

COMMUNITY FUNDRAISING PACK 2019

AGE CONCERN SOUTHEND



ABOUT AGE CONCERN SOUTHEND

According to data compiled by Age UK, over 1 million older people go more than a month with no contact from friends or family in the UK. Loneliness and isolation are more than just emotional experiences and research has shown that social isolation can be as bad for your health as obesity and smoking.

Age Concern Southend are a registered charity (number 1160916) who, assisted by a team of dedicated volunteers, offer comfort, friendship and practical help to residents who feel isolated and lonely .

Current services include:

Befriending /Telephone Befriending

Transport

Advice and information

Newsletter and directory of services

Community clubs

Social events

Wheelchair hire

Replacement hearing aid batteries



If you'd like to know more about the support and services we provide please feel free to visit (we are located at 134 Hamlet Court Road, Westcliff, opening hours Mon-Fri 9.30 – 4.30), call on 01702 345373, email on enquiry@acsos.co.uk or visit our website www.acsos.co.uk. You can also find us on Facebook (Age Concern Southend on Sea) and Twitter (@ACSOSSouthend).

WHY FUNDRAISE FOR AGE CONCERN SOUTHEND?

Age Concern Southend currently provide services, information and support to older people in the boroughs of Southend, Castle Point and Rochford but we can only continue to offer (and expand!) our services with the financial support of our star fundraisers, funding organisations and other donors.

£5 pays for 45 minutes of phone support for older residents providing information and advice.

£25 provides 1 a days worth of petrol for our Age Concern minibus, ensuring that older people in the area can attend social clubs and hospital appointments and remain living independently.

£50 pays for one afternoon of social activities and entertainment for older people in the area who would otherwise be on their own.



£100

pays for approximately 3 isolated older people to be paired up with our volunteer befrienders. This includes the admin fee for our volunteers DBS checks, ensuring our befriendees feel safe and secure using our services.

CASE STUDY - BARRY, 86

Barry has been using our befriending services for 18 months. He reached out to us as he was feeling lonely after losing his wife 2 years previously.

"I really look forward to Mike coming round once a week and miss it when he's on holiday."

"It's very lonely being on my own after my wife died and having someone to come round who I can talk to about what's going on in the world and things like boxing, snooker and football is a great help."

"Mike also helps me arrange medical appointments and comes with me to the doctor's. We also go out for lunch when he comes round which gets me out of the house and we've been horse racing and he took me on holiday last year for a long weekend away. He's been a great friend to me."



HOST YOUR OWN EVENT

Hosting an event at work, home, school or in your community is a great way to raise some money whilst having fun, increasing awareness of Age Concern Southend and getting to know your neighbours and work colleagues. Here are some simple, tried and tested ideas to get you on the way to being a fab fundraiser.

Run a bake sale, clothes swap or jumble sale! Charge an entry fee or ask for donations for your cakes or clothes for an easy way to raise some money for ACSOS.

Host a games night! Quizzes, race nights, board game tournaments, even 24 hour game-a-thons are a great way to get people having fun for ACSOS

Run a raffle! Raffles are an easy way of raising money at an event and can often raise more than the event itself! Talk to us if you have any questions about running a raffle in accordance with gambling regulations and how to approach local businesses for prizes.

Tell us your ideas! If you have any ideas you'd like to run by us, support you need or general questions about hosting a fundraising event feel free to give us a call on 01702 345373 or email us on enquiry@acsos.co.uk.

Don't Forget!

If any of your events include street collections or any part of your event is on public land you'll need to apply for a license. You'll also need to make sure you have the relevant insurance and health and safety checks where necessary. Give us a ring if you are unsure!



DO A SPONSORED.....

The great thing about a sponsored event is that they can be as simple or complex as you want them to be. Raise a few pounds at your school or office with a sponsored silence or go the extra mile and take part in a sponsored challenge trek abroad!

Give something up. Ask people to sponsor you to give up chocolate, smoking or maybe even Facebook!

Do an activity. Take part in a (or host your own) sponsored run, walk, swim or bike. You could get sponsored to do team sports or even exercise at the gym. Could you do 2 hours on an exercise bike or 12 hours of football matches at your local club?

Do something crazy. The more unusual or daring the idea, the more sponsors and publicity you are likely to receive. Take a baked bean bath, dye your hair a daring colour, the possibilities are endless!

Join in with an organised event. Many companies provide open challenges such as treks, mountain climbs and triathlons. Have a look online to find where you can get involved.



PUBLICISE YOUR FUNDRAISING

Make sure to get people talking about your hard work!

Be sure to publicise your fundraising efforts to get the most out of your event.

Get published. Speak to your local press. Newspapers, radio stations and bloggers all love a feel good story and would love to hear about your fundraising efforts. Press releases are the best way to share your story but feel free to give your contacts a call to make sure they have seen your story.

Social media pro? Be sure to share what you are doing with all your followers and friends. We can help by sharing your tweets and posts. Be sure to tweet us and tag us or even create a hashtag for your fundraising event to help people follow your progress

Talk to those around you. Talk to your friends, work colleagues, family, anyone you know about what you are doing. It's amazing how quickly word of mouth can help spread a message (and increase your donations!)

It is good practice to publicise the amount you have raised after your event, usually by letter of thanks to the local newspaper. This provides an additional opportunity for raising awareness about ACSOS as well as letting people know about your success!



COLLECTING DONATIONS

There are a few things to bear in mind when you are collecting donations and sponsorships to keep you safe, secure and legal.

- The legal minimum age for collecting donations is 18 in London and 16 in the rest of the UK.
- When handling cash always carry it in inconspicuous bags and arrange for two people to be present when counting or carrying any amount of money. Make sure you only count cash in an area where it is safe to do so.
- For collections you should have a letter of authorisation from ACSOS stating your name, address and when and where you are collecting. This keeps you covered in case anyone questions where your donations are going.
- You will also need a license from the council if you are collecting in public areas. Have a look at your local authority's website to find out their requirements.
- If you are collecting on private property be sure to get permission from the manager or land owner.



**Please do not
collect house to
house in aid of
Age Concern
Southend.**

SENDING YOUR DONATIONS TO US

Once your fundraising is over count up any cash you have raised (try to arrange for two people to be present when counting or carrying money) and send it on to us at ACSOS in any of the following ways:

- **Total Giving**

All money donated through www.totalgiving.co.uk comes directly to us, so there's no worry about chasing money from your sponsors and/or donors. Find us at www.totalgiving.co.uk/charity/age-concern-southend-on-sea-cio

Post it

You can send us your donations via post using either a cheque or postal order made payable to AGE Concern Southend on Sea CIO, 134 Hamlet Court Road, Westcliff on Sea, Essex, SS0 7LN. No cash in the post please!

Visit us

Donations in cash or cheque can be dropped in at our offices at 134 Hamlet Court Road, Westcliff (SS0 7LN). I'm sorry we can't accept card payments at this time.

Make a Regular Donation

Even a small amount, when given regularly via standing order, can help us plan better, do more and reach more older people in the community.

Call us

Give us a ring on 01702 345373 we'll guide you through the processes or take a card payment over the phone.

Remember to GIFT AID donations where possible to make your money go further. For donors to qualify they must pay income tax. Ask us for a Gift Aid form or use our official sponsorship form to help us claim an extra 25% on top of what you raise.





SOUTHEND ON SEA CIO

THANK YOU FOR ALL OF YOUR SUPPORT!

