



OUR LOVELY LITTLE FUNDRAISING PACK

VINTAGE VIBES

GOOD COMPANY NEVER GETS OLD

BE THE DIFFERENCE

Congratulations!

You've made the first step!

Hurrah!

Give yourself a high-five!

This pack contains everything you need to know about fundraising for Vintage Vibes. Before we begin, we want to say **THANK YOU. THANK YOU SO SO MUCH.** Whatever you raise for Vintage Vibes will help to improve the lives of local older people. We're so grateful for your support!



EDINBURGH IS THE LONELIEST CITY IN THE UK FOR OLDER PEOPLE, WITH 11,000 OVER 60S ALWAYS OR OFTEN ALONE - AND THESE FIGURES ARE RISING.

Vintage Vibes' 2023 annual survey showed that 75% of our VIPs felt that being involved in the project had improved their mental health, with 95% feeling happier and having a better quality of life. Your support is helping us to make that happen. Thank you so much!



BETTY AND ALY

Betty enjoying a day out with her friendship volunteer, Aly.

All funds raised will help us to find, train and match new friendship volunteers for local older people (our VIPs) and fund events, activities and social groups that provide a lifeline for people who are feeling lonely and isolated.

We will be on hand to help with any, advice, materials or support you need – just get in touch and we'll be happy to help at hello@vintagevibes.org.uk.





FORECASTS HAVE THE NUMBER OF PEOPLE AGED 85 AND OLDER DOUBLING IN EDINBURGH BY 2036, AND OVERALL, THE OVER 65 POPULATION IS SET INCREASE BY MORE THAN 40% IN THE NEXT 20 YEARS, LEAVING A GREAT MANY MORE PEOPLE AT HIGH RISK OF LONELINESS AND ISOLATION.

In this pack we've included lots of helpful information to get you started:

- What Difference You Can Make.....P04
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Good Luck! You are our
SUPERHEROES
and we know you can do it!



The Edinburgh Playhouse
Charity of the Year 2023/2024.



DO YOU RUN A BUSINESS OR
WORK FOR A COMPANY THAT
SUPPORTS LOCAL CHARITIES?

Ask about our Bloomin'
Marvellous Business Pack

THE DIFFERENCE YOU CAN MAKE

We are an award-winning local charity project combating loneliness and isolation in older people (our VIPs). We help our VIPs to meet new people and enjoy life again. We have a fresh approach to tackling loneliness, with the focus on forming lasting friendships, getting out and having fun. We base our friendship matches on shared interests, with our volunteers and VIPs bonding over anything from cooking, musical theatre and even gaming! We also create fantastic groups led by over 60s, for over 60s including singing, film, theatre, and sewing.



Creating friendships is a simple, wonderful idea. Doing it well and sensitively - matching folks with similar interests and getting to know the VIPs and volunteers personally - is at the core of what we do and this is what really sets us apart from other befriending services.



Vintage Vibes is a charity project in partnership with two charities, LifeCare Edinburgh and The Broomhouse Centre. We are part funded by Big Lottery, however we still need to raise thousands of pounds each year to fund our vital work.

WHERE DOES THE MONEY GO?

Creating Lasting Friendships



BETTY AND ALY

Friendship volunteer, Aly, said: "I've had so much fun since becoming a volunteer with Vintage Vibes. I was introduced to Betty, based on our shared love of coffee, and connecting with people. On top of our weekly coffee shop visits, we also enjoy going for milkshakes, attending concerts, going for beach walks, and attending events hosted by Vintage Vibes. Our connection has made a real difference to her well-being and quality of life and has also given me a great new friend and a lot of shared good times".



"YOUR VOLUNTEER IS THE HIGHLIGHT OF MY MOTHER'S LIFE."

Your **FUN**draising will also help to support our groups, events, and social activities which play a vital role in keeping older people connected with each other and their community. From our Spring events with entertainment, great food and chat, to our fun birthday party in October, and our fabulous Christmas party! – these events are great fun and something to look forward to, especially for those who often spend much of their time and the festive period alone.



AWESOME FUNDRAISING IDEAS

We want to make fundraising for Vintage Vibes as easy and as much fun as possible! Here are a few ideas to get you started, however if you have an idea for something new or different – then we can't wait to hear it and are on hand with any support you may need. Rope in your friends, family, or work colleagues and most importantly – **HAVE FUN!**

HERE ARE SOME OF OUR FAVOURITE IDEAS TO GET YOUR CREATIVE JUICES FLOWING...



CUPPA AND COMPANY BAKE SALE

What better way to get to get together with friends and raise money than having a good blether over a cuppa and donate in return for a tasty treat?

SPONSORED CHALLENGE EVENT

Like to walk on the wild side? A bit of a fitness buff? Challenge events sound like just the ticket! Whether it's running a marathon, climbing a mountain or even bungee jumping, get sponsored to do a challenge and raise your pulse whilst you raise some funds for Vintage Vibes!



VINTAGE DRESS UP PARTY

Step back in time and enjoy a vintage experience; a ticketed vintage tea party, a swing dance, a vintage dress up day at work or school – who wouldn't love that? Let your imagination run free!

QUIZ NIGHT

Want to flex those brain muscles? It's easy to find great quiz questions online, so why not charge for tickets and run a quiz night - we can even help you find the prizes!

DANCEATHON OR SINGALONG

If you're part of a fitness or dance class or even just love to sing or perform, you could hold a group event! Get sponsored to do a marathon fitness or dance session or sell tickets and put on a show!



FLOG IT!

Everyone has a few things they've been wanting to regift for charity or declutter. Why not hold a car boot or jumble sale or even put items on Vinted or Ebay and donate the profits?

... AND THAT'S NOT ALL!

If you have an idea just give us a call and we can help you make it into a reality. The options are endless!

THINK OUTSIDE THE BOX!

Whatever you enjoy doing from knitting to football, baking to barn dances, all fundraising ideas are welcome!

It's all about getting people together, having fun, and raising money so that we can work together to help lonely older people across Edinburgh to get together and have fun too!



TILLY'S PUB QUIZ



After signing up as a volunteer for Vintage Vibes, Tilly thought she could do one better – and wow she did! Tilly and her colleagues at Think Global Recruitment ran a Spooktacular Halloween themed pub quiz and raised over £300 for Vintage Vibes.

THANKS TILLY!



PLANNING YOUR FUNDRAISING

Fundraising doesn't have to be hard - with our quick guide below you can run a great project that is filled with fun!

PLANNING

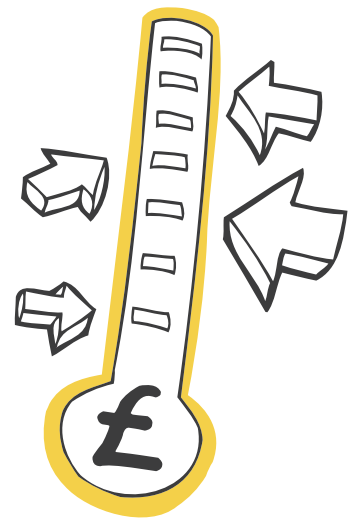
- HAVE A BRAINSTORM!** What do you love to do? What do your friends or colleagues love to do?
- THINK ABOUT YOUR COSTS.** If you begin with a fundraising target in mind this might be easier – ideally you want to make at least three times as much as you spend, so if you work backwards from a target you can make sure to keep your budget low! And remember, if you mention that you are fundraising for a charity when you are booking you might get donations or deals!
- WHO CAN HELP YOU?** Fundraising is so much more fun if you do it as a team! Reach out to your friends and local community to see who wants to lend a hand and what skills they can provide. And don't forget local businesses, see if they might want to sponsor you or offer prizes! (Just don't forget to credit them for it!)
- PLAN YOUR DATE IN ADVANCE** Double check that your event or project doesn't clash with anything that might reduce its impact. If it might, is there a way to link up with the other event and collaborate? Remember to always give yourself as long as possible to gain interest!
- LOCATION, LOCATION, LOCATION** Make sure that you know where you are holding your project or event, how people will get there, what happens with parking and what you will need to make it look great! If you need ideas or kit, just ask us!

PUBLICITY

- USE OUR TEMPLATES!** We have templates for posters, flyers, Facebook/ Twitter images and more. Our brand is super lovely so we'd love your help to share it with the world.
- GET THE PAPARAZZI IN OR MAYBE JUST THE LOCAL PRESS.** Talk to us about writing a press release and spreading the news in your area, or send us photos of your event and we'll spread the word.
- SHARE THE LOVE ONLINE.** Add your event or activity to local What's On websites, create a Facebook event and share it with your friends and colleagues on social media and let all our volunteers know in an email.
- REMIND FOLKS.** Everyone has busy lives, so remind your potential audience about your fundraising 2 months before, 1 month before, 2 weeks before and a few days before just in case. Send personal reminders like texts or social media messages to get their attention.

CAN YOU UP THE ANTE?

- 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 for every £1 raised. Always ask your sponsors to choose the Gift Aid option when they can to boost your total.
- WHY NOT ASK YOUR EMPLOYER OR A COMPANY** to match donations? Imagine what a difference that would make!
- THINK OF ADD-ONS TO EVENTS THAT WILL HELP INCREASE REVENUE** hold a raffle, take 10p for a cloakroom fee – it all adds up!



And finally, let us know what you are up to! We are **INCREDIBLY HAPPY** to promote your activities, and can also potentially help with transport, decorations and more. Drop us an email at hello@vintagevibes.org.uk and we'll do all we can to help you **MAKE A DIFFERENCE.**

HEALTH AND SAFETY CHECKLIST

We love every idea - even the really crazy ones! But we have to make sure that all our fundraising is safe and legal. Here's a few things you may want to think about...

PUBLIC LIABILITY INSURANCE Remember, you are responsible for yourself and those involved with your activity, so you may need your own insurance. It's always worth checking, talk to us if you're uncertain.

LICENCES The council require licences for all sorts of things these days, from running a market to using collection tins to playing music at events. For more information, just give us a shout!

HYGIENE AND RISK You want to make sure that all those involved in your activity are safe and not at risk. So it's worth doing a little risk assessment before your event, and, if there is food involved, make sure that you're aware of Food Hygiene Procedures for events. [Check out the link for details.](#)

PERSONAL SECURITY You are our priority, so please make sure that you are safe. Don't go out by yourself and if you are dealing with money/donations then have another person with you whenever the money is out, being counted and transported. Send the cash in to us as soon as possible to reduce the risk to yourself.

GET PHOTOGRAPHIC CONSENT If you're taking photos of your event you'll need consent from anyone you photograph. Getting consent where you can makes all the difference as we can then share photos of your amazing work and let everyone know just how awesome you are! Contact Vintage Vibes for guidance and simple ways to get photographic consent.

A couple of specific notes...

Door to Door/Can Shaking - As strange as it sounds, it's illegal to fundraise door to door or on the street with a collection tin unless you have a licence, so ask us if you're thinking about doing this kind of thing.

Raffles - Raffles don't need a licence provided that all the ticket sales take place on the day of the raffle, all tickets are the same price and no discounts are applied.

Any further questions or specific puzzles you need solving - get in touch and we'll be happy to help!

VINTAGE VIBES FUNDRAISING KIT

We want to make sure that you feel super prepared for any fundraising you would like to do for us! With this in mind, we've created all sorts of lovely things for you to use from poster and flyer templates to social media images, logos, donation sheets, risk assesment forms and much more! Just drop us a line at hello@vintagevibes.org.uk.

WHAT ELSE DO WE HAVE?

We also have wonderful physical kit that you can use, just let us know well in advance so that we book it out for you! This includes...

- > Vintage Vibes branded **BUNTING**
- > Vintage Vibes vintage fabric **BUNTING**
- > Vintage Vibes pop-up **BANNERS**
- > Vintage Vibes stand **TABLE CLOTH**
- > Vintage Vibes display **BOARDS**
- > Vintage Vibes **T-SHIRTS**



NEED DESIGN HELP?

We can give you templates, we can help you design things in house and we can even train you in design software if you're keen to learn. Just ask!

Putting the **FUN**
into **FUN**draising!



WHAT HAPPENS NEXT



First things first, sit down with a cuppa and work out what you might like to do.

THEN SIMPLY GET IN TOUCH!

We are keen to hear all of your ideas and we will help to make them a reality.

The process will look something like this...

- 1. THINK OF AN IDEA OR PICK ONE OF OUR SUGGESTIONS ON PAGE 6**
- 2. CONTACT US AT HELLOVINTAGEVIBES.ORG.UK FOR ANY HELP OR GUIDANCE YOU NEED**
- 3. START PLANNING**
- 4. SELECT YOUR VENUE (IF NEEDED) AND DATE**
- 5. CREATE A JUSTGIVING PAGE (IF NEEDED) AND START PROMOTING ON SOCIAL MEDIA**
- 6. REMEMBER TO CHECK IF ANY PERMISSIONS ARE REQUIRED - WE CAN HELP WITH THIS.**
- 7. LET US KNOW IF YOU NEED ANY VINTAGE VIBES KIT OR PROMOTIONAL SUPPORT**
- 8. ONCE YOU'VE COMPLETED YOUR ACTIVITY, REMEMBER TO LET US KNOW HOW IT WENT AND SEND US PHOTOS AND VIDEOS!**
- 9. SEND US THE DONATION. PLEASE SEE THE NEXT PAGE FOR ALL THE WONDERFUL WAYS YOU CAN MAKE A DONATION.**
- 10. LET US SAY THANK YOU AND CELEBRATE YOUR AWESOMENESS!**

We will be there, every step of the way. Contact Gemma on hello@vintagevibes.org.uk to get the process started, we can't wait to have you as part of the team!

Don't underestimate the word of mouth – it's far harder to say no face-to-face than on Facebook, but don't neglect those social media channels either – get the word out there!

DONATING

There are a number of fabulous ways to send your donation to us.

- 1. Just Giving** - if you are looking to raise money and want to share what you're doing online, then this is a great way to do it! Vintage Vibes is charity partnership with LifeCare Edinburgh so that's the name you need to search for on the charity list. Then tell your story, what you are doing and why. Don't forget to mention Vintage Vibes in the copy so the funds are allocated to us. Adding a photo is also a great way to engage with the fundraising community.
- 2. By bank transfer or cheque-** Just email gemma@vintagevibes.org.uk and we can let you know how to transfer the funds.
- 3. Cash or collection buckets/tins** - We have counting facilities and can bank this for you, again just email gemma@vintagevibes.org.uk and we can take care of the rest!
- 4. Website donations** - You can donate via our website at [Donate - Vintage Vibes](#). Here you will find a wide range of fabulous 'gifts' to choose from for our VIPs. From a festive meal, tickets to a show, or a cuppa and cake there are lots of wonderful treats you can provide for someone feeling alone.
- 5. Regular giving** - If you would like to set up a regular donation to Vintage Vibes, then please email gemma@vintagevibes.org.uk and we can send you a Direct Debit form to complete.

However you choose to send your donation to us means the world! Every penny will go towards empowering lonely and isolated older people to make connections, form vital friendships, and live life to the full.

YOU ARE MAKING THAT HAPPEN. YOU ARE AMAZING. THANK YOU SO MUCH!

SUPER USEFUL CONTACTS AND LINKS

EDINBURGH CITY COUNCIL:

LICENSING TEAM

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

PARKS TEAM

www.edinburgh.gov.uk/parks

EVENTS TEAM

Email: events@edinburgh.gov.uk

EDINBURGH POLICE:

www.scotland.police.uk/contact-us

HEALTH AND SAFETY:

FOOD STANDARDS AGENCY:

www.food.gov.uk

HEALTH AND SAFETY EXECUTIVE:

www.hse.gov.uk

ROAD SAFETY

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

FIRST AID:

ST ANDREW'S FIRST AID:

www.firstaid.org.uk

RED CROSS EVENT FIRST AID:

www.redcross.org.uk/eventfirstaid

WALKING OR TREKKING:

BRITISH MOUNTAINEERING COUNCIL

www.thebmc.co.uk

LONG DISTANCE WALKERS ASSOCIATION:

www.ldwa.org.uk

RAMBLERS:

www.ramblers.org.uk

PUBLICITY LISTING:

EDINBURGH EVENING NEWS COMMUNITY PAGES

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

THE LIST

www.list.co.uk

WHAT'S ON SCOTLAND

www.whatsonscotland.com

GUMTREE

www.gumtree.com

YELP

www.yelp.co.uk/events/edinburgh

WHAT'S ON EDINBURGH

www.whatsoninedinburgh.co.uk

EVENTFUL

edinburgh.eventful.com/events

CHALLENGE EVENTS:

EDINBURGH MARATHON

www.edinburghmarathon.com

GUNG-HO!

www.begung-ho.co.uk/en/events/gung-ho-edinburgh-may-13th-2017/

TOUGH MUDDER:

www.toughmudder.co.uk

EDINBURGH NIGHT RIDE:

www.edinburgh-nightride.com

FUNDRAISING INFORMATION:

INSTITUTE OF FUNDRAISING:

www.institute-offundraising.org.uk

LOTTERIES AND RAFFLES:

www.gamblingcommission.gov.uk

VINTAGE VIBES:

www.vintagevibes.org.uk



THANK YOU!



Thank you so much for raising funds for Vintage Vibes. You really are amazing - give yourself another high-five!

Because of people like you, we can continue with our mission to help Edinburgh's lonely and isolated over-60s by providing companionship and support that is personalised to their needs and integrated with local communities.

Vintage Vibes
LifeCare Edinburgh
2 Cheyne Street
Edinburgh
EH4 1JB

Vintage Vibes
The Broomhouse Centre
79-89 Broomhouse Crescent
Edinburgh
EH11 3RH

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🎵 [@vintagevibesed](https://www.tiktok.com/@vintagevibesed)

