



Fundraising pack

Welcome

Thank you for fundraising for Friends of the Elderly.

This is a really exciting time to be fundraising for us. With your help we will tackle isolation in older people and reach more of the one million older people who feel lonely and abandoned – people like Bill who you can read about on page 3.

This work relies on the generosity of those who fundraise, donate and remember us with a gift in their will. **Quite simply, your support will mean we can give the incredible gift of friendship.**

Whatever the amount you raise, whether large or small, you will be doing something wonderful – giving lonely older people a reason to smile again.

This pack should have everything you need to get started, but please do get in touch if you need any help.

Thank you again for your support.



What difference your donations will make

Here's how your donations will give an older person in need a reason to smile again. Whatever the amount you raise you will be making a real difference.

- €11 will pay for a lonely older person to join us for a festive celebration and ensure they don't spend the Christmas period entirely alone
- €50 is what it costs to train and support our wonderful volunteers, who bring friendship and happiness to so many people
- €399 will provide an iPad for one of our homes or services – these have been proven to help older people with dementia communicate and reminisce with those around them
- €750 is the average cost of a grant to provide a day out for 40 lonely and isolated older people

Bill's story



Bill was very tearful when he first came to us at a festive community event in Essex. He'd been so isolated and lonely since the death of his wife, that he'd lost hope of ever finding friendship again.

As he chatted and reminisced with other older people who had been in the same position, he told us he was overwhelmed by the care and attention he had received in just those few short hours.

In fact, Bill was so distraught at the thought of returning to his old life, that we organised for him to come to lunch twice a week and join in with our activities.

Today, Bill has new friends and seems so much happier in himself. For the first time in a long time he has a reason to smile. Your Gift of Friendship will help us do the same for many others.

Fundraising tips

With your support we are working hard to end the loneliness facing isolated older people and bringing them joy. So we think a really fantastic way to raise money is to get friends and family together for some fun. There are so many different things you can do – the only limitation is your own imagination! Pages 6 and 7 contain lots of fun and inspiring ideas you could try.



What can I do?

Be creative – think of something fun and original to do, or something that will be a real challenge and inspire friends and family to donate.

Top fundraising tips

- If you've set yourself a big target, why not break it down into bite size chunks with a number of different fundraising activities.
- Check the calendar for any clashes, for example a bank holiday or important sporting event.
- Location, location, location – if you're planning an event pick a suitable venue and book early.

Money, money, money

- If you have to spend your own money to put on an event, aim to raise at least three times as much as you spend.
- Keep expenses to a minimum and try to get items, prizes or services donated.

Get the word out

- Set up a personalised online fundraising page in minutes. See page 5 for further details.
- Social networking sites such as Facebook and Twitter will get your event in front of thousands of people.
- If you have friends or family who aren't online you can use our printable **sponsorship form** to gain their support.
- Contact local press, radio or television with a press release. Our friendly communications team will be able to advise you on this.

Fundraising online

Whatever you're doing, set up an online fundraising page to spread the word and make it easier for people to support your efforts!

It won't take long and you can set up a personalised page in minutes. Use it to raise money from your Facebook friends, Twitter followers and email it to everyone you know.

Do it in three simple steps!

- Set up a fundraising page now at www.virginmoneygiving.com
- Personalise your page and keep adding new photos and videos of what you're doing.
- Ask your friends, family, colleagues and contacts all over the world to make a donation and help you raise more!

The screenshot shows a fundraising page for 'Chris Poole's fundraising page' for the charity 'Friends of the Elderly'. The page includes a profile picture of Chris Poole, a 'Running total' of £366.00, and a 'Total raised incl. Gift Aid' of £437.50. It also lists 'Total donors: 8', 'Biggest donor: Anonymous £100.00', and 'Last donor: Helen Marsden 19.07.13'. The page has a 'Donate now' button and a 'Charity' section with the Friends of the Elderly logo. There is also an 'Event details' section for the '2013 British 10K London Run'.

Make your fundraising go further!

Gift Aid it

Gift Aid is a great way to make every donation worth 25% more and it won't cost you a penny extra. You can increase the money you raise by simply asking sponsors or donors to complete their details on a **sponsorship form** or tick the box when they sponsor you online if they are taxpayers in the UK. This enables us to claim tax back from the government and increases the overall donation to the charity.

Matched giving

Ask your employer if they will match the amount you raise! If your company has a Corporate Social Responsibility or Human Resources department they will usually be able to tell you if they have a matched giving scheme. If you are having trouble finding the right person to talk to, please get in touch and we will do our best to help.



A-Z of fundraising ideas

There are all kinds of fun and exciting ways to raise money! Whether you prefer to climb mountains or bake cakes, get together with friends, family or colleagues or do something yourself, there is something for everyone. Here are a few ideas to get you started:



Auction of prizes – or promises! Ask for donations of goods or services for auction, like a haircut, a meal for two or event tickets, or promises such as dog-walking, baby-sitting or making tea for the office for the day.



Bridge, bingo or board games evening. Get together with fellow enthusiasts, organise a games evening and ask for a donation to take part.

Cake baking is always a great way to raise funds! Hold a cake sale in your office or with friends.

Dance. Organise a dance class for friends and family, a disco or a ceilidh. See if you can get a venue and DJ for free, and ask people for a donation to take part.

Expert talk. Ask an expert, author, artist or celebrity to come and give a talk. Charge admission, serve refreshments and promote their latest book, film or creation.

Football match. Charge teams to enter and hold collections at half time.

Give up something you love, such as chocolate, sweets, cake, meat or alcohol and ask for sponsorship.

Halloween is a great time to fundraise. Have a Halloween themed cake sale, play traditional games like apple bobbing, come into work in a spooky outfit, or create a lucky dip of tricks and treats.

Indulge yourselves. Invite friends over for an evening of whatever it is you love doing – be it facemasks or football, pizza or ice cream - and ask people for a donation.

Jam, pickles and preserves. Whatever your speciality, use old jam jars to make delicious treats to sell to friends, family and colleagues.

Knit. Put your needles together and knit items to be sold at fetes and bazaars or online.

Line of coins. Start a line in your office, college or school, made of 10, 20 or 50 pence pieces and watch it grow!

Marathons, half marathons, 10km or 5km fun runs. Challenge yourself to a distance or set a new personal best time, and get fit whilst raising money. Ask everyone you know to sponsor you.

Name the baby. Dig out photos of yourselves as babies and have a competition with colleagues and friends to guess who's who.

Open garden. Invite friends and neighbours over to see your prize flowers, fruit and vegetable patch, serve refreshments and ask people for a donation.



Pay day prizes. Every month invite colleagues to take part in a prize draw, ask for a donation to enter and in return receive a numbered ticket, at the end of the day pull a winning number out of a hat, half of the money goes to the lucky winner, donate the other half.

Quizzes. Organise a pub quiz, a lunchtime quiz for colleagues, or simply a quiz for friends and family over a Sunday lunch. Give your quiz a theme or base it around an era or a decade, and get a prize donated for the winners. Ask for a donation to take part.

Race night. You don't have to go to a race course – find a DVD of a race in the past that your attendees won't have seen, charge a donation for attending, serve refreshments for a donation on the night, and don't forget to provide racecards and betting slips.

Sherry evening. Ask for a donation to sample sherry in your home. The first tasting is free, guests have to pay for their second and third glasses!

Trek your way to the summit! Climb a mountain and get sponsored to undertake the challenge. Snowdon, Ben Nevis and the Yorkshire Peaks are all sizeable UK challenges which make a great weekend away for family, friends and colleagues. If you're feeling adventurous go further afield and climb Kilimanjaro, Machu Piccu or to Everest Base Camp.

Unwanted Christmas gifts sale. Make good use of the presents you don't want or need.

Virginmoneygiving.com. Set up an online sponsorship pages for your fundraising activities, email the link to everyone you know, post it on Facebook, Twitter and promote it in any way you can!

Wine and cheese tasting. Hold a tasting at home or in your workplace, ask a local wine expert to donate a few hours and teach you about wine, buy some interesting cheeses from the local supermarket, and ask people to donate to attend.

X marks the spot! Organise a treasure hunt and ask every team to make a donation to enter.

You can do it! Don't be afraid to try new ways of raising money. Enlist the help of friends, family and colleagues so the responsibility is shared, and read the advice and helpful hints in this guide.

Zzzzzzz... Ask your manager or Human Resources Department if you can auction a day off work as a prize and catch up on those all important zzzzz's.



Keeping it safe and legal



We are so grateful to you for fundraising for Friends of the Elderly and your safety and wellbeing is our priority. With this in mind, if you are organising your own event please follow our fundraising guidelines. Tell people you're fundraising for Friends of the Elderly and you're not being paid to do so.

Health and safety

It's important to use common sense! Please ensure you adhere to all laws and health and safety guidelines. Follow professional advice and instructions when using equipment if you are supervising any facilities. www.hse.gov.uk provides lots further useful guidance.

Food hygiene is very important, so please take care when you are handling food and follow guidelines on preparing, storing and cooking food. Visit www.food.gov.uk for more helpful information.

If you are unsure please seek advice.

Raffles/lotteries

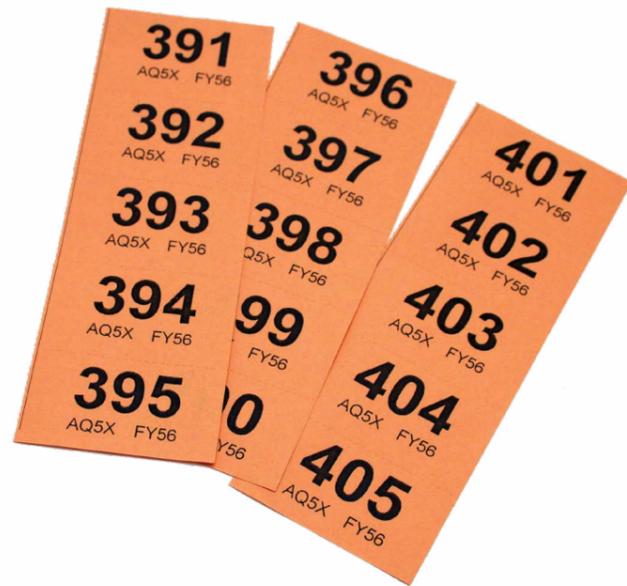
There are strict laws relating to raffles and lotteries. Full guidelines are available from your local authority or the Gaming Board. These must be followed in full. Please visit www.gamblingcommission.gov.uk for more information.

Liability

Friends of the Elderly cannot accept any responsibility for your event, nor for anyone who participates in it.

Sending in your donation

All funds collected should be sent to the charity within six weeks of collection. Please pay them in using our donation form attached. We recommend always having two people present to count any money raised.



Paying in your money



Once you have finished your fundraising activity, please complete and return this form to the address at the bottom of this page or make your donation online at www.fote.org.uk.

Your details

- Tick this box if you require no acknowledgement
- Tick here if you would like an email acknowledgement only (please make sure that we have your email address)

Title First name

Surname

Organisation (if appropriate)

Address (if you are an organisation, please ensure this is your organisation address)

Postcode

Telephone no.

Mobile no.

Email

Please only provide us with your telephone or email details if you are happy for us to contact you via these means.

If you have an online fundraising page, please provide the web address

Why did you decide to fundraise for us?

Event details

Name of event

Date of event / /

How much did you raise?

We recommend that you count all funds in the presence of a witness.

Signed Date / /

The charity will hold the information you give us for administration purposes. If you prefer that we do not contact you with information on appeals, events and occasional updates about our work, please tick this box .

Cheques should be made payable to Friends of the Elderly and can be sent to: 40-42 Ebury Street, London, SW1W 0LZ. Where possible, please send the total proceeds of your fundraising in one envelope with this form – this will save administration costs for the charity. **Please do not send cash.**



Thank you so much
for your support

Friends of the Elderly
40-42 Ebury Street, London SW1W 0LZ
020 7730 8263 • enquiries@fote.org.uk
www.fote.org.uk

Friends of the Elderly is a registered charity, number 226064