

Your guide to RAISING CASH FROM YOUR DASH

Thanks so much for taking on Age UK's Leeds Abbey Dash on Sunday 13 October. Together, we can help Age UK support older people in Yorkshire and across the UK.



How much will you raise in your race to the finish line?

Every runner and every donation count. While registration fees cover the cost of the event, every extra pound you raise for Age UK will help us provide information, friendship and advice to older people who need us most.

Fundraising ideas to help you go the extra mile

Here are 3 brilliant ways to boost your total:

- **Download our sweepstake game** and ask your friends and family to take part.
- **Host a bake sale at home, school or work** – a tried-and-tested recipe for success!
- Ask friends and family to **sponsor a kilometre of the race or a song for your running playlist**. Download the sponsorship form [here](#).

You can find heaps of downloadable resources from posters to bunting [here](#).

Start your fundraising today

Your Enthuse online fundraising page is the fastest, easiest way to share the news and get your friends and family to support you. To help you get off to a flying start, we set your fundraising page up for you when you registered.

Top tips for a successful page

- **Add a profile picture or story** to tell people why you're taking part, and how their support will help older people with vital friendship and advice.
- **Give a donation yourself** to get the ball rolling (people who do this raise 81% more on average).
- **Use the social share buttons to spread the word to your family and friends.**
- **Be sure to post an update after the Leeds Abbey Dash** – many people are inspired to donate when they see the proof!

Check: does your workplace offer matched giving? If the answer's yes, you could double your donations just like that.



You can help Age UK reach even more older people.



£40

could help pay towards in-depth advice from a specialist Advisor for an older person who is struggling to make ends meet.



£140

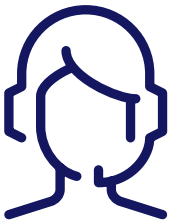
could help pay for a Benefits Entitlement Check that, on average, identifies £2,000 in additional income per year for an older person.



£250

could help pay towards a whole year of telephone friendship calls to a lonely older person when they have no one else to turn to.

Your support in numbers. Here's how we made a difference in 2023:



172,943

calls were answered by the Age UK Advice Line



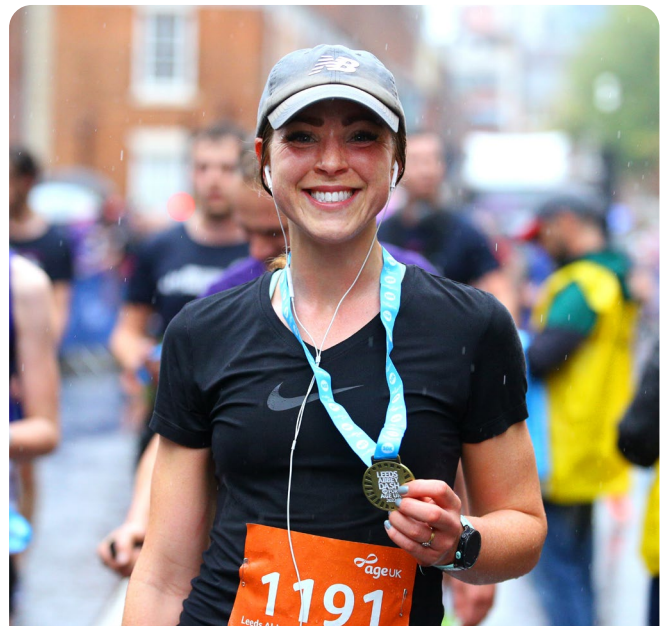
£25 million

a year identified in unclaimed benefits



772,813

guides and fact sheets sent out



Get in touch

We'd love to hear about what you're doing to raise funds for Age UK. If you'd like to share your story or you have any questions in the run-up to the big day, please email us at:

10k@ageuk.org.uk

If you or someone you know needs our support, call the Age UK Advice line on 0800 169 6565, 8am to 7pm every day of the year.