

# Your Fundraising Guide



# Welcome to the team

Thank you for choosing to fundraise for Age Scotland.

Whether you're taking on a challenge, hosting a bake sale, or creating your very own fundraiser, we're here to support you every step of the way.

**We are the Scottish charity for older people.**

**Our vision is that no one in Scotland faces the challenges of older age alone.**

Your fundraising will ensure that every older person in Scotland has somewhere to turn. With your help, we can provide advice, friendship, and practical support that makes a real difference.

**In this pack, you'll find useful tips, ideas, and tons of inspiration. Our fundraising team are ready and willing to cheer you on and celebrate your fundraising journey.**

**From everyone at Age Scotland, a big thank you!**



## We're here for you



Email:  
[fundraising@agescotland.org.uk](mailto:fundraising@agescotland.org.uk)



Call:  
03330 15 14 60



Visit:  
[age.scot/fundraise](https://age.scot/fundraise)

# With your help, we can support more people like George

George contacted our Age Scotland Adviser to ask about financial support he could be entitled to. He had to stop working a few months before this due to a deterioration in his health. George had enjoyed his job and chose to continue his work beyond pensionable age, so stopping work was difficult for him.

**He was now finding things quite difficult without the additional income from employment.**

Our adviser also spoke to George about his health and need for support. George initially downplayed how much his health was affecting him, but then opened up and explained some of the difficulties he had been having. Our adviser recommended that George apply for Pension Age Disability Payment. George was sceptical that he would qualify for any support, but decided to submit an application with the help of our adviser.

**Following the assistance that our advisor provided, George's annual income increased by £15,739.**

**“It feels like there’s been a big weight lifted off my shoulders. I’ve got a bit more quality of life now. I was glad to speak to a nice person who was understanding and civil. The advice was great, and I was very grateful for the help I received. I knew I would be entitled to some benefits, but had no idea where to begin and would not have been able to complete the forms without your assistance.”** George, 70



# The impact behind every pound raised

Whether you're running a marathon or hosting a karaoke evening, your generosity will make a positive difference to the lives of older people right across Scotland.

Your support helps us provide a free helpline, an information and friendship service, support local groups across Scotland and campaign and influence on the things that matter to older people.

**Together, we're making a real and lasting difference.**

**£50**

Could help us to reduce isolation for up to 3 lonely older people by connecting them to local groups and activities.

**£250**

Could help us answer over 12 helpline calls to older people who need our advice and support

**£500**

Could provide a whole year of friendship calls to an older person experiencing chronic loneliness

**£1k**

Could help us provide vital support to almost 50 people who call our helpline





# Fundraise your way

**Top Tip!**  
There's more ideas in our A-Z list on our website.

There are lots of ways to fundraise for Age Scotland. Here are a few suggestions:



## Get your friends together

Pick something you would enjoy organising and make it fun on the night, so people want to come again. Find a local bowling club or community centre that would be happy to host your night, keeping your costs low.



## Organise a bake sale

A bake sale is an easy way to bring family, friends or work colleagues together to raise much needed funds for Age Scotland. You could even make it into a garden party or coffee morning.



## Community concert

Do you have a talent for singing, play an instrument or are you part of a choir? Turn your passion into a concert and bring your community together for a sing-along. Include an entry fee and serve refreshments afterwards to help raise funds for Age Scotland.



## Give something up

Looking for a daily challenge? Give something up for Age Scotland. Have a month off chocolate, takeaways, or social media. Why not give up your daily latte and add the daily savings to your fundraising page to build your momentum?

# Top Tips for organising an event

Contact us to let us know about your event plans so we can support your efforts and send you a unique fundraising link for your donations.

## Pick a passion

Get your friends, family, and community together to raise funds for older people. Plan something you will enjoy yourself, if you're having a good time so will everyone else!

## Do your research

Choose how you'd like to raise funds and get researching! Find out what costs might be attached to your event, and how much has been raised by previous fundraisers.

## Set a budget

Once you've decided how much you'd like to raise, divide that amount by 4 - this is your maximum spending budget

## Location

Look for venues that might offer a space for free or at a discounted rate. Make sure it is suitable for your guests. Is it accessible? Is there free parking?

## Talk to us

Share your plans with the Age Scotland fundraising team, and we will provide branded items, tips and advice.

## Extra add on's

Raise more with budget-friendly options, like a guess the teddy's name game, DIY photobooth, or a raffle of donated items.

## Spread the word

Share your event far and wide; on social media, through printed posters on community boards - even on your out of office message.

## On the day

Take photographs and post on social media, tagging Age Scotland. Encourage your guest to do the same.

## Thank your guests

Let your guests know how much was raised and thank them for supporting your event.



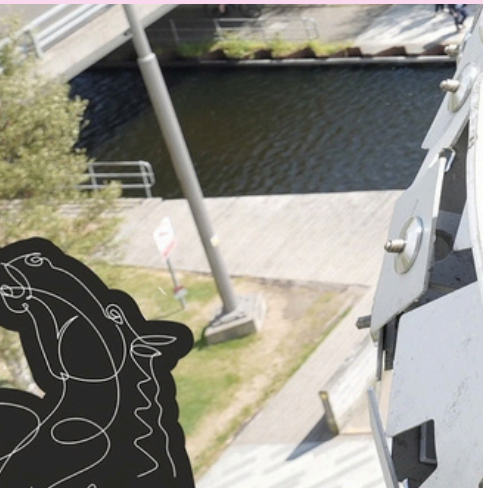
# Sameena's story

I loved the enthusiasm and support received from the Age Scotland staff during the events; it gave me the push I needed and made me even more determined.

I did not think I would raise donations by taking part in a second event, given that the challenges were close together. However, the Age Scotland staff understood my hesitations and offered great hints and tips.

**To my surprise, donations came rolling in, which was amazing, and it was all going to a great cause!**

**Sameena, The Kelpies and Firewalk fundraiser.**



# Hit your goals and make a big difference

We recommend setting up a page via Just Giving by visiting [www.justgiving.com/charity/agescotland](http://www.justgiving.com/charity/agescotland) and click 'Start fundraising'

1

## Start early

Get the admin done early! Setting up your page right away helps you get organised and ready for the challenge. Kickstart your fundraising with a donation to yourself.

3

## Fundraising goals

Setting a fundraising target will inspire your donors to help you get there. And if you start getting close, you can always increase it.

5

## After the event

Let friends, family and colleagues know how it all went. 20% of donations land after the challenge is complete, so keep sharing.

2

## Make it personal

Inspire support by sharing your reasons for fundraising. Remember to add your photo and update it wearing your Age Scotland t-shirt once it arrives in the post!

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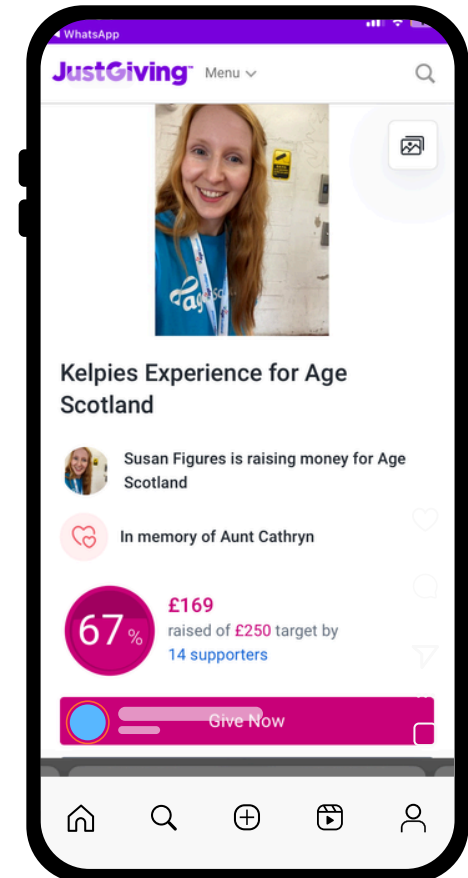
## Share your progress

Think of your fundraising page like your social media. Keep the updates flowing with lots of pictures, and share your page far and wide to keep the momentum going.

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## Say thank you

Thank all your sponsors for their generosity and let them know how much their support means.



# Materials to help you reach your goal

From banners and buckets to balloons and stickers, we've got lots of helpful resources available to order to make it as easy as possible for you with your fundraising.

Bunting

Event posters

Collection can or bucket

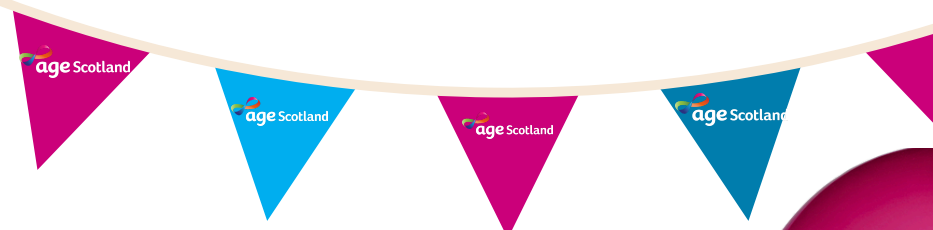
Balloons

Donation forms

Badges

Social Media graphics

Info guides



# Tick the **Legal Boxes**



## Licenses

Make sure your fundraising event has the correct licences and permissions. You can contact us for guidance, reach out to your local authority, or check the fundraising code of practice for more information.

## Food Safety

Food hygiene laws apply to bake sales and to any food sold or distributed. Check here for guidance: [food.gov.uk](https://www.food.gov.uk)

## Gift Aid

If you're a UK taxpayer, you can make your donation worth 25% more! Make sure friends and family are aware when filling in a paper sponsor form, as it needs to be filled in correctly to enable us to claim the gift aid.

## Raffles & Small Lotteries

Make sure you're up to speed with the rules around raffles. To check what's allowed, visit [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk) or contact your local council.

# Pay in your money



## Online

Pay in a collection or make a personal donation at [age.scot/donate](https://age.scot/donate)  
Please remember to add a note if you have been fundraising so we can send the correct letter of thanks and a certificate.



## Match Giving

Does your employer offer match giving?  
Some companies match what you have raised or up to a certain amount, so it's worth checking with your employer.



## Cash

If you have cash to pay in, that's great!  
Please get in touch with the fundraising team; they'll email you our bank details and your unique reference number.



## Post

Send a cheque and cover letter to:  
Age Scotland  
160 Causewayside  
Edinburgh  
EH9 1PR



## Telephone

Donate by calling the fundraising team:  
**03330 15 14 60**



# Other ways to get **involved**

## Join

Become a member of Age Scotland and join a movement that is dedicated to making life better for older people. It's free and open for groups, organisations and individuals who support our vision and work. [www.age.scot/membership](http://www.age.scot/membership)

## Donate

Our work would simply not be possible without the generosity of our supporters. Donations of any size are vital in supporting Age Scotland and the individuals and groups we serve. [www.age.scot/donate](http://www.age.scot/donate)

## Leave a gift in your Will

More than half of our donated income is from gifts left in Wills. Leaving a legacy to Age Scotland is easy and will have a lasting impact on the services we offer older people. [www.age.scot/legacies](http://www.age.scot/legacies)

## Fundraise

From adrenaline-fuelled and endurance events to organising your own challenge, bake sale or charity night, there are countless ways to help raise vital funds and support our work. [www.age.scot/fundraise](http://www.age.scot/fundraise)

## Volunteer

From Collection Can Collectors to supporting fundraising events, there are lots of highly rewarding ways to make a difference to older people's lives. [www.age.scot/volunteer](http://www.age.scot/volunteer)



Royal Bank of Scotland

of Scotland  
Kiltwalk

 age Scotland

kiltwalk  
celebrating 10 years

# Get in touch

We'd love to hear from you.

**Share your fundraising plans with us!**

Email: [fundraising@agescotland.org.uk](mailto:fundraising@agescotland.org.uk)

Tag us @agescotland on social media

Together, we can support you every  
step of the way.



Scan to  
find out more



[age.scot/fundraise](https://age.scot/fundraise)



WE'RE COMMITTED  
TO GOOD FUNDRAISING  
[goodfundraising.scot](https://goodfundraising.scot)

 **age Scotland**