



Fundraising Pack

We are Hourglass, the only UK-wide charity dedicated to calling time on the abuse, harm and exploitation of older people.

We're investing in making a difference to those impacted by this abuse, through our 24/7 helpline, online services, community response, political campaigning and much more.

But we can't do this alone. We're calling on you to help us deliver real change for older victim-survivors of abuse. Your critical support can give us a renewed ambition and confident determination.

Now is the time to join us in this journey to end the abuse, harm and exploitation of older people. And in doing so, help to improve and build the fairer and safer society that we all want and deserve.



Not sure where to begin with your fundraising?

Here's a simple list of guidelines to get you started

Firstly, decide on your plan of action and write it down. Then, approach all the people you know. This could include:

Friends and family

This is a great starting point to get some names on your sponsorship form and also to get some moral support! Also ask friends of your family to sponsor you too.

Work colleagues/employer

Ask around your colleagues at work if they will support you. Find out if your employer operates a match-giving scheme. Many companies will match pound for pound donations made by employees to registered charities. Also offer them publicity with any of your events and promotions in the local press.

Does your employer have an intranet site or notice board? Publicise your fundraising efforts internally to gain even more supporters!

Your company may have clients who would be willing to support you. Always get permission from your boss to make an enquiry first!

Publicity

Get your event into the local paper or onto tv/radio, ensuring that even more people will come down and support you! Write a press release (we can give you examples), and then follow it up with a phone call to their news desk.



Remember that YOU have a duty of care to protect members of the public attending any events you organise.

Gift Aid

We can claim back 25% on every donation made by a UK taxpayer. Ensure that your sponsors fill out their full names, home address (not company address) and that they tick the box on your sponsorship form.

Things to remember

Planning an event is great fun, but there are just a few things we'd like you to think about before getting stuck in:

Health and Safety

Remember to make sure that you have adequate insurance cover for all your events; for example, make sure you are covered if doing a dangerous event such as an abseil. Only use a reputable, specialist company for these types of activity.

Or perhaps you are organising a ball or other event involving members of the general public – speak to the venue and ensure that they have suitable cover for your and your party, and that the catering you provide meets government regulations.

Get Permission!

If you are planning a collection, perhaps around your local pubs, ensure that you have permission from the landlords first before you enter. If you want to do a street collection, contact your local council for advice in the first instance. You might want to use a famous name or logo to promote your event, but always make sure that you check with the relevant company or person first and receive written permission before any activity.

If you have any concerns or queries about a particular event, please call us on **020 8835 9280** before going ahead – it never hurts to check first!

A-Z of Fundraising Ideas

There are many ways you can raise funds and build awareness that can help Hourglass. Whether it's through your network, friends and family, your groups, through a personal challenge or an introduction to a funder, these are some of the ways you can support Hourglass to continue and expand our work.

A...Abseil, Auction of promises, Art exhibition

B...Bingo, Bungee jump, Barn Dance

C...Carol singing, Car washing, Car boot sale

D...Dinner dance, Dog walking, Disco

E...Expert seminar, Easter egg hunt

F...Fashion show, Fancy Dress party

G...Garden open day, Give up... smoking?

H...How many... sweets in a jar?

I...It's a Knockout

J...Jumble sale, Jelly race

K...Karaoke night, Knitting circle

L...Line dancing evening

M...Masked ball, Magic show, Mufti Day

N ...Night in, Name the baby photograph

O...Outward bound weekend, Obstacle course

P...Parachute jump, Pool competition, Pub crawl

Q...Quiz evening, either at your house or the pub

R...Raffle, Read-a-thon, Record breaking

S...Sponsored challenge (run, etc), Slave auction

T...Tombola, Treasure hunt, Talent show, Tea Party

U...University challenge, Uniform free days

V...Variety show, Valentine's party

W...Walkathon, Wild West night, Wine tasting

X...X-files party, Xylophone concert

Y...Yoga party

Z... Zorb ball



Organising your event

Now you've decided on what you want to do, take time to sit down and think about what you need to do. Do you need to get other people to help you organise the event?

Consider all possible costs and weigh that against how much you think you'll raise. Try and get as many items as possible donated e.g. raffle prizes, venues, catering. Remember to check to see if your employer could help you in some way.

Attendees

Make sure that people will want to support the event and pay to attend. One way of doing this is by finding an original idea to do e.g. a Balloon Race or School Disco party. Also make sure that there isn't another activity on the same day which would clash with your event.

Maths

To ensure that your event is viable and will make a profit, carefully balance anticipated costs against likely income. The following costs should be considered:

- Design and print; photocopying; food and drink; printing; publicity; entertainment; postage; venue hire; equipment
- Every event is different and may include other items we haven't listed. Make sure you've thought about all the costs which relate especially to your event.
- Keep accurate records of all income (particularly ticket sales) and expenditure. Wherever possible, try to get as much donated or at a reduced rate.
- Income generating activities include:
 - Sponsorship; ticket sales; raffle tickets; auction sales; tombola tickets
- Try to aim for a 35% cost to income ratio – this means your costs should not add up to any more than 35% of your gross income.



Organising your event

Sourcing sponsorship

Are there any local businesses that might sponsor your event? Make sure you allow plenty of time to find one. It is extremely difficult to find event sponsorship so consider any income you receive from this area a bonus and don't rely on it!

Venue

The venue can be as important as the actual event in attracting people; try and find somewhere which is particularly unusual or which is not normally accessible to the public. Make sure it has suitable facilities e.g. good access, parking, public transport, cloakroom, lighting, catering, tables and chairs, musical equipment, disabled facilities, etc. Try and negotiate a good deal on the venue, or even securing it for free!

Entertainment

If you want your event to contain any music, dancing or exhibitions of boxing, wrestling or similar sports, you may need a public events licence. Try to get a venue which already has a licence for these types of activity, or speak to the Environmental Services department at your local council for further advice.

Catering

Make sure you shop around for caterers – getting at least four quotes is a good indicator of cost. If a caterer is attached to your venue, try and negotiate a way round using them (they may not be the cheapest). Decide on the menu and see if they will provide things like cutlery, crockery, glasses, flowers and tables, for free.

Contact your Environmental Health department at your local council if you are preparing food yourselves either to give away or to sell, as you must ensure you comply with the Food Safety (General Food Hygiene) Regulations 1995.



Organising your event

Brochure/Programme

If you feel it is appropriate, you could mark the occasion with a souvenir brochure, which increases awareness and helps raise funds. This can be anything from a list of activities to a specially designed programme. In order to cover printing costs, try selling advertising space to local companies or companies with a product relevant to your event.

Don't forget to establish how much it costs to produce the programme and set your advertising rates to cover these costs. There may be a conflict of interest with certain national companies who you approach for support, so please contact us first before you get writing!

Sales

Research your target event audience carefully, so you know who to sell tickets to, and how many. Send out printed promotional material well in advance to get the ball rolling.

Committee

Do you need some help organising different aspects of a big event? You can reach a much wider audience by using contacts on your committee, which can be anything from securing a good deal to recruiting more supporters.

Raffle/Auction

This is one way of generating significant extra income on the day of your event. Local companies, restaurants, hotels and theatres (to mention but a few) are normally happy to donate a prize such as free meals, weekends away, etc. If you sell raffle tickets before the day of the event you must apply for a Lottery Licence from your local council.



Organising your event

The weeks after

If you have organised the event with others, it is always nice to meet up for a de-brief to evaluate the success, thank everyone involved and analyse various issues to see what could be improved on the next time!

Check through invoices to ensure you've been charged exactly the right amount. Don't forget to write thank-you letters to companies who supplied you with prizes and/or other items for your event and let them know how much you raised.

After you've received all your income and you've settled the bills, check to see if the profit you've made has been what you hoped for – hopefully it will exceed your expectations!

If the event was successful and everyone enjoyed themselves, how about holding another one?

Don't forget to congratulate yourself!



Publicity

It's always a good idea to create some publicity around your fundraising efforts and invite the local media to feature your event.

Initial contact

- Phone the news desk of your local paper and give a brief description of your event/activity.
- Ask for the name of the person you should send further information to about your event.
- Send the information in the form of a press release – similar to an advertisement, promoting your activity.
- If you think your event will make a good photo opportunity, send the details to the picture editor inviting the paper your event.

Creating a press release

- Put the current day's date at the top of the page
- Think of a catchy title
- Don't forget to put Who, What, Where, When, Why – just use a sentence to explain.
- Explain the reasons why you are fundraising for Hourglass and write what we are, as follows:

Hourglass is a UK wide charity working to protect, and prevent the abuse of older people. We provide information, advice and support to those experiencing, or concerned about, abuse through the UK's only freephone 24/7 helpline, as well as provide training to those working in the care industry. We also campaign the government for essential changes to the law so as to protect older people from harm.

Contact us on enquiries@wearehourglass.org for further information about how to write press releases and photocalls.



Promoting your event

Design and print can be one of the most expensive items on your budget, so you need to be sure that you get value for money.

- Decide on printed material required (e.g. ticket application form, entry ticket, leaflet, programme, etc)
- Estimate how many you need
- Set your deadline for finding text and images
- Find a friendly local printer and someone who can use desktop publishing software to put it all together for you

Always indicate where your fundraising is going e.g. “all proceeds from this event will be donated to Hourglass...”, or “£1 from the entrance fee will be donated to Hourglass....”

Our registered charity number **must** appear on all publicity material and anything with our logo. This should be in small print in an unobtrusive place, and appear exactly as follows:

Hourglass is the working name of Hourglass (Safer Ageing), a charity registered in England and Wales (reg. no: 1140543), and also in Scotland (reg. no: SC046278). Hourglass (Safer Ageing) is registered as a company in England and Wales under number 07290092.

We **must** proof all materials with our details on before they are printed. Please email them to enquiries@wearehourglass.org.

Finally, let us know if you would like us to promote your event on our website and social media platforms.



Fundraising Platforms

There are a number of different platforms and ways that you can fundraise for Hourglass.

JustGiving®

You can set up a fundraising page on JustGiving and choose Hourglass as your charity of choice. It's easy to set up, share with friends and family and receive words of encouragement from those who donate.

facebook

You can also fundraise for Hourglass on Facebook. This is a great way to connect with friends and family who want to support your fundraising effort.

gofundme™

Similar to JustGiving, GoFundMe allows you to set up a fundraising page for an easy fundraising journey.



Social Media

Connecting with our social media pages is an important step of your fundraising journey! We're more than happy to share your fundraising effort and get more eyes on your pages. We'd love to hear from you.



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