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Welcome

We are asking our brilliant Age Scotland supporters to come together and make this festive season one to remember.

Whatever you choose to do, we're here to help. This guide is full of ideas to help you make the most of how you support Age Scotland over the festive period, including fundraising ideas for you and your team. There are also details of our annual **Big Gift Appeal**, another way to support Age Scotland and your local communities.

Our team of fundraisers are on hand with expert advice on organising an event, spreading the word, sorting collections of gifts, raising money and so much more!

However you decide to get involved this Christmas, you can know you are making a difference to older people across Scotland.

I look forward to seeing the fantastic ways you support Age Scotland this Christmas.

Thank you for your support.

Marien U 11

MarionFundraising Manager



The impact of your fundraising

£10 - Could enable us to make one friendship call to a lonely older person in need.

£50 - Could help us to reduce isolation for up to three lonely older people by connecting them to local groups and activities.

£1,000 - Could contribute to our helpline, enabling advisers to offer support, friendship and advice to older people calling for help.

£5,000 - Could provide one year of friendship calls for up to 10 people, helping them feel less lonely.



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For many of us, Christmas is the most wonderful time of the year, bringing family and friends together.

But the festive season can be a difficult time for many older people facing loneliness and isolation.

Last year 150,000 older people ate Christmas dinner alone.

"For the past few years I've been on my own at Christmas. You just get used to it. I keep myself to myself and make some kind of meal but I don't see or speak to anyone. I'd put on that noisy thing in the corner - the TV - just to stop the silence."

Alex 72 Motherwell



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Festive fundraising ideas

Fundraising over the festive period is a fantastic opportunity to give back and there are lots of ways your workplace could get involved in supporting Age Scotland. Here are just a few suggestions:

Secret Santa

Instead of doing a secret Santa, encourage your team to donate gifts to our Big Gift appeal or ask them to donate the money they would have spent on a gift to support Age Scotland's work.

Host a Christmas Quiz

For a small donation to Age Scotland, individuals or teams can sign up and battle it out to win the title of the most festive person/team. We even have a festive quiz sheet we can send you. Don't worry, the answers are included!



Festive Fancy Dress

From ugly Christmas jumpers to Santa socks and festive bobble hats, a festive-themed dress down day at work is fun for everyone in the office. Ask your colleagues for a donation to take part!

Organise a Bake Sale

A bake sale is an easy way to bring your colleagues together to raise much needed funds for Age Scotland this Christmas.

Donate your Last Hour's Pay

You may consider adding Age Scotland to your gift list by donating your last hour of pay before the Christmas break to help tackle loneliness and isolation. If you wish to extend your gift further, you can consider signing up to our **Payroll Giving Scheme**.



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The Big Gift Appeal

In 2024, Age Scotland found that 64,000 older people did not have anyone to exchange cards or gifts with over Christmas, and 100,000 over 65's feel more isolated at Christmas than any other time of the year.

Our annual **Big Gift Appeal** seeks gifts from organisations to deliver to our local member groups, across Scotland who need them most, meaning that you are making a tangible impact on local communities. Your generosity will help us provide the kindness many older people need this Christmas.

We ask for gifts to go in a gift bag and if you let us know how many you are able to donate, we will organise delivery to a local group near you.

Be part of showing older people that someone cares this Christmas!

Signing up

You can register your interest for the Big Gift Appeal through our website https://forms.office.com/e/KgK5NdGZGq



Why your organisation should support the Big Gift Appeal

Your support matters and impacts our Age Scotland member groups in a huge way, as shown by the feedback we receive:



Delighted with my gift bag and all the amazing surprises in it! I received toiletries, a hot water bottle and lots of sweets and treats. I have been absolutely spoiled! The kindness and thought put into each and every gift has been amazing and made our members so happy in the run up to the festive season. On behalf of all at the Senior Centre please allow me to pass on our thanks and appreciation. Loads of our members are leaving today with a bag of cheer, warmth and love – we are most definitely feeling the Christmas spirit!

Thank you!

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Thank you so much!
I am over the moon with
my gift bag! There are so many
kind folk around who are also
very thoughtful and generous.
I'm so happy they thought of us
and brought a bit of festive
cheer to the pensioners of
Castlemilk.
Christmas hugs to
them all!!

We were delighted with this kind gesture of gifts. We all felt privileged to be on the receiving end of such thoughtfulness and generosity.

Hints and tips

Thank you for deciding to be involved in our festive fundraising. Now the fun starts:

- Create a donation drop off point in your office space for your colleagues to leave their gifts ready for collection, or to be delivered to a local group near you. Decorate your box with Christmas paper and tinsel and add your Age Scotland poster to attract attention.
- Put the word out to staff about the collection through socials and your staff intranet. We have provided suggested wording and assets in your FAQ information which we will send once you have registered.
- Ask staff to have a festive fundraiser to get involved. Send out information on the fundraiser to your wider colleagues and help get everyone involved.
- Share our festive fundraising ideas and quiz with colleagues.
- Have fun and get everyone on board and excited about helping to make a difference.
- Keep us informed let the Age Scotland fundraising team know how you are doing and please do send photos as we love to see how creative you all are.



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Free materials and resources

From banners and buckets to balloons and gift tags, we've got lots of free resources available to order for your festive fundraising.

Materials available are:

- Gift tags to attach to your gift bags.
- Posters for your donation drop off points as well as posters promoting the Big Gift Appeal.
- Collection can and sponsor forms are available if you would like to raise money.
- A ready-made festive quiz sheet.
- Information booklets are also available from our website

age.scot/informationguides

to help spread awareness of Age Scotland and provide support.

• Banners and balloons to help with your fundraiser.

Don't forget our brilliant fundraisers are on hand to help. Email **fundraising@agescotland.org.uk** to get in touch.



Other ways to get involved

There are plenty of other ways to get involved with Age Scotland this festive season:

Volunteering

We have a variety of volunteering opportunities that also serve as a fantastic way to strengthen your team building skills! From supporting bucket collections and our various events, to micro volunteering opportunities or regular volunteering such as supporting our weekly friendship calls. age.scot/volunteer

Don't send me a card

Send eCards and donate the cost of cards and stamps to Age Scotland. There are lots of categories to choose from including one for Christmas. Send as an individual or as a business. **Age Scotland eCards | DontSendMeACard.com**

Leave a Gift in your Will

Each year, over half of our donated income comes from generous individuals who kindly leave a gift to Age Scotland in their Will. Every gift, no matter the size, is spent delivering essential services in Scotland. **age.scot/legacy**

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Payroll Giving

Payroll Giving is an easy way to donate straight from your salary. It's a tax effective way to make a regular donation to Age Scotland and help make a difference to the lives of older people. **age.scot/payrollgiving**

Age Scotland Weekly Lottery

Win up to £25,000 by playing Age Scotland's lottery! Every ticket offers the chance to win big while helping Age Scotland. Our lottery offers numerous chances to win every week.

age.scot/lottery



Donating

If you are raising money as part of your festive fundraising, there are lots of ways to pay in your donations:

Online: Pay in a collection or make a personal donation at age.scot/donate

Telephone: Make a donation by calling the fundraising team on **03330 15 14 60**

Post: Send a cheque and cover letter to:

Age Scotland

160 Causewayside

Edinburgh

EH9 1PR

Charity number SC010100.

All donations contribute directly towards positive long-term outcomes for older people across Scotland.

If you are donating gifts for the **Big Gift Appeal** please reach out to the fundraising team and we can co-ordinate collection and delivery with you.

Your support matters this festive season. Thank you for your kindness in supporting Age Scotland.

