



Fundraising Pack

A simple guide to how you can raise money for Age UK Wandsworth

Thank you for choosing us

You've taken the first step to changing a local older person's life for good.

Every day, people like yourselves take the extraordinary decision to step outside their comfort zone and do something that not only makes them feel good, but makes a real impact on the lives of older people in the community.

We are a small, independent charity, separate from Age UK, and we help thousands of older people across the borough every year to stay safe, healthy, and well.

Every penny raised by fundraisers like you enables us to continue providing our services, whether that means helping an isolated older person to make their first Zoom call to relatives who live far away, supporting an unpaid carer to claim money that they didn't know they were eligible for, or fitting handrails in the home of someone who has been discharged from hospital to reduce their risk of falling.

The more people that are motivated to make a difference, the more clients we can support, and the bigger the impact we can have on the quality of life for older people in our community today and in the years to come.

Who we are and what we do

In 2023, we are celebrating our 60th anniversary, having supported older people to live well in the borough since 1963!

Improving wellbeing and enabling older people to stay independent at home for as long as they wish to has always been the forefront of what we do. Whilst our charity has evolved through various name and location changes (in the 2000s we were Age Concern Wandsworth, based in what was previously the Arndale Centre) one thing that has remained a constant over the previous six decades is our staff, volunteers and supporters' passion for helping older people in the borough to stay happy, healthy and well.

Why do we need your help?

Funding for charities has become an increasingly competitive market with few funds available and too many organisations competing for limited resources. At the same time, the pandemic and cost-of-living crisis has caused a huge surge in the number of older people requiring our services. You can imagine how devastating it could become should we need to turn people away.

The generosity of local fundraisers like you helps us to plan our services ahead of time to continue to support older people into the future. It helps us to spread awareness about what we do to new audiences, and can help us to generate new volunteers and supporters.

Furthermore, by choosing to support us as a local, independent charity, you can be assured that money raised is being spent right here in the community.

Case Study - Mr N, 84 from Tooting

"I have needed Age UK Wandsworth's Information and Advice service several times after my wife fell ill during the pandemic, making her bed bound. The advisers are so helpful and knowledgeable, and they really take the time to listen to me. Thanks to the service, I have been able to claim the money that I am entitled to as a carer for my wife.

During one appointment, I mentioned that I was worried about falling in our flat as my mobility is getting worse. They put me straight in touch with their Handyperson service, who sent a friendly and patient handyperson round to fit grab rails in our bathroom. The advisers also encouraged me to go along to the weekly coffee morning - I was nervous at first, but I have really enjoyed meeting new people.

I feel so much less anxious for the future now, knowing that I can come back and talk to the team for advice if mine or my wife's situation changes. I am really grateful for people who fundraise to make Age UK Wandsworth's services possible for me and others in similar situations."



How to fundraise - your step by step guide

So, you've decided to come on the journey with us and help make a change to an older person's life. Thank you so much!

Not sure where to start? Here's our step by step guide to help you through the process.

1. Decide what you want to do

What are your interests? What are your strengths and hobbies? Are you the office motivator or organiser of your group? Think about your skills and interests and of those around you. Remember to choose an activity that will not only challenge you but that you will enjoy doing. Fundraising should be fun after all. Are you an avid baker or sports enthusiast? Base your event on what your passion is and turn your passion into pounds!

2. Identify your audience

Who will support your events? Will you start with your friends and family? Workplace or your local club or society? Who do you have around you that can help support you with your efforts?

3. Set a target

Decide on how much you want to raise. It's great to have realistic targets to motivate those around you to reach your goal, and hopefully, surpass it!



4. Set a date

Think about the day of week, time of day and time of year before holding an event. For example, if it's an outdoor event, check the weather. Also, check if it's during popular holiday times as this may affect the number of people who are able to participate.

5. Set up an online fundraising page

Setting up an online fundraising page is the easiest way to raise funds and reach the maximum amount of people without the need to carry around a sponsorship form. Age UK Wandsworth uses Enthuse, a secure online fundraising platform.

6. Promote your event/online page

Promote your page and remember to thank everyone who takes part and donates to your page.

7. Wrap up and thank you

Thank donors and volunteers by letting them know how much you raised and the impact that these donations will have. You can also let them know when the next event or challenge will be.



"My mum is in her 80s, living alone in Battersea. The grab rails that Age UK Wandsworth's Handyperson Service installed will greatly improve her confidence, independence, and quality of life. This service is invaluable and essential. Thank you so much for the incredible support."

Daughter of one of our clients

A few ideas to get you started

1. The Great Cake Bake

Encourage your colleagues to bring in home-baked (or shop-bought) goodies to sell in the office, school, club or community centre. It's a simple way to raise money and will perk up the morning coffee break.

2. Get 'quizzical'

Quiz nights are very popular and a great way to raise money. Why not organise your own to raise funds for Age UK Wandsworth? To keep it relevant to what we do, you could set up a quiz with themed rounds, such as Wandsworth trivia. You can even incentivise guests by offering clues to tricky questions in return for a donation to Age UK Wandsworth!

3. Throw a party

A party is a great opportunity to bring as many people together to both have fun and raise money at the same time. How about a themed dinner party, a murder mystery evening, games night, karaoke, or, if the weather is good, a summer barbeque? Impress your guests with your hosting skills and charge them a small donation for the food or games.

4. Sponsored anything

Swim, walk, run, silence or pie eating! Most things can be sponsored, so the choice is yours! What would your friends and colleague consider an absolute challenge? Maybe they think you're inseparable from your phone or unable to not drive everywhere. Prove them wrong and raise some money for older people. It's our 60th birthday, so why not use this as a benchmark?

- Give up chocolate, alcohol, sugar, television or social media for 60 days?
- Set a group target for walking, cycling, or running 60k?
- Challenge yourself to see how many push ups/laps/miles/kilometres you can do in 60 minutes?

5. Go wild with a skills auction

What about a skills or service auction where you ask your friends and colleagues to donate their time and skills to the highest bidder? For example, a music teacher could offer a 60 minute music lesson, a yoga teacher could offer a 60 minute yoga class. Think big and encourage people to bid big. Whatever/whoever raises the most money, the better!

Have an idea that isn't listed? Get in touch with our Fundraising Coordinator, Ruth, who would be very happy to discuss your ideas and help you find the right fundraiser for you! Email ruth.eldridge@ageukwandsworth.org.uk or call 020 8877 8955. Or, why not check out the A-Z of ideas at the back of this booklet?

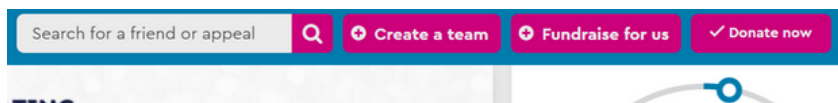
Setting up your fundraising page

If you are planning on collecting your donations in cash or offline, go to page 10 to find out how to send us your donations.

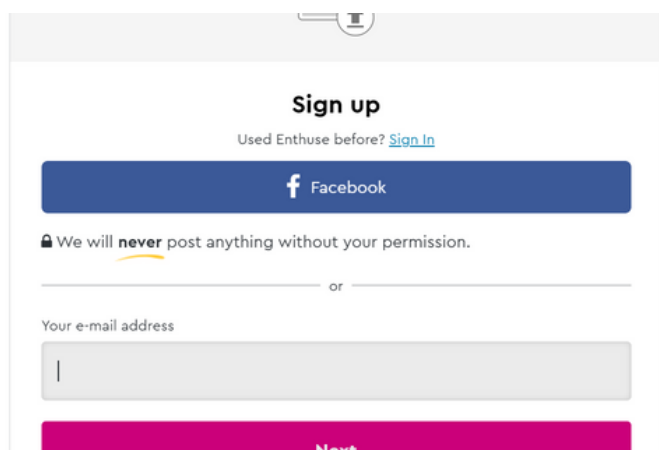
1. Go to <https://ageukwandsworth.enthuse.com/profile>. To add your page and therefore your total to our £60k target for 2023, click on the "Age UK Wandsworth's 60th Birthday" page, as below.



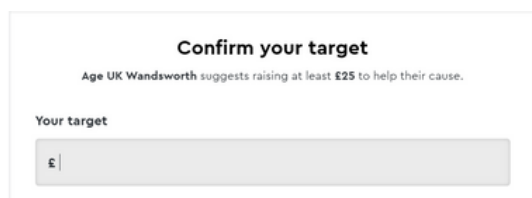
2. Click Fundraise for us to create your personal fundraiser page.



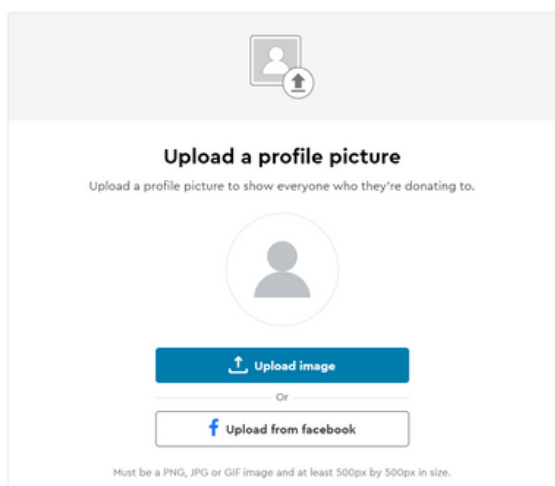
3. If you are using Enthuse for the first time, you will be asked to fill in your personal details and create a password. If you have used the site before, you can sign in with your login details.



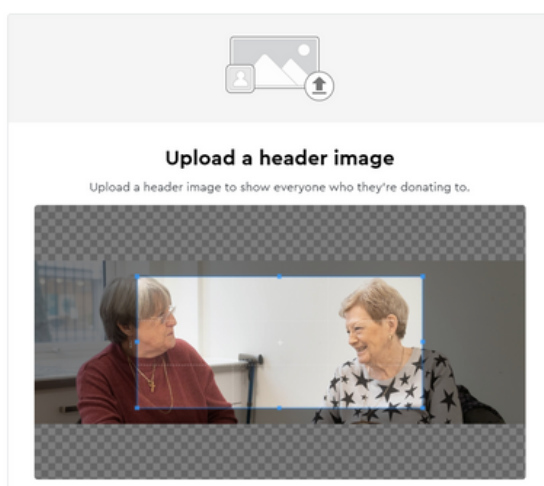
4. Choose your fundraising target. You can change this afterwards if necessary.



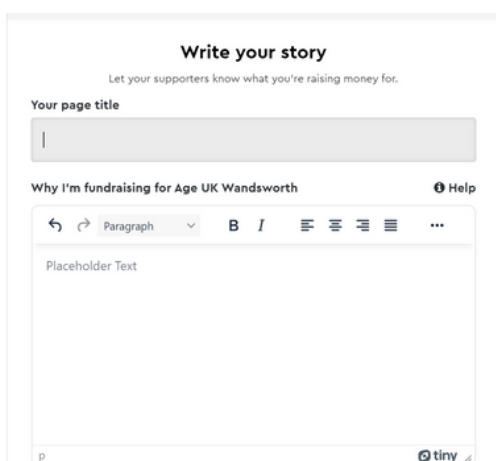
5. Choose a profile picture to let your supporters know who they are donating to.



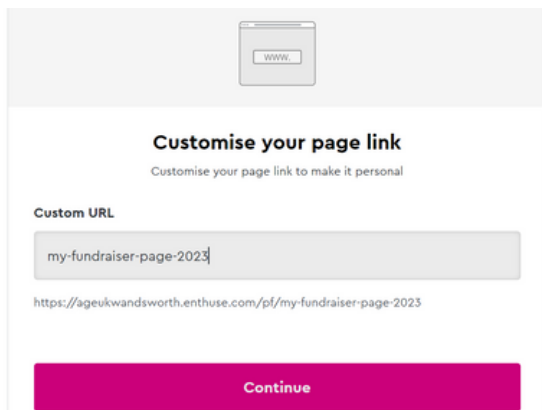
6. Select a header image to further personalise your page. If you don't have a picture in mind, you can choose "Use Default Image".



7. Give your page a title and write your fundraising story - what you're doing, when, where, and why you've chosen Age UK Wandsworth. The more personal touches, the more likely people will be to donate.

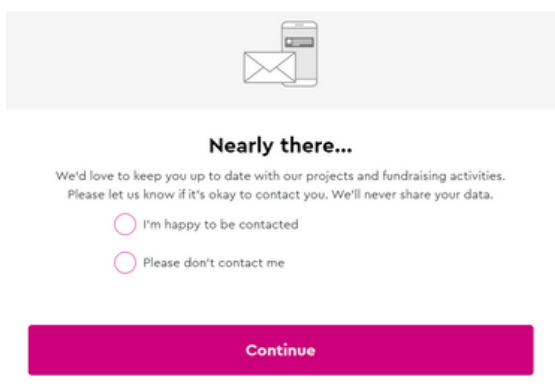


8. Customise your page link. This will be the web address for your page. You must make sure that whatever you type in has hyphens between each word e.g. "my-fundraiser-page-2023", not "myfundraiserpage2023".



The screenshot shows a web form titled "Customise your page link" with the subtitle "Customise your page link to make it personal". At the top, there is a browser address bar icon containing "www.". Below the title, the text "Custom URL" is displayed. A text input field contains the URL "my-fundraiser-page-2023". Below the input field, the full URL "https://ageukwandsworth.enthuse.com/pl/my-fundraiser-page-2023" is shown. At the bottom of the form is a prominent pink button labeled "Continue".

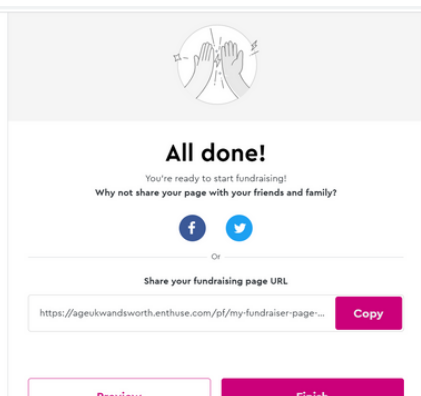
9. You'll need to answer marketing permissions as a final step. These are from Age UK Wandsworth, not Enthuse. We'd love to keep in contact with you and we promise not to spam you!



The screenshot shows a form titled "Nearly there..." with the text "We'd love to keep you up to date with our projects and fundraising activities. Please let us know if it's okay to contact you. We'll never share your data." Below this text are two radio button options: "I'm happy to be contacted" and "Please don't contact me". At the bottom of the form is a prominent pink button labeled "Continue".

10. You're all done! Your personal fundraiser page is now set up, ready to receive donations. It will now appear on the 'Fundraisers' section on our Enthuse page, too.

You can now start sharing your page - why not pop it in your Instagram or Twitter bio? Or send the link around on WhatsApp? By emailing it to us, we can promote it on our social media channels too.



The screenshot shows a completion screen titled "All done!" with the text "You're ready to start fundraising!" and "Why not share your page with your friends and family?". Below the text are social media sharing icons for Facebook and Twitter. Below the icons, the text "Share your fundraising page URL" is displayed. A text input field contains the URL "https://ageukwandsworth.enthuse.com/pl/my-fundraiser-page-...", followed by a pink "Copy" button. At the bottom of the form are two pink buttons labeled "Preview" and "Finish".

There are lots of features on Enthuse to help you to promote your campaign. You can post photos, videos and updates for your donors and you have the option to publicly thank each donor. You can view

<https://help.enthuse.com/en/collections/2091500-help-for-fundraisers>.

How to use social media to promote your activity

The best way to tell people about your fundraiser is through social media. Here's some top tips to help you succeed:

1. Make the first donation to your Enthuse page. By making the very first step to your target, you'll encourage others to follow suit!
2. Create a Facebook event or a WhatsApp group and invite your friends and family. Include your Enthuse page link, pictures and a bit of text about what you are doing and why.
3. Share your Enthuse page on your social media profiles. Instagram and Facebook are great for reaching friends, family and colleagues. Twitter and LinkedIn can help your page reach further afield. If you tag us, we will promote your page too.
4. Consider tagging local community pages, businesses or influencers in your social media posts. The Instagram or Facebook pages for your area are usually happy to get involved with good causes.
5. Create a video of your training or event preparation to share on your Enthuse page or on social media. Regular video updates can help bring your fundraising progress to life.
6. Use the Update Supporters function on Enthuse to keep your donors up to date with your progress. Never be afraid to ask people to donate more than once to your event - if you don't ask, you don't get!

Promoting your activity offline

Whilst social media can be a great way to reach friends and colleagues remotely, don't forget to share your fundraising in person - whether that's putting up posters at your office, sharing with your social club or group, or setting up a collection tin at work.

You could even consider contacting your local paper or radio station to promote your activity. It's a great way to get the community involved.

Wrapping up your campaign

Congratulations! Every penny that you've raised will help to make a difference to older people's lives. Whether you have hit your target or exceeded it, make sure to thank anyone who has donated to your campaign, whether through Enthuse, social media or in person.

Now you've completed your fundraising and thanked your supporters, it's time to send us your hard-earned donations so that we can begin to use them.

Enthuse

If all of your donations are on your Enthuse personal fundraiser page, then you're all set, and we have received the money.

If your donations are offline, you can send us the money you've raised by cheque or bank transfer. You could also choose to pay the amount in through donating to Age UK Wandsworth's Enthuse page, which means that we can collect Gift Aid on it too.

Cheque

Cheques are payable to 'Age UK Wandsworth'. Our address is as follows:

Age UK Wandsworth
549 Old York Road
Wandsworth
London
SW18 1TQ

Please note that you should include your name and contact details on the back of the cheque, so we know it's from you.

Bank transfer (BACS)

Account Name: Age UK Wandsworth

Banker: CAF Bank

Account number: 00002117

Sort code: 40-52-40

Should you be transferring us money, please ensure you let us know via email or phone:

- How much you're transferring
- The date of the transfer
- The name on the account that it is being sent from.

This helps us to keep track of our fundraisers, and allows us to let you know that we have safely received your donation.

Thank you from Age UK Wandsworth

We'd love to celebrate your amazing fundraising with our supporters. Our team will ask if you consent to you or your organisation's name and photos being included in our annual impact report and on our social media channels.

We'd also like keep you up to date with our upcoming events and other exciting news from Age UK Wandsworth. Please considering opting in to marketing if you are prompted to.

Or why not follow us on our social media channels to stay in touch? You can find our handles on the back page of this booklet.



"The Age UK Wandsworth team are caring, knowledgeable and very efficient. The feedback I have received from clients that I have referred to them has been excellent. They make a real difference in improving the lives of older people."

**Social Worker at St. George's
Hospital, Tooting**

A-Z of Fundraising Ideas

<p>A</p> <p>Abseil, auction, arts and crafts fair, afternoon tea, assault course</p>	<p>B</p> <p>Beard shave, bag packing at the supermarket, bake-off, black tie ball, bike ride, beer tasting</p>	<p>C</p> <p>Cheese and wine night, car wash, coffee morning, classical concert, comedy night, craft party</p>	<p>D</p> <p>Dress-down day, dinner party, dog walking, danceathon</p>
<p>E</p> <p>Easter egg hunt, eBay jumble sale, eighties night, Eurovision party, endurance challenge</p>	<p>F</p> <p>Fashion show, football match, face painting, film night, festival, food party, Father's Day fundraiser</p>	<p>G</p> <p>Games night, golf day, garage sale, gymnastics competition, gig night, give it up challenge</p>	<p>H</p> <p>Head shave, Halloween party, house party</p>
<p>I</p> <p>International evenings, ice skating party</p>	<p>J</p> <p>Jazz night, jail break, jumble sale</p>	<p>K</p> <p>Karaoke, knitting contest, knockout pool</p>	<p>L</p> <p>London Marathon, Lent</p>
<p>M</p> <p>Movie night, marathon, murder mystery, music event, masterclass</p>	<p>N</p> <p>Non uniform day, name the bear, New Year's pledge, noodle night, night walk</p>	<p>O</p> <p>Obstacle course, odd job days, orienteering, office work out,</p>	<p>P</p> <p>Pub quiz, pop up shop, pie and mash night, pantomime, pet sitting or walking</p>
<p>Q</p> <p>Quiz, queen and kings for the day</p>	<p>R</p> <p>Raffle, rugby match, race night, retro sweet shop, retro sale, rowing competition</p>	<p>S</p> <p>Sleep out, sponsored silence, sweepstake, sailing competition, share a skill, speed dating, skydive, swimming challenge</p>	<p>T</p> <p>Tombola, treasure hunt, teambuilding day, talent day, tennis competition</p>
<p>U</p> <p>Unwanted gifts swap, university challenge, uniform free day</p>	<p>V</p> <p>Variety show, Valentine's Day event, Vegas night</p>	<p>W</p> <p>Walking challenge, wedding donations, world record attempts, weight lifting challenge</p>	<p>X</p> <p>Xmas Party</p>
	<p>Y</p> <p>Yogathon</p>	<p>Z</p> <p>Zumbathon, Zipwire challenge</p>	

We hope that this booklet has inspired you to take on your own challenge and become one of our amazing fundraisers!



If you are looking to get involved with your business, you can find our Corporate Volunteering booklet under "Give with Work".

To discuss your fundraising ideas, ask any questions or let us know that you are raising money for us, please contact our Fundraising Coordinator, Ruth Eldridge, by emailing ruth.eldridge@ageukwandsworth.org.uk or telephoning 020 8877 8955.

Contact us:

- 🐦 @ageukwandsworth
- 📧 WandsworthAgeUK
- 🌐 www.ageuk.org.uk/wandsworth



Age UK Wandsworth is a trading name of Age Concern Wandsworth, which is a registered charity (no. 1069406) and company limited by guarantee (registered in England and Wales no. 03531311).

