As you read this, plans are underway.

Across the World people are preparing for World Elder Abuse Awareness Day

On 15th June each year right across the UK, people come together to send out a clear message: The abuse of older people will not be tolerated! We want an end to the assault, neglect, abuse & intimidation of our older generation.

The message resonates right around the world and does make a difference!

In the UK we have care providers, health providers, doctors, nurses, solicitors, police & fire services, schools, colleges, voluntary groups & the public all joining in, will you help too?

Take part

Inside you can find out about what others have done, and about the various ways that you can take part in World Elder Abuse Awareness Day. After all the bad news about care of older people, let’s create some good news in 2018
Welcome.

World Elder Abuse Awareness Day (WEAAD) is a growing event. As you read this booklet, activities are being planned worldwide in readiness for the big day, Friday 15th June.

Each year thousands of people enthusiastically support WEAAD, holding events, raising funds for Action on Elder Abuse, and helping to send a strong message that abuse and poor practices will not be tolerated.

In previous years we have seen care staff organise sponsored wheelchair pushes, council staff abseiling down a building & then releasing thousands of balloons at the end of the event to draw attention to the plight of older people. At the same time this sort of action lets local communities know that the staff are committed to good quality care.

Most abuse of older people happens in their own homes, often by people known or related to the older person. As a result, many local authorities use the day to draw attention to adult safeguarding and their systems used to protect vulnerable older people, whilst encouraging their communities to support the work of Action on Elder Abuse.

Having fun to make a serious point

Each year there is a lot of bad news about older people’s services and care. Sadly, so much of the good care goes unnoticed – let us help reclaim the issue & show you care!

Over 3 million people work in the care sector, and they do a fantastic job. Which is why WEAAD is a good time to come out onto the streets and remind everyone why quality care matters.

We all have mums and dads that we remember fondly or care about today - let’s remind people that we think they matter.

No more abuse. Let’s end it together.

Definitely Ouch!

Having your legs waxed is definitely no fun. But Denis Tomlin did it for a good cause, to raise money for Action on Elder Abuse. What a star!

There’s lots of ways to raise awareness of abuse and tell people about safeguarding systems - not all of them have to be painful - see the next page for our A to Z of fundraising suggestions - which will you choose?
Fundraising made easy

Now, you can raise sponsorship without breaking into a sweat. No more dealing with cash and cheques. No more chasing up friends after the event for their sponsorship ……

Simply create a free online fundraising page, personalise it with a photo and message, and then eMail it to your friends. They can donate quickly and securely online with a credit or debit card.

Problem solved!

1. Go to: https://mydonate.bt.com/charities/actiononelderabuse

2. Make your page and personalise it

3. Share it with your friends, and start to reach your goal.

Not sure where to begin? Here’s a simple A-Z of ideas to get you started. Have you considered a sponsored walk, raffle, bingo or wearing purple? There are lots of other ways to raise money. Try and rope your friends and family in too, it makes it way more fun!

Friends and family are a great starting point to get names on your sponsorship form, and also to get some moral support. Why not try and get your event into the local newspaper or mentioned on the radio, the media like good news stories – we’ll show you how.

A – Z of Fundraising Suggestions …

A… Abseil, Auction of Promises, Art Exhibition
B… Bake Sale, Bingo, Bikeathon, Boot Sale
C… Coffee Morning, Collection Tin
D… Dog Walking, Dress Down Day
E… Easter Egg Hunt, Expert Talk
F… Fashion Show, Fancy Dress Walk, Football Tournament
G… Garden Open Day, Golf Day, Give up …smoking?
H… How many …. sweets in a jar?
I… It’s a knockout
J… Jumble Sale, Jail Break
K… Karaoke Night, Knitting Circle
L… Leg Wax, Line Dancing, London Marathon
Our A – Z of fun...

M... Magic Show, Mud Run, Masked Ball, Mufti day
N... Name the Baby Photo Competition, Night In
O... Outward Bound Course, Office Open Day
P... Parachute Jump, Plant Sale, Pub Crawl, Purple Clothing Day
Q... Quiz evening
R... Raffle, Read-A-Thon, Record Breaking
S... Sponsored Event (Walk etc), Slave Auction
T... Tombola, Treasure Hunt, Talent Show, Tea Dance, Tea Party, Tournaments, Travel the Furthest on £5
U... University Challenge, Uniform Free Day
V... Variety Show, Valentine Party, Video Night
W... Walk-a-thon, Weight Loss Challenge, Wild West Night, Wheelchair Push, Wine tasting
X... X-Files Party, Xylophone Contest/Lesson
Y... Yoga Party
Z... Zip Wire Challenge

We’re now out of ideas – what else can you think of?

Plan the event to suit you

Although WEAAD is officially on 15th June, many people organise events in the weeks leading up to, and after, the date itself.

The 15th is a Friday, think about whether you might get more support if you run your event at the weekend. The main thing to bear in mind is that the event should have a WEAAD focus. Let people know you are opposed to elder abuse, and show you are helping Action on Elder Abuse through your fundraising efforts.

Together we can make a difference.

When you have decided what you want to do, take time to sit down, think about and plan your activity. Do you need to get other people to help you organise an event? Do you need a sponsorship web-page? How will you get people along to support you? Put together an action plan.

Consider all the costs and weigh that against how much you think you will raise. Try to get as many items donated as possible e.g. raffle prizes, venue costs or catering.

In the next pages we’ll help you consider what you need to do.
Get help if you need it

Do you need help to organise different aspects of a big event, if it will it make your job easier? If so ask people to give you a hand. You can reach a much bigger audience by using lots of local contacts, and this may help reduce costs, get more auction or raffle prizes, or just sell more tickets ……

Before going too far down the organisational road, check people are interested in supporting YOUR event – ask if they would be happy to pay to attend or act as a sponsor. One way of helping is to run something ‘different’ or ‘fun’ - perhaps a Family Sports Day, Tea Dance, Karaoke Session, Balloon Debate, Wheelchair Push, or Disco.

Make sure there is nothing else on the same day that might clash with your event and send out promotional material well in advance to block the date in diaries and get the ball rolling!

Use people where they will help the most, or have the most experience – but ensure everyone has fun whilst fundraising.

To ensure that your event is viable and will make a profit, carefully balance the expected costs against the likely income. Make sure you include all the expected costs which may include:

- Venue Hire
- Food & Drink
- Entertainment
- Equipment
- Printing & Publicity
- Transport
- Photocopying
- Mailing & Postage

Every event is different and may include items we haven’t listed. Make sure you’ve thought about all the costs that relate to your event. Keep accurate records of all income (particularly ticket sales) and expenditure. Wherever possible, try to get as much donated free or ask for a discount – if you do not ask you will not get one!

What else?

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, light, catering, tables and chairs, musical equipment, disabled facilities, etc. Try and negotiate a good deal on the venue, or even try securing it for free!

**Alcohol:** Ensure that your premises are licensed to serve alcohol if appropriate. The venue should be able to confirm this for you but if not, contact your local magistrate’s court for further advice

**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 license. Try to get a venue which already has a license for these types of activity, or speak to the Environmental Services Department at your Local Council for further advice
**Getting the best from your event!**

Are there any local businesses who will sponsor your event? Make sure you allow plenty of time to try and find one. It is extremely difficult to find event sponsorship so consider any income you receive from this as a bonus and do not rely on it!

Income generating activities include: sponsorship; ticket sales; raffle tickets; auction sales; brochure advertising programmes; tombola tickets & more... 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 project gross income.

**Brochures & Programmes**

If you feel it is appropriate, you could mark the occasion with a souvenir brochure, which increases awareness and can help to raise funds. This can be anything from a list of activities to an especially designed programme. Don’t forget to establish how much it costs to produce the programme and set your advertising rates to cover these costs.

**Raffles & Auctions**

These are ways to generate significant extra income on the day of your event. Local companies, restaurants, hotels, shops, theatres and more are usually happy to donate a prize such as a free meal, weekend away etc... to use within an auction or a raffle. If you have a ‘captive audience’ do not underprice raffle tickets! People will still buy them even if they are £5 or £10 if the prizes are good, and you will raise more money for the same effort.

If you intend to sell raffle tickets before your event you must apply for a Lottery License from your local council.

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**Do be aware...**

When you fundraise for Action on Elder Abuse you are essentially representing the charity. Therefore, it is essential that any event or activity is run legally and safely.

If you are planning a collection, perhaps around 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, do this in plenty of time as permission can take a while to get. If you have any questions or concerns about your event, please call us on 020 8835 9280 before going ahead – it never hurts to check!

Cash collections using our branded collecting tins and buckets are still one of the most popular ways to fundraise. Please read the top ten rules on page 8 to ensure monies are safely counted and paid to us.

And please use the CASH HANDLING form when sending in any money collected in collection tins/buckets.

On behalf of the frail and vulnerable victims of elder abuse who are assaulted, neglected, deceived and defrauded every day in the UK – thank you for your support.

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**Get your WEAAD Fundraiser’s Certificate!**

On successful completion of your fundraiser and receipt of all your monies, Action on Elder Abuse will proudly present you with an official WEAAD Fundraisers Certificate for your efforts. The certificate acts as a formal thank you from us and provides proof to all your sponsors, donors and supporters that you have raised money on our behalf.
Catering:

Make sure you shop around for caterers – getting at least three quotes will give you a good idea of a fair cost. Try a sample meal, and think can they make this to the same standard for however many people you expect will attend – would a buffet be easier?

If a caterer is attached to a venue, try and negotiate a way around using them, they may not be the cheapest or best!

Decide on the menu and ensure they will provide cutlery, crockery, glasses, flowers, and even tables, chairs and linen within the price. If in doubt ask now!

If you are preparing the food yourself to either give away or sell, contact the local Environmental Health Department at your Local Council to ensure you comply with the 1995 Food Safety (General Food Hygiene) Regulations.

Insurance

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

If you are running a dance or other event involving the general public – speak to your venue and make sure they have adequate cover for you and your party.

And afterwards...

If you have organised the event with others, it is always nice to meet up to evaluate the success, thank everyone involved and analyse various issues to see what could be improved on 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.

First Aid: Approach St John’s Ambulance or the British Red Cross for any first aid cover that you may require.

The Health and Safety Executive has further information on the type of risk assessments you should conduct to ensure the safety of any participants. See www.hse.gov.uk.

Remember YOU have a duty of care to protect members of the public attending any event you organise!
The Top Ten Rules

1. You need a license from your local authority to collect funds on the street or in a public place or by going from house to house. It is illegal to collect funds in this way without a license, so please ensure that you are correctly covered.

2. Your tin should be emptied and the proceeds counted and paid to Action on Elder Abuse within one month of beginning the collection.

3. If you would like to display your tin for more than one month, please ensure it is emptied and the proceeds paid to Action on Elder Abuse at regular one-monthly intervals. Further forms can be provided from Action on Elder Abuse.

4. Check to ensure that your collecting tin has not been tampered with before emptying it, and ensure it is properly re-sealed again before it is once again put on display.

5. Empty the tin and count the contents in the presence of an independent witness.

6. Record the amount collected on the CASH HANDLING FORM sent with the tin, and ensure it is signed and dated by you and countersigned and dated by your witness.

7. Give a copy of the signed cash handling form to the relevant person in charge of the premises where your tin was/is displayed.

8. We would prefer you to bank the counted monies and send a cheque for the full amount made payable to “Action on Elder Abuse” and enclosing the signed cash handling form to our Head Office.

9. If you are unable to send a cheque as above, please call the fundraising team on 020 8835 9280 to discuss alternative methods of payment.

10. Send the empty tins/buckets back to Action on Elder Abuse

Whilst it is important to raise money for World Elder Abuse Awareness Day, it is also important to HAVE SOME FUN whilst doing so. Enjoy yourself whilst fundraising for a good cause – it will make you feel GREAT!

Thank you for your support!
Getting Publicity...

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

Phone the news desk of your local paper and give a brief description of your activity/event and remember to mention it is a charitable event as you might get more coverage. Ask for the name of the person you should send further information to about your event. Then send them a press release including all the details about your event – this should be similar to an advertisement, promoting your activity, and exciting their interest.

If you think your event will make a good photo opportunity, also send the details to the picture editor in the form of a photocall notice inviting the paper to your event.

Press Release Basics...

Put the current day’s date at the top of the page. Think of a catchy title for the release and then do not forget to put Who, What, Where, When and Why – just use a sentence to explain each.

Also explain the reasons why you are fundraising for Action on Elder Abuse and write what we are as follows:

‘Action on Elder Abuse is a national charity working to protect, and prevent the abuse of, vulnerable older adults. They provide information, advice and support to those experiencing, or concerned about, abuse through the UK’s only Freephone National Helpline, as well as provide training to those working in the care sector. We also campaign to influence all governments across the UK to implement essential changes to the law to protect older people from harm’.

You may want to add a case study to boost the impact, and we can help with that if needed. Finally, make sure you put all of your contact details at the bottom as they may want to clarify information before writing an article!

Contact us for further information about how to write press releases or organise a photo call if needed.

Celebrities...

Celebrities get hundreds of charity requests each day so you need to target your letter appropriately and not aim too high. Many take an interest in the areas where they live so have a look to see who lives where. Also research which celebrities might have an interest in Action on Elder Abuse and our work. A celebrity could be an Actor/Actress, local Mayor, Councillor, or even the Postman…

Make sure your letter is to the point – celebrities will rarely read the letters themselves so you need to impress the agents first. Explain what you want them to do, when you want them to do the event, who the charity is, and that event is a fundraiser.

Before you contact your chosen celeb, please let us know first before you approach them. We make a large number of requests for celebrity support, and wouldn’t want to embarrass you by asking someone who is already supporting one of our projects. We also have some celebrities who we would rather you didn’t contact – please ask us for a list of names.
And finally...

Using Action on Elder Abuse’s Name and Logo

Action on Elder Abuse’s logo must appear on all publicity material, which we will provide for you. There must be no boxes around the logo and it must be at least the same size as shown below.

Our preferred fonts are Arial and Tahoma. Please try to use these fonts in your printed material to help us reinforce our brand.

Please ensure that you use the charity’s full name “Action on Elder Abuse” at all times. Always indicate where your fundraising is going, for example: “All proceeds from this event will be donated to Action on Elder Abuse” or “£1 from the entrance fee will be donated to Action on Elder Abuse”.

Our registered charity number MUST appear on all publicity material and anything with our logo. This must be mentioned on all printed/electronic material and is required by law. This should be in small print in an unobtrusive place, and appear exactly as follows:

Action on Elder Abuse is:
A registered charity in: England & Wales No: 1140543
Registered in Scotland: SCO46278
Company No: 07290092

Finally, let us now if you would like us to promote your event on our website and will try to accommodate you.
Thank you for offering to help raise awareness of Elder Abuse as an issue on World Elder Abuse Awareness Day which is on a Friday this year, and is always on 15th June.

If you are thinking of running an activity or event in the UK, even if you have registered previously, please register again with us before the activity takes place as we are the Lead coordinator for activities across the nation and co-ordinate with other organisations across the globe to monitor impact. This will allow you use of the WEAAD or World Elder Abuse Awareness Day monikers in 2018.

Please return the completed form to Action on Elder Abuse, 23-25 Mitcham Lane, Streatham, London, SW16 6LQ or scan it and send it to: enquiries@elderabuse.org.uk - thank you.

**PLEASE COMPLETE IN BLOCK CAPITALS**

Your details:
Title: ____________ First Name: _____________ Surname: ________________
Job Title: __________________________________________________________________
eMail Address: _______________________ Contact Telephone No: _____________________

Your Organisation/Company’s Details:
Organisation Name:  __________________________________________________________
Organisation Address:  ________________________________________________________  
___________________________________________________________________________ Postcode: ________________
Website Details: _______________________ Contact Telephone No: ___________________

Your Activity or Event Details:
Event Name: ________________________________________________________________
Event Date: _______________________ Time of Event: _________________________
Nature of Event:  _____________________________________________________________
Venue for Event:  ____________________________________________________________
Type of Event:  Fundraising [ ] Information Sharing Event [ ]

How did you hear about World Elder Abuse Awareness Day 2018?
____________________________________________________________________________
____________________________________________________________________________
Do you need any promotional materials?

If you still have any items from past WEAAD events, please re-use them. For collection tins and buckets however it is a legal requirement that you obtain a new label and registration number from Action on Elder Abuse, call 020 8835 9280 for assistance.

We have the following items available to help your day go with a swing. Please order what you require by returning the form with your registration and payment. (Items are subject to availability)

<table>
<thead>
<tr>
<th>PROMOTIONAL ITEMS</th>
<th>Cost Price Per Unit</th>
<th>Quantity</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collection Tin (inc. Cash Handling Form/s for Completion)*</td>
<td>£1.00</td>
<td></td>
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<tr>
<td>WEAAD Purple Ribbons (25 per bag, but normally sold for £1 each)*</td>
<td>£5.00</td>
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<tr>
<td>Balloons (25 per pack inclusive of VAT)</td>
<td>£3.50</td>
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<tr>
<td>T-Shirts – Purple with Action on Elder Abuse Logo (inclusive of VAT)</td>
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<td>Small</td>
<td>£5.00</td>
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<td>X-Large</td>
<td>£5.00</td>
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<tr>
<td>Promotional Pack: 4 x Posters, 20 x Helpline Wallet Cards and 20 x Leaflets</td>
<td>£2.00</td>
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<tr>
<td>Postage &amp; Packing (per order)</td>
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<td>£4.50</td>
</tr>
</tbody>
</table>

Donation to Action on Elder Abuse

TOTAL COST

Please make cheques payable to ‘Action on Elder Abuse’

*costs refundable from income

Recommend a friend...

Please let us know the contact details (eMail or address) for anyone who you think might be interested in hearing more about World Elder Abuse Awareness Day.

Title: ____________  First Name: _____________ Surname: ________________

Job Title: _____________________________________Organisation:____________________________

eMail Address:  _______________________Contact Telephone No: _____________________

Alternatively, please eMail them to: enquiries@elderabuse.org.uk

Declaration:

We would like to keep you informed about Action on Elder Abuse and our activities from time to time. If you would prefer NOT to receive this information please tick here ☐

I agree that I will seek medical advice from my GP if I am in any doubt about my physical ability to undertake any activities or challenges as part of World Elder Abuse Awareness Day, or in support of Action on Elder Abuse. I hereby assert that to the best of my knowledge I do not have any heart condition or other serious medical condition that might preclude me from participating in this event, and if I have such a condition I acknowledge that I must declare it to Action on Elder Abuse in writing before progressing with the proposed activity. I accept that any events I organise are not covered by Action on Elder Abuse’s insurance and that I will arrange appropriate cover for this activity/event myself and agree that I participate in it/them at my own risk – please tick here to confirm this statement ☐

I hereby assert that all proceeds from this event will be paid to Action on Elder Abuse within 30 days of the event being held.

Signed:  ______________________________ Date:  _______________________________

Please print your name here:  ________________________________________________