

Fun ways
TO FUNDRAISE





Warning: this pack may contain **extra years of zest.**

LifeCare exist to give older people in Edinburgh extra years of zest.
That's extra years of fun, friendship and support.
Three things we hope you'll also find when you fundraise for us.



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a big thanks.

First up, thank you!

You've chosen to support LifeCare with a fundraising event. And in doing so, you'll ensure we can continue to provide and subsidise the best quality care through our dementia day clubs, outreach and help at home services for otherwise, isolated, older people in Edinburgh and those living with dementia.

Every penny you raise will go towards giving an older person in Edinburgh extra years of care and support. Extra years of independence. Extra years of friendship and fulfilment. We call this extra years of zest. And we can only provide it thanks to wonderful people like you.

This guide is packed with advice and ideas. And we're here for you every step of your fundraising journey. So if you fancy floating a fun fundraising idea, want to book some brightly branded LifeCare bunting for your big event or need more materials or advice to make it happen, just ask.



fundraising@lifecare-edinburgh.org.uk



0131 343 0940



www.lifecare-edinburgh.org.uk

how the money you raise will help.

A growing demand for LifeCare, a growing need for funds.

Dementia is set to double

In 2016, around 90,000 people in Scotland suffer from dementia. Over the next 25 years, experts expect this to double.

Impact of loneliness likened to smoking.

The scale and impact of loneliness in modern Scotland makes it a public health issue, like smoking, obesity and drinking. The statistics are stark – on average, 10 per cent of the population aged over 65 are chronically lonely. It is estimated to be as bad for people's health as smoking 15 cigarettes a day.

How LifeCare makes a difference.

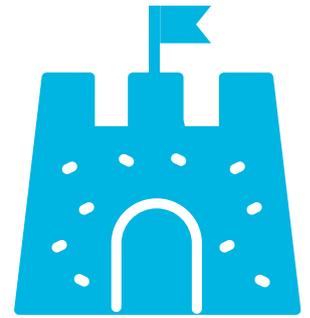
Every year, LifeCare supports many older people who live in Edinburgh. Many have dementia. Some may be physically less able than they once were. Others are struggling to care for a loved one and deserve a much-needed rest. Most of them are still living at home. Without the services that LifeCare provides, from friendship to specialised dementia care, they would be isolated and alone. By raising funds for LifeCare, you show them you care.

We're a registered charity and subsidise our day clubs, outreach and help at home services. We need to raise more than £200,000 every year to do so, which is what makes supporters like you so very special too.





The funds you raise will raise smiles all round in our dementia day clubs



The donations you bring in help get older people out.



The event you hold will help support get togethers like this.

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fun ways to fundraise.

You're giving your time and energy to support a great cause. It's only fair that you have great fun doing it. Perhaps you already know how you want to raise funds for us. If so, fabulous, don't let us keep you, just skip right on to the next section.

If not, we hope this helps:

1. Do what you do best.

Maybe you've got a real gift. Like baking so good it would bring tears to Mary Berry's eyes. In which case, what about a Bake Sale? Or a coffee and cake morning? Or a Guess the Weight of the Chocolate Cake? Or perhaps you prefer eating cakes to making them? Why not set friends or colleagues the Bake-Off Challenge and be judge instead?

Baking doesn't have to be your thing. It could be sport or art or anything. But thinking of your talents or passions is a good way to find a fundraising idea that's fun for you. And chances are you will love it, and people around you will too.

2. Set yourself a challenge on your own or in a team.

There's Munro's to be conquered (282 of them in Scotland, alone). Marathons to be run. Lochs to be swum. Islands to be cycled round. Walls to be scaled and abseiled.

A challenge could encompass anything from abseiling to zip wiring, you name it, on your own or with friends.

So what are you waiting for? If any of that outdoorsy stuff floats your boat (oh, did we mention rivers to be rowed?) get out there and get fundraising.

3. Get inspiration from the TV.

How about your School's Got Talent? Or an office-wide X Factor? Or a Colleague Come Dine With Me? Less appealingly, there's the Boardroom Bush Tucker Trial or your street's spin on Strictly. The simple truth is, ideas that are on the telly are already tried and tested. They work. And they're a great way to raise funds for Life Care and have fun doing it.

University Challenge, Eggheads, Mastermind, Beat the Chaser, the list of what you could crib is as infinite as the funds it could raise for us. Which is helpful. Because did we mention we have to raise £200,000 to simply keep doing what we're doing every year?

4. Be more sociable.

Cheese and wine, anyone? Or, more to the point, everyone? The more the merrier. You can put your own spin on it. Blind Gin, Beer or Wine Tests add a little competition.

Quiz nights, race nights, casino nights, any kind of nights are always good for drawing a crowd.

It doesn't have to be hedonistic. Five a side football, netball or hockey or even a mini Olympics are good ways to have a get-together and raise funds too.

5. Be less sociable.

If none of the above is your thing, there are still anti-social ways you can be pro-charity. Like a sponsored silence (always a favourite with teachers). Or a sponsored read. You could walk or cycle to school or work, every day for a month.

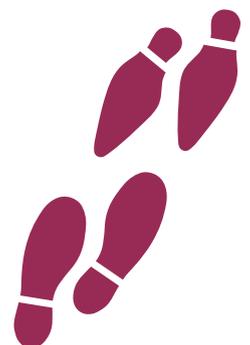
6. Sell, sell, sell.

Hold a jumble sale. One man's trash is another man's treasure and all that. You get a good clear out, someone else gets a good bargain. Win:Win. Not to mention our worthwhile cause receives the much-needed funds you make.

Alternatively, you could hold a raffle. Or host an auction, silent or otherwise, and make a night of it. Sound good? Sold.

7. Face your biggest fear.

People pay big money for this sort of thing. Especially if you're the boss. Hug a tarantula. Wrap a real boa round your neck. Obviously in a perfectly safe manner, all supervised by professionals – you might want to read up more in our Keep it Safe, Keep it Legal section. Or maybe get your chest waxed. It might hurt. But it's for charity.



8. Take something up.

How about beard growing? Or tidying your bedroom? Or writing some poetry and having a recital? Or, for one night only, stand-up comedy? Or form a band and do a whole string of gigs if you fancy?

9. Give something up.

How about a non-uniform day? Or perhaps you want to quit smoking, have a month without chocolate or abstain from alcohol? Getting others to sponsor you is a great way to ensure their support and harden your resolve.

Or you can pay when you fail, like with a company swear box. Who says some good can't come from bad?

10. Make something up.

We're just about all out of ideas. But we're sure you're not. So if you have a wacky way to fund-raise, make sure you share it with us and we'll use it to inspire others.

WANT TO TALK
TO SOMEONE ABOUT
YOUR IDEA?

Give us a call and we'll be up for a chat; 0131 343 0940.

prepare for success.

So. You've got your worthwhile cause; supporting LifeCare and combating loneliness and isolation for Edinburgh's older people and supporting those with dementia. And you've decided what you want to do to fundraise for us. Now what?

It's all in the planning and preparation.

Ask yourself:

What?

DO A SENSE CHECK WHILE YOU CAN:

- You've got your idea.
- But it's worth running it by friends, family, colleagues and others who you want to support you.
- Don't be afraid to change your idea.
- You haven't committed anything (apart from a desire to raise funds for LifeCare) at this point.
- Ask us, if you're still unsure, we're here to help!

DO THE MATHS:

- What are your upfront costs?
- If you have to hire a venue or entertainment or equipment, talk to the supplier. Tell them what you're doing and explain why LifeCare's such a great cause. This should get you a discount or you may even get it for free.
- As a rule of thumb, you should always aim to make at least double your cost.

CAN YOU 'SUPERSIZE IT'?

- Gift Aid allows us to claim back the tax on every eligible donation. That means, if someone is a UK taxpayer we can get an additional 25p on every £1 donated. Always ask your sponsors to choose the Gift Aid option when they can, to boost your total.
- Ask an employer or a company to match donations.
- Think of add-ons to the event that will help increase revenue, like holding a raffle or paying as little as ten pence to put your coat into the cloakroom; it all adds up.

Who?

WHO CAN HELP?

- ✓ Before you draw up a list of who you want to invite, draw one up of who can help.
- ✓ Do you know musicians or entertainers or someone who has a venue that they might give you for free, or at a discount?
- ✓ Have you got friends who work in marketing and advertising who can help with publicity or are especially well-connected?
- ✓ Once you've got these folks involved, they'll no doubt add to the invite list too. Which is all good. The more, the merrier.

WHO CAN COME?

- ✓ Write a guest list. Then get everyone on it to write a guest list. That's how these things grow.

HOW WILL YOU INVITE THEM?

- ✓ Remember to network socially – Facebook, Twitter and LinkedIn are all useful tools – but don't forget to network 'actually' – it's harder to say 'no' when someone asks you face to face!
- ✓ There's also posters and radio shout outs and RSVPs. LifeCare can provide you with some great downloadable templates.

Why?

- ✓ To us you're not just a fundraiser. You're one of our greatest ambassadors. Spread the word about the good work we do – how we combat loneliness for older people in Edinburgh and support those with dementia. Explain that we subsidise the best quality day clubs, outreach and help at home services in the city but need to raise £200,000 every year in order to do so. People dig deeper when they know why.

Where?

- ✓ Ask around to see if you can get a venue for free or even at a discount.
- ✓ Is it somewhere people will want to come? Is it accessible?
- ✓ Has it got public liability insurance?

When?

- ✓ Avoid clashes or busy times of the year.
- ✓ Plan enough in advance to allow you to negotiate discounts with suppliers.
- ✓ Is there a particularly poignant time you might wish to host your event – for example around Mothers', Fathers' or Grandparents' day? Or to mark the anniversary of a loved one's passing?

keep it safe, keep it legal, keep it fun.

Have everything covered before the big day. That way you can actually enjoy it too!
For larger events you may have to consider some further things...

INSURANCE.

- Please note that you are responsible for the event and not LifeCare. We cannot accept liability for any activity or event that you hold. You'll need to budget for public liability insurance, which can be obtained from any insurer. If you're holding the event in a venue that already has liability insurance, it's best to check it covers your activity.

LICENCES.

- Ask your local authority whether you need to obtain any special licences (e.g. public entertainment, collection or alcohol licences). If you're holding the event in a public place you must have permission from the council or landowner.

FOOD HYGIENE.

- It's vital you follow food hygiene law, whether food is sold or given freely at your event. Contact your local council for food hygiene regulations at events. Tel: 0131 200 2000 or just ask us for more information.

RISK ASSESSMENTS.

- Ensure you have adequate first aid cover for the scale of your event. Identify any hazards and assess any risks for your activity that you'll need to consider. If you're unsure, check with your local council beforehand.

GET PHOTOGRAPHIC CONSENT.

- If children are helping, or if you're taking photographs of children, you'll need parental consent. And you'll need to get consent from adults who are in your photos too.
- Young people under the age of 17 must be accompanied by an adult. If your event is on private property, get permission from the owner or manager too.
- Contact LifeCare for guidance and photographic consent templates.

RAFFLES.

- You don't need a license so long as all the ticket sales take place on the day of the raffle, all tickets are the same price and no discounts are applied.

how to draw in the crowds (and donations).

Do not underestimate the power of word of mouth. Or a face to face invite. It's far harder to say no face to face than it is on Facebook! But yes, harness those social media channels too.

POST, TWEET, SHARE THAT YOU CARE, WE CARE; LIFECARE.

And in doing so, help us raise the £200,000 we so desperately need every year to subsidise the best possible day care, outreach and help at home services for Edinburgh's older people.



Paying in your money.

Phew. Well done. You've done all the hard bit raising the money. Now for the easy bit - paying it in.

SEND BY POST

Please send us your donation by post. Make any cheques payable to LifeCare Edinburgh (Limited), 2 Cheyne Street, Edinburgh, EH4 1JB

Please include a list of the following:

- Name of the person you are fundraising in memory of
- Your name and address
- Name of the next of kin (if for funeral collection)
- Address, email and phone of next of kin (if for funeral collection)

FUNERAL COLLECTIONS

After the funeral, you can choose to collect the donations and pay them in yourself, or the funeral director can pay them directly to LifeCare Edinburgh on your behalf.

BY TELEPHONE

0131 343 0940

super-useful contacts and links.

They always say that two heads are better than one, so below is a list of all the super smart and useful heads we can think of to help your fundraising be a success!

Edinburgh City Council:

LICENCING TEAM

Email: licensing@edinburgh.gov.uk
Tel: 0131 529 4208

PARKS TEAM

Web: www.edinburgh.gov.uk/parks

EVENTS TEAM

Email: events@edinburgh.gov.uk

EDINBURGH POLICE:

Web: www.scotland.police.uk/contact-us/

Walking or trekking

BRITISH MOUNTAINEERING COUNCIL

Web: www.thebmc.co.uk

LONG DISTANCE WALKERS ASSOCIATION:

Web: www.ldwa.org.uk

RAMBLERS:

Web: www.ramblers.org.uk

Health and safety

FOOD STANDARDS AGENCY:

Web: www.food.gov.uk

HEALTH AND SAFETY EXECUTIVE:

Web: www.hse.gov.uk

ROAD SAFETY

Road Running Course Measurement in UK at www.coursemeasurement.org.uk

First aid

ST ANDREW'S FIRST AID:

Web: www.firstaid.org.uk

RED CROSS EVENT FIRST AID:

Web: www.redcross.org.uk/eventfirstaid

Publicity

EDINBURGH EVENING NEWS COMMUNITY PAGES

Phone: 0131 311 7540
Email: community@edinburghnews.com

Fundraising Information

INSTITUTE OF FUNDRAISING:

Web: www.institute-of-fundraising.org.uk

LOTTERIES AND RAFFLES:

Web: www.gamblingcommission.gov.uk

LifeCare

Web: www.lifecare-edinburgh.org.uk

share you care.

Promote your event on social media channels, to your friends and family, or even to the local press. Get more people to come along and donate and inspire others to fundraise for LifeCare.



Your support funds person-centred care for older people in Edinburgh and those with dementia... you make a difference!



did we say thank you?

Yip. We did.

But that was way back on page 3. But with all the work you've done to get this far, you deserve another big thanks. Not to mention a huge pat on the back.

We couldn't raise the £200,000 we need every year to subsidise the best day care, outreach and help at home services for older people in Edinburgh without people like you.

**SO THANKS TO
YOUR BIG HEART
FROM ALL OUR
YOUNG-AT-HEART
ONES.**



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