



Friends
of the Elderly

Registered charity number 226064



Organise a Royal Raffle

Raise funds for Friends of the Elderly in honour of The Queen's 90th birthday

The Queen has been Royal Patron of Friends of the Elderly since 1953 and in this very special year of her 90th birthday we are calling on supporters to organise a fundraising activity, such as a royal raffle!

Funds raised will help to ensure we can continue with the work she has supported for more than 60 years – in particular bringing companionship and support to older people who are living lonely lives, those in need of financial assistance and others who would love to reconnect with the communities around them.

Good prizes mean great fundraising!

A good haul of prizes will make selling your tickets easy. To maximise your fundraising, try to avoid buying prizes and get them donated wherever possible. Ask businesses in the local community for their help; a local restaurant could donate a meal for two, a hairdressing salon could donate a free cut and blow dry, a beauty parlour might offer a free facial, manicure or massage, or ask your local deli or garden centre to donate a hamper of goodies. Tell your prize donors how the generosity of their business will get promoted as part of the event – it's good local advertising for them!

If you're running your raffle at work, see whether the top prize can be an extra day of annual leave. Other popular office prizes could be an extended lunch hour or a 'leave work early' pass. Get your Senior Management Team involved too, their support will make all the difference.

Prizes can also be people donating and sharing their time and skills. Could you teach someone to sew or knit? Language or music lessons are always popular. Alternatively, top prizes could include free dog walking or babysitting, window washing or lawn mowing, or a free lift to the airport.



www.fote.org.uk

Give your raffle a royal twist

A Royal Warrant of Appointment is a mark of recognition of those who have supplied goods or services to the Royal Family for at least five years and have an ongoing trading arrangement. There are around 800 Royal Warrant holders, with 686 having been appointed by The Queen. Below is a short list of the most popular goods and items, but a quick internet search will show you many more. Why not make up a hamper of Royal Warrant goodies as one of your prizes?

Company	Trade
HP Foods Ltd (acquired by Heinz)	Condiments esp tabasco sauce
J Hewit & Sons Ltd	Manufacturers of leather, bookbinding material retailer
McIlhenny Company	Condiments esp tabasco sauce
Stanley Gibbons Ltd	Antiques, art and conservation
Rigby & Peller	Corsetiere and lingerie
Schweppes Holdings Ltd (subsidiary of Coca-Cola UK)	Manufacturers of Schweppes and Rose's soft drinks
Swarovski Optik	Optical lenses and binoculars
Tom Smith	Christmas crackers and wrapping paper
Twinings & Co. Limited London	Tea and coffee
Wartski	Jewellers, gold, silversmiths, clockmakers
Musto	Outdoor clothing
Mappin & Webb	Jewellers, goldsmiths and silversmiths
J. Barbour and Sons	Clothing and outerwear
Daks Ltd	Clothing, footwear and accessories
Austin Reed Group Ltd	Clothing, footwear and accessories
Berry Brothers & Rudd	Wine and spirits
Fortnum & Mason PLC	Groceries, tea and provisions
J. Floris Ltd	Perfumes and toiletries
Waitrose	Groceries, wine and spirits
Yardley of London	Toiletry products
Thomas Lyte	Jewellers, goldsmiths and silversmiths

Do the maths

Decide how much you are going to sell your tickets for. If you are paying for prizes, work out how much they will cost and what the donation to charity will be once all your tickets are sold. Try to make sure at least 50% of any money raised goes to the charity, the balance can be used to fund prizes and cover other costs, such as buying raffle ticket books.

Tell everyone about it

Decide how you are going to promote your raffle. Use social media channels like Facebook, Twitter and Instagram to get the word out. If people can't be there to buy their tickets in person, set up an online fundraising page at www.virginmoneygiving.com or www.justgiving.com and encourage people to donate online.

Think about all the networks where tickets can be sold; friends, family, work colleagues, supermarket check-outs, local businesses, pubs, through a newsletter. Enlist some support with selling your tickets and offer an incentive of a prize (e.g. a bottle of wine or box of chocolates) for the person who sells the most tickets!

Send in the funds you have raised

We would recommend counting the money you have collected with at least one other person. Cheques should be made payable to 'Friends of the Elderly' or you can make payment over the phone by calling **020 7881 1161**. We can also give you our bank details for you to make your payment electronically. Please do not send cash.

Good luck with your raffle and thank you for your support.