

Fundraise your way to success

Raising funds for the running costs of providing a service is a basic job that every group has to do. In recent years there has been an increasing trend to rely more heavily on Local Authority and other funders. Groups may be missing out on the untapped potential for fundraising in their local community and the opportunity to generate unrestricted income to spend on benefiting older people as they choose. Local fundraising also offers the opportunity to raise awareness of the valuable work that every Age Concern does in its local community. Don't be afraid to go out and sell your cause.

Some of the simplest ideas can be the most effective - collecting boxes in local shops, pub collections, bag packing in local supermarkets, selling raffle tickets. Don't forget the Age Concern England prize draw. Federation members can join in three times per year. The full value of all ticket sales is retained by the group that sells them; ACE secures the prizes and produces the tickets.

Holding a fundraising event is not just about raising money. People involved in a successful fundraising event, perhaps as part of a fundraising committee, may become enthused enough to join as a trustee.

Make use of the Age Concern display boards, tee-shirts, caps, sashes etc. available to borrow from Pam and Linda



Let your members join in and help. Give out home collecting boxes. Hold an event such as Age Concern Carlton's sponsored walk where service members were sponsored to

complete whatever distance they could achieve. Money was raised, but just as important, members' contributions were recognised and valued too. Involving older people is central to Age Concern's aims.

Developing one-to-one relationships with supporters may sow the seeds for a future legacy. Make sure your registered charity number is on all your promotional leaflets, collecting boxes, information sent out etc. It is a legal requirement but it is also a

clear identification of which Age Concern group is intended as the beneficiary.

Don't be afraid to charge a realistic amount for lunches and refreshments. It is OK to make a profit which can be ploughed back into providing your services. See yourself as a social enterprise, not just a charity.

Successfully promoting your group and its aims and activities in your local community, raising your profile, reminding people of the valuable work you do for your local community may require some extra hard work, but in the long term will secure your ongoing success.

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Derick
Ferguson
Income
Generation
Partnership

Take Care of the Pennies

Make use of Gift Aid

Gift Aid is a simple scheme that enables charities to claim tax back from every £1 donated by UK taxpayers. Charities of all sizes are encouraged to make the most of Gift Aid to increase income to their organisation and to apply the Gift Aid logo to their fundraising materials.

giftaid it

How does it work?

Gift Aid simply allows charities to reclaim the basic rate of tax on donations from individuals. It doesn't matter how small or large the donation is, Gift Aid can apply to one-off donations as well as sponsorship donations and gifts through Direct Debit.

Four Easy Steps to Get Started!

Step 1 Contact the HM Revenue and Customs to register for tax purposes and request a reference number.

Step 2 Get a Gift Aid declaration from your donors - this doesn't mean lots of information, just a full name, address (including

postcode), details of the donations covered by the declaration and confirmation that they are a UK taxpayer. One declaration can apply to future donations and can be backdated for six years, enabling you to reclaim tax on donations you have already received and in the future. Donations can be made orally, over the internet, by telephone or face-to-face. All you need to do is keep details of the declaration.

Step 3 Keep a record of the declarations (either on paper or electronically), showing that your donors have agreed that you can reclaim the tax on their donation.

Step 4 Claim the tax back from HM Revenue and Customs by completing their R68 (2000) form and the R68(New Gift Aid) schedule. This can be done manually, online at www.hmrc.gov.uk, or using specialist organisations that will help you complete the process.

For further Information Tel: 0845 458 4586 or visit the website;
www.institute-of-fundraising.org.uk

Loose change collecting box

A neat idea for raising a few pounds is this easily assembled loose change box. They can be given out to supporters, businesses, used at events and meetings. A small stock of boxes has been purchased by Linda and Pam for groups to try out. We also have templates for the front label or can produce them for groups that need it. Contact Pam or Linda if you want boxes for your group, (maximum 30 boxes).

Further stocks can be obtained from "Care from Contraband", Tel: 01484 460141 at 29p each + delivery, minimum order of 100. More details on their website, www.carefromcontraband.co.uk



**We want to hear from you if you have something of interest to share with other groups.
Next issue out July 2007 - items to Pam or Linda by June 11th 2007 please.**

Essential Information Digest

Showing You're Smokefree

From 1st of July 2007 smoking will be prohibited in virtually all enclosed public places and workplaces in England. Employers, managers or anyone in charge of smokefree premises and vehicles, will need to display 'no smoking' signs. Most importantly they must ensure that staff, customers/members and visitors are aware that premises and vehicles are legally required to be smoke-free and therefore ensure that no one smokes in smokefree premises or vehicles.

Anyone who doesn't comply with the new smokefree law will be committing a criminal offence. Anyone who smokes in a smoke-free place could face a fine of up to £200 whilst anyone in charge of smokefree

premises or vehicles could be faced with fines for two separate offences: failing to prevent smoking in a smokefree place and failing to display no-smoking signs.

The website www.smokefreeengland.co.uk offers further information including downloadable guidance on how to deal with someone who insists on smoking in a smokefree place for which you are responsible, a sample Smokefree Policy and a printable no-smoking sign.

If preferred, Pam and Linda can provide the signs ready laminated. Please phone Pam or Linda if you would like any help with the guidance or the policy.



New HR advice service

A new resource for the federation launched on March 1st. Telephone and e-mail queries on HR issues can be made to by Merlyn Vlotman, a specialist Employee Relations Adviser, supported by ACE HR staff. The service operates Monday to Friday, 10am-12noon and 2pm-4pm. Tel: 0845 6036198 e-mail: hrhelpline@ace.org.uk

Mark Melaugh, Regional Chair, was an early user of the service. He found the advice given, "measured, understandable and really well put". After only one month of operation the service is already proving its worth to Age Concerns. Graham Vigor, manager of the service commented,

"The response to the launch of the HR service to the federation has been extremely positive. We have received regular enquiries both by telephone and e-mail on a whole range of issues with the advice given being greatly appreciated. We are currently making arrangements to visit as many regions as possible to brief Age Concerns on the service (with the option of an Employment Law Seminar) and to get your thoughts on how the service should develop in the future. The information and ideas we have received so far have been particularly useful as is the enthusiasm that has greeted the launch. We very much look forward to working with you in the future".

Charities Act 2006

There has been discussion about the test for charities included in the new Act requiring charities to provide a 'public benefit'. The following extract from the Charity Commission report explains what is meant by this. It is evident from this guidance that Age Concern groups meet the new terms of the Act. 5 key citizens' standards for public benefit emerged from research.

These standards are:

- Responding to need: seen as the essence of charitable activity;
- Enhancing lives: charities should strive to make an improvement to society;
- Education and development: charities are seen as providing education in a very broad sense;
- Fostering a sense of community: through caring about others and tackling problems in society; and
- Future generations: charities are felt to be guardians of heritage and values for the future:

Regional Round-up

Region looks to develop Information and Advice Network

The East Midlands Information + Advice practitioners' network has been awarded a grant from ACE to look at the possibility of developing common recording standards for I+A work. The six month project is led by Peggy Jenkins who has sent a questionnaire to all AC's in the region. Part of the reason for carrying out this work is to establish how we can share the information we gather about our I+A services, so we can show potential and current funders the huge extent of our work and the significant impact it can have in supporting people to live more positively and more independently.

Peggy said "There will be some great ideas

across the region and I am eager to learn about the good work that is already being done and what suggestions advice providers have for common standards."

For further information call Peggy on 07899 842357 or email:

majenkins@stayfree.co.uk

Peggy presents the initial findings from the questionnaire at the next East Midlands I+A practitioners network at Age Concern Leicestershire & Rutland on 2 May 2007. This meeting is open to all I+A providers across the region. Contact Angela Parnell at AC Derby & Derbyshire on 01629 761147 for more details.

New Network for Volunteer Organisers

If you are the responsible person in your Age Concern for all things to do with volunteers you may be interested in being part of a network being set up in the region. The East Midlands Volunteering Network is a work in progress and shortly, every Age Concern will be asked how such a network can help and support all volunteering related activities. It is very true that volunteers are the life-blood of our groups and sharing with

others the best ways of attracting and keeping good volunteers will be one focus of this network, the rest will be up to you. Please take a few moments to respond to the questionnaire when it comes and hopefully this will lead to a responsive and appropriate network being set up. Your key contacts for this are the two Pams; Pam Taylor of Age Concern Leicester, tel: 0116 2220555 and Pam Simmonds, Group Support Worker

Services to groups - ID cards and laminating



The group support project often picks up on practical needs of groups and one of these issues is producing professional Identity Cards for volunteers, trustees and staff. We can now offer to produce laminated, individualised ID cards with digitised photographs. We can also laminate display and promotional material up to A4 size for groups. Please contact Linda or Pam for more details

Contacts

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