



# **Age Cymru West Glamorgan**

## **50th Birthday Fundraising Pack**

# Firstly...

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We want to say a huge **thank you** for helping us here at Age Cymru West Glamorgan to celebrate our 50th birthday from now until April 2026!

We listen to everyone who needs us. We support people at crisis. We empower them to live life on their own terms. We help people to enjoy life.

We are proud to have helped so many people thrive in their homes and communities over the past 50 years, but we couldn't do it without the fundraising of our supporters like you.

This is an exciting milestone for all of us, our staff, our volunteers, our clients and you, our supporters.

Together we can help bring life changing services to those who need it for years to come.

Thank you for being part of it.

We're here to support your fundraising efforts every step of the way.

This handy guide contains all you need to know on how to get involved! You'll find top tips on how to reach your fundraising goal, along with suggestions for activities and events, and spreading the word on your social media.

Got any questions? Email [enquiries@agecymruwestglamorgan.org.uk](mailto:enquiries@agecymruwestglamorgan.org.uk) or give us a call on 01792 648866.



# About Us

Age Cymru West Glamorgan is a local charity that delivers trusted, quality assured and person-centred support that promotes wellbeing and empowers people to age well.

Our vision is that everyone in Swansea, Neath Port Talbot, and Bridgend is able to age well and enjoy life. The donations and fundraising we receive helps us continue to provide solutions and support with things that older people may be worried about such as...



**Making ends meet** – Covering everyday costs, from heating bills to grocery shopping, when prices keep rising.



**Managing health changes** – Coping with a new diagnosis, living with long-term conditions, or finding the right support to stay well.



**Caring for loved ones** – Balancing your own needs while looking after an ageing parent, a partner, or grandchildren.



**Sorting out finances** – Making sense of pensions, benefits, and savings to feel more secure about the future.



**Finding the right home** – Whether it's adapting your current space, downsizing, or worrying about rent and mortgage payments.



**Feeling connected** – Overcoming loneliness and finding ways to stay socially active and engaged.



**Adjusting to life's changes** – Retirement, bereavement, or shifting family dynamics can bring unexpected challenges.



**Enjoying life** – Finding new hobbies, staying active, and making the most of your time.

All of these experiences - and many more - can shape how we age and the quality of life we enjoy. From experience, we know that getting expert support can free people from stress and fear, allowing them to embrace life with confidence and fulfilment. We are an invaluable hub of knowledge and experience, helping people access the best support available across a full range of topics and issues.



**Our Brand**

# Our Brand

Age Cymru West Glamorgan is a local, independent charity responsible for its own funding. We are an Age Network partner, however, it is essential to distinguish between our local charity, and the wider national brands.

As a local charity, our money goes into providing services directly supporting local people.

We rely on funding through regional grants, fundraising, and donations so it's essential that when you are supporting us, that you choose the correct organisation otherwise your donations will not support us directly.

## Tips

- Make sure you choose our LocalGiving page if making an online donation
- Tag our pages (as seen on page 6) so that we can see and share your posts
- Always include our full name Age Cymru West Glamorgan when referring to us. Please don't shorten our name to Age Cymru as this refers to a separate charity.





**Get involved**

# Get involved...

Here are some easy ways to get started with fundraising...

## Charity of the Year partnership

Charity of the Year partnerships are a fantastic way to engage all staff across your organisation to raise lifesaving funds and help spread more awareness of the work of Age Cymru West Glamorgan, and what better time to do it than for our 50th birthday? We can work with you to drive staff engagement and form a mutually beneficial partnership for the both of us. For more information email [enquiries@agecymruwestglamorgan.org.uk](mailto:enquiries@agecymruwestglamorgan.org.uk) or call 01792 589654.



## Corporate fundraising

Events held throughout the year can encourage employees to get involved and feel passionate about raising money for us as a chosen charity. Some fun ideas include:

- Bake sales and coffee mornings
- Sponsored walk or run
- Non-uniform or fancy-dress day
- Exhibition or film night
- Talent show
- Craft sale

As a Corporate fundraiser or a business that chooses us for their Charity of the Year, we'll keep you updated so that you know exactly where your money will go and how it has made an impact.



## Corporate volunteering

Volunteers are an essential part of running Age Cymru West Glamorgan and help us to reach more people. You can get involved and donate a day of your employee's time to help volunteer with us.



## Commercial opportunities

We are always looking for partnerships, and if you are looking to increase business, having a partnership with us can be mutually beneficial.



## Sponsor our newsletter

By sponsoring our quarterly newsletter, you can help us to communicate with hundreds of people in our local area who have signed up to receive information about local events, services and resources, direct to their inbox. We also have opportunities to advertise your business if you'd like a more regular feature.



## Sponsor an event

Sponsor one of our events and you'll have the satisfaction of providing older people and their carers with an opportunity to socialise, and make lasting memories.







**Where your help goes**

# Where your help goes

Every donation no matter how big or small contributes to making a difference:

**£150**

could fund a specialist advisor to support someone through an Attendance Allowance application, helping them secure vital financial support to manage everyday costs

**£80**

could provide a one-to-one digital skills session, helping someone gain confidence to stay connected and access essential services online

**£50**

could fund a full benefits check to make sure someone receives everything they're entitled to

**£25**

could provide a session of tailored support for someone living with dementia

**£15**

could help us take the time to listen and offer friendly, practical guidance to someone navigating a difficult situation

Larger donations can make a substantial difference and help in the following ways:

**£120,000**

could help us continue to provide our vital Information and Advice Service, which is consistently a steadfast ally for those who often have nobody else to turn to

**£75,000**

could help us fund our vital telephone support service, allowing us to answer thousands of extra calls a year with patience, kindness and empathy

**£50,000**

could kickstart a network of social clubs across our communities, ensuring that everyone has the opportunity to come together, share laughter, and enjoy later life

**£30,000**

could allow us to provide personalised support to 150 people caring for a loved one with dementia

**£18,500**

could help us to provide specialist training and ongoing support for up to 20 new volunteers who provide vital support to our mission

**£2,500**

could fully fund a coach-trip to somewhere exciting for those who are often left behind

\*Estimated figures are accurate at the time of publishing (March 2025)



**Spreading the word**

# Spreading the word

## Social media

Here are just a few examples of social media posts you can use when sharing the news about your fundraising efforts...

1. We're thrilled to support @AgeCymruWestGlamorgan and all the hard work they do towards helping local people to age well.
2. We've raised **X amount** for @AgeCymruWestGlamorgan so they can continue to offer their life-changing services, helping local people who need a little extra support in the local community.
3. @AgeCymruWestGlamorgan are a fantastic charity offering help to local people over 50. We're so proud to have raised **X amount** for this amazing charity!

## Positive language

Here at Age Cymru West Glamorgan, we're passionate about encouraging those in our communities to **age well and enjoy life** by helping them to feel empowered and removing the stigma that comes with ageing.

We encourage using language such as:

- Ageing well
- Enjoy life
- There for you on the bad days and good days
- Community outreach
- Supporting loved ones

We don't like to use language such as:

- Elderly/Old
- Vulnerable
- Isolated
- Alone/Lonely
- Frail

## For example:

✓ We're thrilled to support Age Cymru West Glamorgan and all the hard work they do towards helping older people to age well and enjoy life.

✗ Age Cymru West Glamorgan is a charity which supports vulnerable old people who are isolated within the community.

If you have any questions on this, please feel free to get in touch.



# Spreading the word

## You can also...



### Blog it

Blogging is a great way to follow your progress and share press coverage with plenty of free sites and platforms to use. We'd appreciate any links to our website as this can be a great way to drive your website users to our resources and allow them to find out more about how they can also get involved.



### Share it

Share your news on Facebook, Instagram and LinkedIn and tag us at so we can then share!



### Publicise it

Make sure you take some photos showing what your team have been up to! We'd love to see them – but also, a local news outlet will be more likely to pick up a press release or publish a news story with an image of your group, in turn helping to spread the word and reach new audiences.



**Ways to donate**

# Ways to donate

There are a few different ways of getting your fundraising money sent to us...



## LocalGiving

If you've used our JustGiving page, this will automatically send straight to us. You can use the link [here](#) to send any payments



## Bank transfer

You can send your donation to us by bank transfer using the details below:

**Bank: Barclays PLC**

**Account Name: Age Cymru West Glamorgan Ltd.**

**Sort Code: 20-84-41**

**Account number: 30452300**

Please get in touch when you transfer via bank transfer, to make sure we can say thank you



## Phone payments

If you prefer to donate over the phone, please contact us on 01792 648866.



## By Cheque

If you would like to write us a cheque, please make it payable to Age Cymru West Glamorgan.

Our address is;  
**Age Cymru West Glamorgan**  
**250 Carmarthen Road**  
**Swansea**  
**SA1 1HG**





**Other ways to get involved**



# Other ways to get involved

If you'd like to show even more support in your spare time, there are plenty of other ways to get involved.

## Leave a legacy

If you decide to leave a gift in your will to us, you will be supporting us to make life better for adults across Swansea, Neath Port Talbot and Bridgend.

From £5 to £5,000, every penny you gift to us helps us to ensure that no one feels vulnerable and alone.

Find out more about leaving us a gift in your will [here](#).



## Donations in lieu of flowers

Honour the memory of a loved one while making a lasting impact on the lives of those who need us. By turning a moment of remembrance into a gift of compassion, you can help us continue to answer every call and provide vital support.

If you're interested in setting up an In Memory Donations page, we will walk you through the process.

Whether you're planning a memorial service or looking for a unique way to remember someone special, donations in lieu of flowers will make it simple and meaningful.



## Volunteer

We are always on the lookout for volunteers to join our team. Donate your spare time and help us be there for everyone who needs us.

You only need a few hours a week to make a difference. Find out more about our available volunteering roles [here](#).



# Get in touch

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We hope that you find these guidelines clear and helpful when it comes to sharing posts, plans and information surrounding Age Cymru West Glamorgan's 50th Birthday. But if you need any further help or information on any aspects of the work that we do, please get in touch.



**Age Cymru West Glamorgan,  
250 Carmarthen Road,  
Swansea, SA1 1HG**



**[enquiries@agecymruwestglamorgan.org.uk](mailto:enquiries@agecymruwestglamorgan.org.uk)**



**01792 648866**



**[www.ageuk.org.uk/cymru/west-glamorgan](http://www.ageuk.org.uk/cymru/west-glamorgan)**

We also encourage you to get in touch and share your fundraising updates. Please send any photos and images to our contact email address.