

Fundraising Guide



Empowering older
people to live happy,
healthy, independent
and more connected
lives

Tips and advice for a successful fundraiser

Fundraise for us



You can help change older people's lives in Belfast for the better by raising vital funds for Engage with Age.

Every pound you raise helps combat isolation, builds community connections and provides joyful activities for older people across the city.

Below is a brief outline on how to plan, launch and succeed with your fundraiser, online or in person.



1. Creative Fundraising Ideas



Pick an activity that matches your style, time available and audience.

Community & Social Events

- **Charity Pub Quiz:** Partner with a local venue to host a quiz night.
- **Coffee Morning or Vintage Tea Party** (see our guide [here](#)): Bake some treats, brew local tea, and invite neighbours, friends, family or colleagues for a friendly gathering where they can donate, while enjoying refreshments and a chat.
- **Community Walk:** Organise a group walk*, such as through Ormeau Park, Stormont or along the Maritime Mile.
- **Pamper party:** Bring out the treats, bubbles, face masks & nail polish and get friends or family over for a relaxing pamper session in support of Engage with Age.

Workplace & School Challenges

- **Dress Down Friday:** Ask colleagues for a small donation to wear casual clothes to work or have a pyjama day at school!
- **Office Bake Off:** Host a competitive bake sale where coworkers get to taste test and vote by donating.
- **Executive Challenge:** Sponsor your teacher or manager to do something funny, like wearing a goofy outfit, or have an "Odd Clothes" or "Bad Tie" day.
- **Sponsored Silence in School:** Can your class stay silent in support of us?
- **Organise a Sweepstake:** Sweepstakes can be a fun and quick way to fundraise. You can start with something simple like guessing how many sweets are in a jar for an entry fee - the winner gets the sweets!



Active & Individual Goals

- **Fitness Challenges*:** Commit to walking, cycling, running or swimming a set distance over a fortnight or month e.g. walk one or more miles a day for a month. Alternatively you could do a mountain hike whilst enjoying breathtaking scenery, such as Slieve Donard or Cavehill.
- **Belfast Marathon:** Run the full or half marathon, a team relay, or 8K walk for us.
- **Sponsored Group/Dog Walk*:** Arrange at a local park with family, friends, work colleagues or the local community.
- **Give It Up Challenge:** Ask people to sponsor you to skip coffee or social media for a month or donate the money you would have spent.

**For large group events on private land or specific estates, landowner or council permission should be sought beforehand. We would be happy to assist. Please note we do not provide public liability insurance cover for these events.*



2. How to Organise Your Fundraiser

Follow these five simple steps to turn your idea into a successful event:

1. **Choose Your Activity:** Pick an idea from our list or create your own.
2. **Set a Date:** Ensure it does not clash with major local events or holidays.
3. **Set Up your Fundraising Page or Sponsor Form:** Create an online page, print sponsorship forms [here](#), or do both (see further detail below). We can also assist with posters including links or QR codes leading to donation pages, and provide [leaflets](#), donation boxes or buckets for events.
4. **Spread the Word:** Use social media, email, local flyers and face to face chats.
5. **Collect and Submit:** Gather donations and send either by cheque to our address below, payment via our [Justgiving account](#) or bank transfer.
N.B. If you have created a Justgiving fundraising page, funds will automatically be transferred to us after the event.



Method 1: Fundraising Online

Digital fundraising pages make it easy for friends and family to support you from anywhere.

1. **Choose a Platform:** Create your fundraising page on a reputable platform like JustGiving [here](#).
2. **Tell Your Story:** Explain why you are supporting older people in Belfast.
3. **Add Photos:** Use a clear profile picture preferably of yourself or something else personal related to your fundraiser.
4. **Set a Target:** Pages with clear financial goals raise significantly more money.
5. **Update Your Supporters:** Post regular updates to show your progress and build excitement.



Method 2: Fundraising – In Person

Paper forms and face to face collections are highly effective for connecting with colleagues, neighbours and local community groups.

1. **Use Official Sponsorship Forms:** Download and print our official form [here](#)
2. to collect donations.
3. **Capture Gift Aid details:** Ensure UK taxpayers write their full name, home address, and postcode on the form so we can claim an extra 25% on their donation at no extra cost to them.
4. **Set Up Collection Buckets:** Engage with Age donation boxes or buckets can be requested for your workplace or event. Ensure to keep cash secure.
5. **Submit Your Funds:** Cash can be paid directly into our bank account or converted into a cheque made payable to *Engage with Age* (contact details below).



Get in Touch & Resources

Need help getting started? We can provide assistance, advice, donation boxes, official sponsorship form templates, logos and promotional flyers to help your event stand out.

Contact our fundraising team directly by emailing fundraising@engagewithage.org.uk, calling us on **028 9073 5696** or write to us and register your event at **East Belfast Network Centre, 55 Templemore Avenue, Belfast, BT5 4FP.**

