

# Fundraising pack



*“Knowing how much it will help those supported by the charity is the most rewarding part of it all.”*

**Start making  
a change today**

# Welcome

Thank you for fundraising for Friends of the Elderly.

We are so excited to welcome you to the team! Large or small, whatever amount you raise will make a real difference to older people in need.

This pack should have everything you need to get started, but if you need anything more, please get in touch at **FundraisingTeam@fote.org.uk** or on 0207 881 1169.

**Thank you for your support and have fun!**

*"It was the hardest and best day of my life."*





# The difference you will make

Friends of the Elderly exists to protect, connect and support older people, both at home and in the community

Our vision is clear. We aspire to a society where all older people are treated with respect and have the opportunity to live fulfilled lives. Our caring and grant services help older people experiencing loneliness, poverty or age-related conditions like dementia.

We have a long history of supporting people. From providing 'Penny Dinners' to poor

communities after the First World War to being a lifeline to older people during the coronavirus pandemic, for over 100 years we have adapted to meet the challenges facing older people and you can help us with our vital work.

*"The grant has made such a difference – it means I don't have to choose between keeping warm and eating."*

\*Mary, 78



*"I've struggled with my mobility and other issues for many years. It stopped me going out as much as I liked..It can make you very grumpy and miserable, and I've never been that way in my life. The grant for the scooter came very quickly. It's been a real change and helped a lot with my problems."*

Diane, 72



*"Many thanks for all the good times and outstanding care the team have given my mum. She found her purpose in life again."*

Miriam, family member

# Fundraising tips

## Planning

- Think of something fun and original to do, or something that will be a real challenge and inspire friends and family to donate. Check out our A-Z of fundraising ideas in this pack for inspiration.
- If you've set yourself a big target, 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.
- Keep expenses to a minimum and try to get items, prizes or services donated.



## Getting the word out

- Tell friends, family, neighbours and colleagues.
- Get in touch with the local press.
- Tag Friends of the Elderly on social media and send us your pics so we can share with our followers. (We're on Twitter as @FriendsElderly and Facebook as /FriendsElderly.)

## Resources

Let us know if you need any resources. As a small charity we do not have a vast stock of fundraising items so please let us know in advance if you need any of the following:

- Running vest
- Charity T- shirt
- Collection tin or bucket
- Balloons; Posters
- Bunting.



## Fundraising online

- Set up a fundraising page at [www.virginmoneygiving.com](http://www.virginmoneygiving.com) or [www.JustGiving.com](http://www.JustGiving.com).
- Set a target - pages with a set target raise 46% more than pages which don't!
- Add a picture to your fundraising page and raise 14% more per photo!
- 20% of donations come in after an event has ended, so make sure you follow up the event with an update on how you did.
- Take a look at the link below for more fantastic tips to creating the perfect page: <https://www.justgiving.com/fundraising/tips/top-10-fundraising-tips>



*“Thanks to Tony, Norman and James’ kind donations and fundraising triumph, I was able to purchase the Rainbow Table. We have seen how it brings out positive emotions every time we use it and with its seemingly endless possibilities, our residents are enjoying exploring the varied range of new interactive applications.”*

**Andy Cumper**, Friends of the Elderly care home manager.

### Keeping it safe and legal

- 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](http://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](http://www.food.gov.uk) for more helpful information. If you are unsure please seek advice.

- 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](http://www.gamblingcommission.gov.uk) for more information.
- Friends of the Elderly cannot accept any responsibility for your event, nor for anyone who participates in it.



### Gift aid

Gift Aid is a great way to make every donation worth 25% more and it won’t cost you a penny extra. Simply ask your sponsors or donors to complete their details on a sponsorship form in this pack or tick the Gift Aid box when they sponsor you online if they are taxpayers in the UK and pay an amount of Income Tax and/or Capital Gains Tax that is equal to the amount of all tax they pay to all charities they donate to. 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 money you raise! Lots of companies are happy to match their staff’s fundraising efforts. It’s a great way to motivate people, knowing that every £1 raised will be worth £2 to the charity.

# A-Z of fundraising ideas

**Auction off prizes or promises!** Ask for donations of goods or services for auction, like a haircut, a meal for two or event tickets. Or ask for promises such as dog-walking, babysitting or making tea for the office for the day.

**Board games evening.** Get together with fellow enthusiasts and organize an evening (in person or online) of Monopoly, Bingo or Cluedo. Ask for a donation to take part.

**Cake sales** are a great way to raise funds! Hold one in your office, or from home for friends, family and neighbours. You could do a sale online and offer delivery within a certain radius of your house or let people know where they can come to pick up their goodies.

**Dance.** Organise a dance event for friends and family, like a dance class, disco or a ceilidh. Hold it online so more people can get involved or see if you can get a venue and DJ for free. Ask people for a donation to take part.



**Eurovision Party.** Host a themed party for the annual music extravaganza. Dress up, bring nibbles and watch some amazing musical talent. Ask for donations at the door.

**Football tournament.** Ask your local football club if you can use their grounds or see if you can use a pitch at a school or university. Charge teams to enter and hold collections at half time.

**Guess the number.** Fill up a jar full of fun treats, counting as you go, and ask people to donate to make a guess. The closest person to the right number wins. Share the photo on social media with a link to your online donation page.

**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.

**Indian curry night.** Spice up everyone's week and cook your favourite curry and ask friends to make a donation for your culinary delights. You could also make a pot and bring it into work for a special lunch.

**Jam, pickles and preserves.** Whatever your specialty, use old jam jars to make delicious treats to sell to friends, family and colleagues. Ask your local fruit and veg store to donate produce, or visit a food market at the end of the day to get special offers.

**Knit.** Put your needles together and knit items to be sold at events like summer fetes or sell them online. Ask friends and family if they have any yarn lying around that they don't need, or check out sites like Freecycle and Gumtree to see what you can source for free.

**Lent.** Give up something you love such as chocolate, sweets, cake, meat or alcohol and ask for sponsorship. Inspire people to donate by giving something up that you will truly miss. Do your friends know you're addicted to chocolate? Give it up for 40 days!



**Marathons, half marathons, 10km or 5km fun runs.** Challenge yourself to a distance, or to set a new personal best time, and get fit while raising money. Visit our website to see local and national events and what places we have available: [www.fote.org.uk/fundraising](http://www.fote.org.uk/fundraising)



**Name the baby.** Who doesn't love seeing photos of people they know when they were a baby? Ask a selection of friends or colleagues to dig out photos of themselves as babies and have a competition to guess who's who.

**Open garden and plant sale.** If you have a bit of outdoor space that you're especially proud of, invite friends and neighbours over for refreshments and ask for donations. Plant a few seeds in preparation and sell plants on the day. Add a couple of games or a raffle to maximise your fundraising efforts.

**Pay day prizes.** Every month, invite colleagues to take part in a prize draw. Ask for a donation to enter, give them a numbered ticket and, 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 an online quiz for friends and family who are spread across the country. Give your quiz a theme 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 racecourse, there are plenty of recorded races you can find online and replay at a fundraising race night! From racing marbles to ducks, find something original and charge a donation for taking part.



**Skydive.** If you love an adrenaline rush and have always wanted to plunge 10,000+ feet from the sky why not do it for charity? Visit [www.fote.org.uk/fundraising](http://www.fote.org.uk/fundraising) for more information about booking your skydive.

**Trek your way to the summit!** Climb a mountain and get sponsored to undertake the challenge. From Snowdon to Kilimanjaro, choose a destination that will be a challenge for you. If you can't get away, climb the equivalent distance up your stairs or a nearby hill.

**Unwanted gifts sale.** Make good use of the presents you don't want or need. Select Friends of the Elderly as your favourite charity on eBay and donate a percentage of your sales to us.

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

**Wine and cheese tasting.** Hold a tasting at home, online, 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. Plan your route, check out the locations beforehand and make contingency plans for bad weather!

**Zzzzzzz...** Ask your manager or HR department if you can auction a day off work as a prize and catch up on those all-important zzzz's.





# Sponsorship form



Please sponsor me:

To (Event):

Thank you for bringing joy  
and happiness to older people

I want Friends of the Elderly to claim Gift Aid on any donations I have made in the past 4 years, and those I make in the future, until I tell you otherwise. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay the difference. I will tell you if I am no longer eligible to claim Gift Aid or if my name or address change.

Full Name* (including your Title)	Home Address*	Postcode*	Amount £	Date Paid	<i>giftaid it</i>	Tick the box below to keep up to date by post on the charity, our services and fundraising appeals and activities.	By providing your e-mail address you confirm you are happy to receive information by e-mail on the charity, our services and fundraising appeals and activities.

\*As a minimum we require these details to claim Gift Aid.



Full Name* (including your Title)	Home Address*	Postcode*	Amount £	Date Paid	<i>giftaid it</i>	Tick the box below to keep up to date by post on the charity, our services and fundraising appeals and activities.	By providing your e-mail address you confirm you are happy to receive information by e-mail on the charity, our services and fundraising appeals and activities.
Grand Total							

Thank you

Friends of the Elderly promises to handle all your personal information in accordance with our Privacy Policy and the General Data Protection Regulation 2018. Our Privacy Policy can be found at: [www.fote.org.uk](http://www.fote.org.uk) FundraisingTeam@fote.org.uk 0207 881 1169

Friends of the Elderly, registered charity number 226064 (registered in England and Wales), registered company number 133850 (registered in England and Wales).  
A company limited by guarantee. Registered office 40-42 Ebury Street, London SW1W 0LZ.



# Paying in your money

All funds collected should be sent to the charity within six weeks of collection. We recommend always having two people present to count any money raised and sending the total proceeds of your fundraising to us in one go. You can do this via bank transfer (email us at [FundraisingTeam@fote.org.uk](mailto:FundraisingTeam@fote.org.uk) for our account details), our website [www.fote.org.uk/donate](http://www.fote.org.uk/donate) or you can use our form. Cheques should be made payable to Friends of the Elderly and can be sent to 40-42 Ebury Street, London, SW1W 0LZ. Please do not send cash.

**Thank you for helping older people in need.**

*“Your grant has improved my life 100%. I don’t know what I would have done without it. I want to thank everyone for all the love Friends of the Elderly has shown me.”*

**Rachel, 78**

## How we use your information

At Friends of the Elderly we value your support and respect your privacy. Your personal information will be handled in accordance to our Privacy Policy and the General Data Protection Regulation 2018.

\* Some names have been changed to protect identity.  
Thanks to everyone who shared their story with us.

# Paying in form

Once you have finished your fundraising activity, please complete and return this form to the address at the back of this page or make your donation online at [www.fote.org.uk](http://www.fote.org.uk).

## Your details

Title	<input type="text"/>	First name	<input type="text"/>
Surname	<input type="text"/>		
Organisation	<input type="text"/>		
Address (if you are an organisation, please ensure this is your organisation address)			
<input type="text"/>			
<input type="text"/>		Postcode	<input type="text"/>
Telephone no.	<input type="text"/>		
Email	<input type="text"/>		

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	<input type="text"/>
Date of Event	<input type="text"/> / <input type="text"/> / <input type="text"/>
How much did you raise?	<input type="text"/>

☐ We will send you a confirmation letter by post but if you would prefer to receive this by e-mail please tick this box.

We would love to keep you up to date with information about the charity, our services and fundraising appeals and activities. If you are happy to hear from us from time to time for this purpose please tick to confirm how you would like us to keep in contact with you.

☐ Post ☐ E-mail ☐ Telephone

Signed  Date  /  /



# Happy fundraising!



## Friends of the Elderly

40-42 Ebury Street, London SW1W 0LZ

020 7730 8263

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