



Fundraising Pack

December 2019



Thank you for joining in with

Yuletide Yodel



It's a wonderful opportunity to make a difference to an older person this Christmas by organising a Christmas carol singing event in your local community.

The funds you raise will help MHA fight against isolation and loneliness – and help people live later life well.

Your support goes so far

We rely on the kindness of supporters like you to make our life-changing work possible. So, thank you for making a difference!



Your event



Here's what you need to do to make your Yuletide Yodel fun for all and a chance to raise much needed money for MHA.

First ask your friends, family and colleagues to get involved and agree to join you for a carol-singing concert.

Next, decide where you're going to sing. We recommend busy private venues such as supermarket entrances, inside shopping centres or outside bus or train stations – anywhere where you're guaranteed an audience.

Or why not organise a special concert at your local church, community centre, pub, school or workplace?

Once you have permission, it's time to choose the time and date of your performance – we are recommending the first two weeks in December.

Don't forget the donations!

When you give your performance, make sure you pass around collecting tins or buckets for your audience to put their donations in.

Then simply return the money you collect to us. We'll put it to good use right away, enabling people to live later life well through our life enhancing services.

Quick tips

Be eye-catching!

Christmas-themed fancy dress and decorations will get you and your audience in the festive spirit. The more people are feeling it, the more likely they are to give!

FREE tins and buckets!

If you'd like a free collection tin or a bucket for your donations, just let us know and we'll send you one free of charge.



Make sure you invite all your family and friends to see you perform. You can use the invites included in this pack. We've also enclosed a poster that you can display at home or work or at your local church or community centre.

And don't forget to let your church, school and clubs know exactly what you've got planned. See overleaf for a suggested paragraph you can ask to be included in their Christmas newsletter so all their readers will know where and when to find your Yuletide Yodel.

Step by Step guide

1 Set a target

Set a target for how much you want to raise so you've got something to aim for. Then see if you can beat it!

2 Spread the word

Use posters, leaflets, flyers, social media and emails to make sure everyone knows what you're planning.

3 Ask for help

You don't have to do it all by yourself. Ask your friends, local businesses and community groups to get involved.

4 Stay safe

Carry a first aid kit and get good health and safety advice to make sure you're covered for every eventuality.

5 Remember the difference you're making

Don't forget that every penny you raise will help fight loneliness and isolation for people in later life.

6 Stay in touch

If you have any questions at all, don't hesitate to contact us 01332 221 641 or fundraisingenquiries@mha.org.uk.



Don't forget to list your event in local newsletters



To help spread the word, simply copy the paragraph below and forward it to your local church, school and community newsletters.

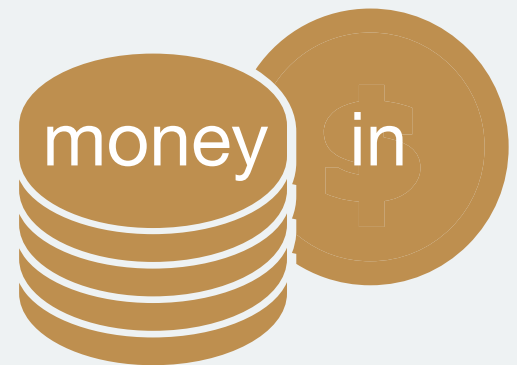
We'll be singing carols in aid of MHA and raising money to help fight loneliness and isolation. If you want to help make a difference to an older person this Christmas, please come and hear us sing at _____ (time) on _____ (date) at _____ (location). All are welcome!

Ho ho NO!

Believe it or not, not everyone loves Christmas or enjoys singing carols. So, if you want to run a fundraising event that will appeal to the grinchies, why not arrange something fun like a sponsored 'wear a Hawaiian shirt to work' day?



Paying your



Please send us the money you raise so we can start using it to fight loneliness and isolation.

By phone

Call us on 01332 221 641 to pay your money in over the phone. It's quick and easy!

By post

Send your cheques, payable to MHA, to Epworth House, Stuart Street, Derby, DE1 2EQ.

Online

Visit mha.org.uk/donate and donate your Yuletide Yodel collection online.

Keep it

safe and legal

You're doing something wonderful for us, so we want to make sure that you stay safe and legal whilst running your own Yuletide Yodel.

To find out more about how to do that and to ask any other questions on safety and the legal aspects of taking part in Yuletide Yodel, please contact us by calling 01332 221 641 or emailing fundraisingenquiries@mha.org.uk.



How

your donations help

For over 75 years, MHA has been providing outstanding care for older people living all over Britain.

Our aim is to enable people to live later life well by connecting them in communities that care.

One of the ways we help older people overcome loneliness and isolation is through our **Live at Home** community groups, just like the one that made such a difference to Lesley's life.

We help older people carry on living independently in their own homes for as long as possible, with the best possible quality of life.

For so many people across Britain, our community groups are a vital lifeline. It's the wonderful support we get from people like you that makes it possible.



A new life for Lesley

Lesley has always been a sociable person but, with retirement, her life style changed. She began to struggle to go out in the evenings. She was staying at home more and more, gradually becoming depressed, anxious and isolated.

Then she came to our Live at Home group in Eastleigh and started attending the singing and wellbeing sessions on Tuesday mornings. Lesley especially enjoys the social side and now gets out of the house more and takes the bus alone. Her confidence has grown and she has made new friends.



The money you raise could help us do so much.

£50 could pay for a month's lunch club for an older person.

£150 could cover the cost of training a volunteer befriender.

£500 could fund transport to a lunch club for 16 older people each month.

£1,100 could train two people to become specialist dementia activities co-ordinators.



Thank you!

Contact information:

If you have any questions about any aspect of running your own Yuletide Yodel, please don't hesitate to get in touch by calling 01332 221 641 or emailing fundraisingenquiries@mha.org.uk. We'll be very happy to hear from you.

