



**Independent
Age**



Your fundraising guide

Your support will help older people to grow old well and stay independent.

Susanna's story

Susanna took on the Great North Run for us.



Next year I will be 70 and I wanted to close this decade with a fitness challenge.

I wanted to put my mind to looking after my mental and physical health. To train for this race, I ran around a big car park near home, with a hill or two thrown in to practise for the inclines, and each week I built up my running time. The crowds got me through on the day!

More than two million people over the age of 65 in the UK live below the poverty line.¹

Only 66% of older people who are entitled to Pension Credit are currently receiving it.¹

Two million of the four million 'non-decent' homes in England are lived in by someone aged 60 or over.¹

¹ *Experiences of poverty in later life*, Independent Age, January 2022, see independentage.org/policy-and-research/experiences-poverty-later-life.

Thank you

Our mission is to ensure that as we grow older, we all have the opportunity to live well with dignity, choice and purpose.

We provide free information and advice for older people and their families on care and support, money and benefits, and health and mobility.

We use the knowledge and insight gained from our frontline services to challenge poor care, and to campaign for a fair deal for older people.

Your support will help older people to grow old well and stay independent.



Thabani's story



I worked as a nurse in critical care for 50 years. When I retired in 2019, I decided to pursue a new career in commercial casting. I got a few jobs and the future looked very promising – with the money, I planned to pay off my mortgage.

Then COVID-19 hit. The commercial jobs were cancelled, my osteoarthritis deteriorated, I developed shingles and my life savings dried up. I was trying to pay the bills with just my State Pension and didn't know how to make ends meet. The creditors were chasing me and I was afraid I was going to lose my home.

When I called the Helpline, I didn't know what to expect. But the advisers were so kind. With their help, I discovered I was entitled to an extra £600 per month. I can't tell you how happy I was. Without Independent Age, I would be homeless.

Make your fundraising page a winner

JustGiving Menu Start Fundraising



Oakley Richards

London Marathon 2023

Fundraising for Independent Age

Event: London Marathon 2022, on 2 October 2022

Story

Here I am again, London marathon 2023, as many of you know i was meant to be running the 22 marathon, unfortunately for me 2 days before the marathon i got really unwell and couldn't take part and had to watch the marathon from my bed on tv, this was not how i expected it to go, HOWEVER! i'm back with independent age once again to take on next years marathon and have even more drive and excitement as i have got to redeem myself, i can't thank them enough for letting me jump onto next years marathon. A big goal of mine on my bucket list was to do the London marathon aged 18, but things didn't swing my way so i say why not 19, that's life sometimes. anyway, keep a look out for any fund raisers coming up, events etc...

The charity I have chosen to run for is Independent Age, our aim is to reduce poverty, tackle inadequate care and combat loneliness. Last year, over 1 million people accessed our services through contact in person, phone calls and more. I'm hoping that with the two and a half thousand pounds I will have raised I can help lonely and low income house holds get to the help they need and deserve.

Thank you for donating... see you on the start line.

Search

61%

£1,227

raised of £2,000 target
by 77 supporters

Give Now

Share



Independent Age
We advise, support, and
campaign to improve
older people

Charity Registration No

STRAVA

All

Run

Ride

252.75 km completed overall

Supporters



Team #runFAR

1 month

Donations for the Team #runFAR
relay

£250.00

Jorja and fam



Update your picture

Update your profile picture to keep it looking fresh! Those who add a photo to their page tend to raise 14% more.

Set a target

Setting a target encourages your supporters to give, by letting them know how close you are to your goal.

Share your story

Shout about the incredible challenge you're taking on, and what motivated you to do it.

Integrate a fitness app

Those who log their activity on a fitness app and share it on their page raise an average of 40% more!

Make your first donation count

The bigger your first donation is, the more likely others will follow and give a similar amount!

Inspiring fundraisers



I achieved a lifetime ambition while helping a worthy charity. Try it, you won't regret it.

James, skydiving



Running for Independent Age gave me purpose and drive to get over the finish line in a good time.

Matt, Great North Run



Friends and family were really generous with their donations – including some people I hadn't spoken to in a year! Make sure you shout about your fundraising on social media.

Phoebe, London Landmarks Half Marathon



I was honoured to raise money for such a valuable charity. The support I received before, during and after the race from the team was excellent.

Matthew, London Marathon

Top tips from the team

Keep it interesting

You might be worried about asking for sponsorship. Remember that you're doing something incredible – you're helping to improve the lives of older people!

The key to sharing your page is to keep people interested. Share if you've hit a fundraising milestone, any interesting stories from training, or if you've held a fundraising event. Personally thank those who have donated to you by tagging them in a post.

Start early

The earlier you start fundraising the more time you have to hit your target. Reach out to your closest family and friends for a donation, or make the first donation yourself to kick everything off.

Use your skills and contacts

Have a think about who and what you know. Can you fundraise at work? Is there anywhere you could host a collection tin or hold an event? Perhaps you have a unique skill or hobby you can use to fundraise!

Fundraising ideas



Host a bake sale

Bake sales are a quick and easy way to raise money – and super tasty, too! The more treats you have on sale, the more you'll raise, so see if friends and family are happy to get baking to support you.



Get crafty

If you love making things, put your creativity to good use and make, paint, knit or sew. Host a crafts night to sell your items and raise money for older people. You could share your skills by hosting a workshop. Ask everyone who would like to attend to donate.





Host a tea party

A tea party is a wonderful opportunity to get your nearest and dearest together, and catch up over a cuppa. Raise money by asking everyone who attends to pay an entry fee.



Get quizzical

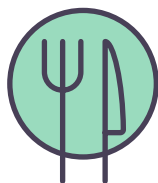
Organise a quiz event at your local pub and invite everyone along to form teams. Ask for a donation for entry into the quiz. Consider hosting a round about famous older people in the UK, or theme your quiz around a particular decade for a trip down memory lane.



Host a raffle

A raffle is a quick and easy way to fundraise. Give yourself time to ask as many businesses as possible to donate prizes. Once you've got them ready, you can start selling tickets. Think about how much you'll sell the tickets for, and how many people you'll be selling to.*

*Check out this page: [Keep it safe and legal](#).



Host a dinner party

Invite your friends over to enjoy a delicious meal and make your dinner party a night to remember. Ask them to donate what they would spend on a typical meal out. Take your party to the next level and set a theme for the night! Ask your guests to dress up and create a playlist to celebrate it.



Go golfing

Keen golfer? Take on a golfing challenge with your local club. Start by asking them to host the tournament for you. Promote your golf day by asking local businesses to sponsor prizes for participants and contact local media to advertise your event.



Give something up

Conquer your cravings and give something up for 30 days. You could choose to give up sugar, alcohol, chocolate, crisps – whatever you most have a craving for! Ask for sponsorship to take on the challenge.



Make it sport themed

Sport is special: it gives us something to cheer, it makes us feel proud and, unlike anything else, it brings people together! This makes it the perfect vehicle to boost your fundraising for Independent Age.

Be sure to think about events that happen every year, like the Champions League, Wimbledon and the Six Nations, as well as events that are less regular, like the FIFA and the Rugby World Cups.

You can then choose what type of fundraising event you want to run, such as sweepstakes, quizzes and viewing parties.



How you can help

Every pound you raise will make a difference to the lives of older people in the UK.

SUPPORT

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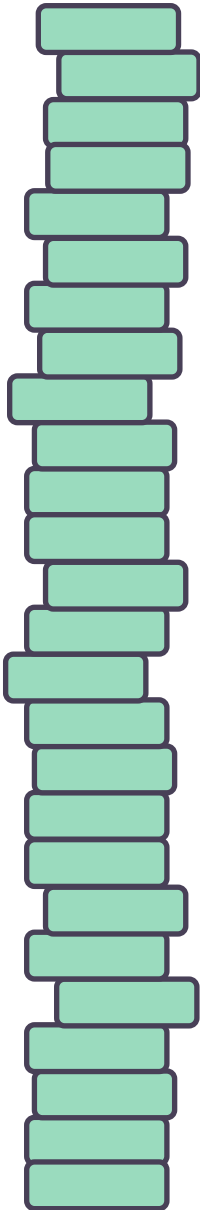
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The money you raise could...



...enable an older person to participate in one of our telephone friendship groups for a year. Our groups bring together older people from across the UK, helping to keep them connected.

...allow somebody to receive support from our Advice Service. One of the services we provide is a full welfare benefit check, helping older people to maximise their income.

...fund a call to our Helpline. Our Helpline answers around 15,000 calls a year. Our advisers are experts on issues affecting older people.

...cover the cost of a download or email of an information guide. Our guides are there to help older people boost their income, find care and remain independent.

How do I publicise my event?

The more people who know about your event the better!



1 Talk about it online

There are lots of ways to promote your fundraising events online using social media like Facebook and Twitter.

2 Make a video and take photos

Why not put together a home video and post it on YouTube? It can be anything from a personal message to a diary of your planning. Posting snippets of video can be a fun way of keeping people updated on your fundraising event!

3 Tell your local press

Make sure you contact your local press to let them know what you have planned. Let them know the time, date and location of your event, because they may be able to send someone along. We'd be happy to help create a press release for you.



We've made some resources to help you. Download them at independentage.org/fundraising-resources or email events@independentage.org.

Keep it safe and legal

Raffles and lotteries

Before holding a raffle, please take a look at the Gambling Commission's advice page:

[gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk).

Be safe and have fun!

Collections

To collect money in public places you might need a street collection licence – visit **[gov.uk/street-collection-licence](https://www.gov.uk/street-collection-licence)** for all the details.

If you'll be collecting on private land, you'll need permission from the landowner or manager.

How to pay in your fundraising

If you have an online fundraising page, donations made via your page will be automatically sent to the charity.

If you have collected cash or cheques, count the total amount and deposit these into your bank account. Don't send cash in the post.

Instead, send us your donations by:

- donating on our website, telling us the details, like how you raised the money and what for
- contacting the Fundraising team on **020 7605 4223** and we will help you make a transfer or send a cheque.

A middle-aged man with a receding hairline, wearing a pink and white checkered short-sleeved shirt, is smiling broadly. He is holding a large white rectangular sign in front of his chest. The background is a blurred green lawn and trees. The sign has two sections of text: a dark grey section at the top and a green section at the bottom.

Thank you for
supporting
older people.

Now have fun!

Get in touch

If you have any questions, would like any fundraising materials or just fancy a chat, please contact our friendly Events team.

Email events@independentage.org

Visit independentage.org

Call 020 7605 4229



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