cause.

Thanking you, in anticipation, for your generous support.

Yours sincerely,

(insert name and location)  
Age UK Solihull supporter

# Getting started

Age UK Solihull helps around 10,000 older and vulnerable Solihull residents every year. When you fundraise for us, you help us make sure we can continue to be here for those who need us.

## 1. The sooner you start, the more you'll raise

No explanation needed! Don't leave it until the last minute.

## 2. Individual sponsorship

Use sponsor forms or set up your own online sponsorship site (details on the next page).

## 3. Spread the word

Tell everyone what you are doing. Use email signatures, work noticeboards, local press, Facebook, Twitter and even answerphone messages - use every means possible!

## 4. Why should people sponsor me?

It is important to explain to people why they should sponsor you in support of Age UK Solihull - make your passion for the cause infectious!

Don't forget to mention the fact that we are an independent, local charity and the funds raised will stay in the Solihull borough to help local people.

To find out more, visit our website [www.ageuksolihull.org.uk](http://www.ageuksolihull.org.uk)

You can insert information from it into your emails and other communications. Alternatively call the Fundraising Team on **0121 704 7842**

## 5. Approach your employer

Ask your company if it operates a matched-giving scheme, which means it'll match your fundraising pound for pound. If they can't, you could ask for a donation or for permission to arrange some fundraising events within the workplace (ideas on page 6).

## 6. Don't feel daunted

If you set yourself a fundraising target, by breaking it down into easily achievable chunks, it will be less daunting. Divide your fundraising target and work towards a monthly or weekly target, instead of one amount.

## 7. Play to your strengths

Where do your talents lie? If you're good at something make some money out of it! For example, dog-walking, car-washing, gardening and odd jobs, babysitting and making greeting cards.

## 8. What's in it for me?

Don't rely on sponsorship alone. People are helping you to achieve your goal, so give them something in return. How about a quiz or dinner party? (ideas on page 5).

## 9. Don't give up

Persistence is key. You don't want to pester people too much, but there's nothing wrong with sending out an email reminder a couple of weeks after your first request. Don't be afraid to do this - people genuinely forget, and will appreciate the prompt.

## 10. Collections

If you would like to help Age UK Solihull with the organised local collections in Solihull and local supermarkets please contact us on **0121 704 7842**. We will provide you with the materials you need including t-shirts, tins/buckets and stickers.

***Remember: fundraising for Age UK Solihull is all about having fun, raising as much as you can for people in later life and enjoying your achievement!***



## Setting up an online sponsorship page

It's the easiest and cleverest way to raise money.

*Make a page and share it online with your family and friends. Anyone can donate with a credit/debit card from anywhere in the world.*

*JustGiving sends your donations straight to us and reclaims gift aid automatically on our behalf.*

### 1. Create your page

Go to [www.justgiving.com](http://www.justgiving.com) and follow the instructions. Make sure that you select **Age UK Solihull** as your charity—don't forget the "Solihull" part!

### 2. Personalise your page

Go to your account and personalise your page with a message, image and target. Try and update this regularly to let your sponsors know how you're doing.

### 3. Share your page

Email, Facebook and tweet a direct link to your page and all your friends, family and colleagues.

### 4. Update people

Keep people updated on your progress - remind them to donate if they haven't already and to forward your page to their friends.

### 5. Share your news

Let us know how your fundraising is going so we can share your news and good ideas with other fundraisers.

### 6. Keep smiling!

Remember that every pound you raise helps provide a better life for older people in Solihull.

If you would like some paper sponsorship forms, please contact the Fundraising Team on **0121 704 7842** or email [events@ageuksolihull.org.uk](mailto:events@ageuksolihull.org.uk) and don't forget to include the sponsor's full address and postcode if they are tax payers so that we may claim Gift Aid.



*Let us know how your fundraising is going so we can share your news and good ideas with other fundraisers.*

## Getting your event noticed

So we think that you are superstars for choosing to raise money for us so why not let the world know about your fundraising too!

*Any stories and photographs that you get placed in your local press might help you raise more money and will be very beneficial in helping us to publicise the vital work that Age UK Solihull does.*

If at all possible, get some support from your organisation's PR team. If you can't, here are a few tips on dealing with the media.

### Local press:

- Get to know your local press - find out which newspapers are published locally and how often they come out. Call to find out the deadline for copy so that you can submit your press release in good time.
- Call the paper's newsdesk and you will be put through to a journalist - introduce yourself, let them know what you have planned and try to get a contact name to go back to in the future.

### What interests journalists?

**Stories** - especially local and human-interest. Charity stories are popular, but still consider what may add further interest - for example, if your grandparents are actively involved in your fundraising, twins, weight loss, an unusual event in itself or the participation of a local 'celebrity' or DJ.

**Pictures** - set something up before your event or invite a photographer along the day itself. They may or may not come along and generally the less work they have to do for a story, the better, so do the work for them and ask if they would like you to take a photograph of yourself for publication. Remember to wear your Age UK Solihull t-shirt and take along some props linked to your fundraising activity e.g. your trainers and bike, depending on the event you are doing for Age UK Solihull.

*Ann-Marie Aston, from The Wilkes Partnership Solicitors, bravely took on the Great Birmingham Run in 2019 (half marathon) and raised £315!*



## Seasonal fundraising ideas

If you fundraise throughout the year, you'll find it easy to reach your target. For more details on how to arrange these events, please contact us.

### January

New Year's Eve party  
Unwanted Christmas present sale  
Chinese New Year party

### February

Homemade Valentine's card sale  
Pancake party/race on Shrove Tuesday  
Oscars-themed fancy-dress party

### March

St David's Day dinner party  
St Patrick's Day dinner party

### April

April Fools' Day  
Easter egg hunt  
Grand National sweepstake

### May

Eurovision Song Contest party  
May Day maypole dancing  
Golf tournament

### June

World Elder Abuse Awareness Day (WEAAD)\*  
Picnic in the park  
Mini-Wimbledon tennis tournament  
Wimbledon sweepstake

### July

Summer Ball  
Sizzling summer BBQ  
Al fresco cheese-and-wine party

### August

Summer cake sale with cream teas,  
strawberries and cucumber sandwiches

### September

School uniform fancy dress party  
End of summer hike  
Last Night of the Proms party

### October

International Older People's Day  
*Slip into Slippers\**  
Grandparents' Day  
Oktoberfest party  
End of summertime final BBQ  
Halloween party

### November

All Saints fancy dress party  
Guy Fawkes party  
St Andrew's Day Scottish fancy dress party

### December

Carol-singing  
Christmas Card sale  
Christmas Party

\*Events marked in orange are organised by Age UK Solihull. Please contact **0121 704 7842** or email [events@ageuksolihull.org.uk](mailto:events@ageuksolihull.org.uk) for details



**Go wild and get your creative juices flowing - we would love to hear your ideas!**



## Fundraising Events

Sometimes people get tired of giving to charities, so give them something for their money instead, by hosting an event!

### Host a dinner party

Invite 10 friends for dinner, charging them £15 a head for their meal. Ingredients needn't be expensive - make a huge casserole or paella or buy some cheap party food from the supermarket. You could theme your dinner party, e.g. 1980s or Mexican.

### Throw a party

Contact local pubs and venues. Many places are prepared to give you an area for you to hold a disco, party or theme night for free. You can ask people to pay for entry and then run a raffle to maximise your takings. How about a barn dance or ceilidh, a fancy dress party, a murder mystery, a vicars and tarts party, a Barbie and Ken party... the possibilities are endless!

### Coffee Morning

Lots of people fundraise through coffee mornings, but you can make yours a little bit different. How about some Somali spiced tea, Turkish coffee or French pastries.

### Games Night

Play bingo or board games all night, with people paying to take part. You could give them the chance to win a prize if they get the highest score, or perhaps the sociability and enjoyment of the event will be enough for them... along with some nibbles.

### Cheese and wine-tasting

Many wine companies offer tasting sessions for local organisations and they can assist in your fundraising efforts. You can receive a commission for every bottle sold and hold a raffle as well.

### Promises Auction

Friends and family offer their services, from babysitting to dog-walking, for sale to the highest bidder.

### Bring and buy

Clear out the loft and raise a bundle at your local car boot sale. Whether you're selling an excess of home-made wine or your unwanted gifts, your piece of kitsch could be someone else's treasure. Bake a batch of cakes and add a cake stall too.



**Pupils at Balsall Common Primary School raised over £230 for Age UK Solihull by taking part in 'Slip into Slippers' event to celebrate Older People's Day on 1 October.**

# Fundraising in the workplace

Why not use these tips to get your work colleagues to support you?

## Cake sale

Bake some cakes at home and ask colleagues to make or buy cakes for you, then sell them by the slice at work. It's a simple way to raise money and perk up the morning coffee break. Sell fruit to health conscious colleagues!

## The \*#!\*#! swear box

This is a very easy to organise and a great tongue-in-cheek aid to cleaning up your work environment. You'll be amazed at how quickly those persistent offenders changed their behaviour. You could also run a book on who will be the fined the most.

## The infamous office quiz

Run this from the canteen or the pub local to your workplace. Just charge an entrance fee and use part of the money to purchase a prize (if not donated). We can provide you with quiz questions.

## That's my baby

Get baby photos and have a competition to see who can guess which bundle of fun has become which adult. Alternatively, run a sweepstake on the outcome of any pregnancies in the team (gender, weight, time of birth, date of birth).

## Dress down day

The idea is that people make a donation to dress casually. You could even persuade the more adventurous to adopt fancy dress for the day and get sponsored. If your employers won't allow a fancy dress day, try having a bad-tie day or encourage a colleague to travel to and from work in fancy dress or pyjamas to raise sponsorship.

## Run a raffle

Approach local companies or your company directors for prizes. These could be bottles of wine, hampers, dinner in a local restaurant, tickets to a sporting event or the theatre, weekend breaks, vouchers or electrical equipment. In return for donating prizes, offer the companies publicity in return - for example, in the local press, or on raffle tickets or posters.

**In need of a haircut?  
Why not try a sponsored  
head shave like these  
brave chaps!**



# Collecting

Try collecting in one of the following places: busy high street, railway or tube station, shopping centre, supermarket or pub.

**Collecting is challenging but fun and you can raise a lot of £££s in an afternoon.** **Please do not:**

**To collect in private properties, such as pubs, you only need the permission of the management. You will, however, need a collection permit to collect in public places. Applications should be co-ordinated through Age UK Solihull, so call us for more details.**

**Please do:**

1. Carry your fundraising authorisation letter, which we can provide for you. Make sure that the charity branding can be seen on all collection tins or buckets.
2. Get people's attention (smile, eye contact). This is easier with individuals than with groups.
3. Don't be shy - ask for support!
4. Make sure you thank all the people who donate.
5. Leave all of those people who respond 'yes' or 'no' with a favourable impression.
6. Compete (friendly rivalry with a fellow collector will keep you going).

1. Pressurise people to donate or ask the same person several times (this is illegal).
2. Break the seals
3. Stand too close to other collectors or cause an obstruction.
4. Rattle tins or buckets.

**Wherever and whenever a collection takes place, properly sealed and labelled collecting boxes, tins or buckets must be used which we can supply.**

**We will provide all fundraisers with a letter from Age UK Solihull authorising you to fundraise on our behalf.**



**Enthusiasm is key to a successful collection - remember to smile!**