

# WINTER WARMTH APPEAL

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FUNDRAISING GUIDE

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RAISING VITAL FUNDS TO KEEP OLDER  
PEOPLE WARM IN WINTER



**CUMBRIA**  
COMMUNITY FOUNDATION





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# Thank you

## for raising money for the Winter Warmth Appeal

Older people around the county are kept warm each year thanks to generous donations to our Winter Warmth Appeal.

Cumbria has a higher-than-average proportion of older people, many of them vulnerable with limited incomes. They face stark choices this winter that nobody should have to make. Whether to buy food or turn on the heating, whether to go to bed in the middle of the day simply to keep warm.

It's no exaggeration to say that money raised from the Winter Warmth Appeal can make the difference between surviving the winter or perishing. Our delivery partners – the four Cumbrian branches of Age UK and Copeland Age and Advice Service are vital. Not only do they distribute the grants, they check on applicants'

wellbeing, befriend those who live alone and alert them to benefits they can claim. The service they provide is invaluable.

We know many people will have had a tough year, and we face some challenging months ahead. Many of us face an expensive – but essential – bill for heating our homes, while hundreds of our older neighbours here in Cumbria are forced to choose between heating and eating.

Your generosity and support are hugely appreciated. We literally could not do this work without you.

**Andy Beeforth OBE**  
Chief Executive



# FACTS

During a bad winter, 300 people die in Cumbria due to the effects of the cold weather. In our worst winters the figure has risen to 500.

More than 82,000 Cumbrians receive the Government's Winter Fuel Payment and to many it's a lifeline, but for those that don't need it, we can pass the money to someone who is choosing between heating and eating this winter.

All districts in Cumbria have a higher proportion of households living in fuel poverty than the national average, with over 33,000 households suffering. Parts of Barrow (Barrow Island, Hindpool and Central) have some of the worst hit areas in the UK, with 3 in 5 households living in fuel poverty

Estimates suggest that one in ten of excess winter deaths are directly attributable to fuel poverty and one in five are attributable to cold homes. People die because they can't keep warm in the winter.

Fuel poverty is particularly bad in rural areas where properties are older, unsuitable for insulation, and relying on oil, solid fuel or electric storage heaters for heating.

In cold weather, a third of people living on a low income will cut back on food and two thirds will cut back on heating. Research in winter 2022 found that 20% of older people were worried that they will not be able to eat enough, and 45% of older people were worried that they wouldn't be able to heat their home enough. Fuel poor households can't afford to heat their homes to the recommended 21 degrees



# How your money helps

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“I live on my own. When you are on your own, your bills are the same as the couple next door, but there's only one income. I'd rather go without something else than without heat. I have arthritis and the cold makes it worse.

I cut down on food and just buy the basics. I'd rather have a warm house. The Winter Warmth grant was a big help.”

**Valerie, 71, Cockermouth**



# How your money helps



“The grant helped a lot – it meant I could keep the heating on a bit longer. I’m at risk of getting pneumonia in winter so I tend to stay in and keep warm.

I only go out to do my shopping. I will be applying for a grant again this year. I think it’s a fantastic cause and I am really grateful to the people who donate to the appeal.

**Joe, 79, Penrith**







# YOUR CHALLENGE

If you want to participate in your own challenge for the Winter Warmth Fund, you can set up a fundraising page here: <https://cumbriafoundation.enthuse.com/cf/winter-warmth-appeal-2023>

People have held virtual quizzes and sporting events, organised a DIY Big Sleep, shaved their heads, run a birthday fundraiser and donated money saved from not commuting. Whatever it might be, we would like to hear all about your challenge so please tag us on social media as follows:



cumbriafoundation



@cumbriacf



@cumbriacf

# Offline Fundraising

## Sponsorship Form

If you're not fundraising online, we have a traditional sponsorship form set up ready and you can find it attached to this pack. Remember to record all Gift Aid details on the form.

## One off Donations

If you want to make a one off donation to the Winter Warmth Fund simply phone 01900 825760 (9am-5pm weekdays) to pay by card or donate online here:  
[www.cumbriafoundation.org/winter-warmth-fund/give-to-the-winter-warmth-fund/](http://www.cumbriafoundation.org/winter-warmth-fund/give-to-the-winter-warmth-fund/)

Alternatively, you can post a cheque made payable to: Cumbria Community Foundation, Dovenby Hall, Dovenby, Cockermouth, Cumbria, CA13 0PN. Please write 'WWA 22' on the back of your cheque.



1st Wetheral Brownies have raised over £7,500 over the past eight years!

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"We encourage the Brownies to 'take action' and 'make change' as part of their Brownie programme. We love supporting the Winter Warmth Appeal because it is local, its goal is easily understood by the Brownies and we know that every penny we raise will be directed to the cause by Cumbria Community Foundation."

Janice Brown, Tawny Owl,  
1st Wetheral Brownies

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# Fundraising Tips

## SET YOURSELF A CHALLENGING GOAL

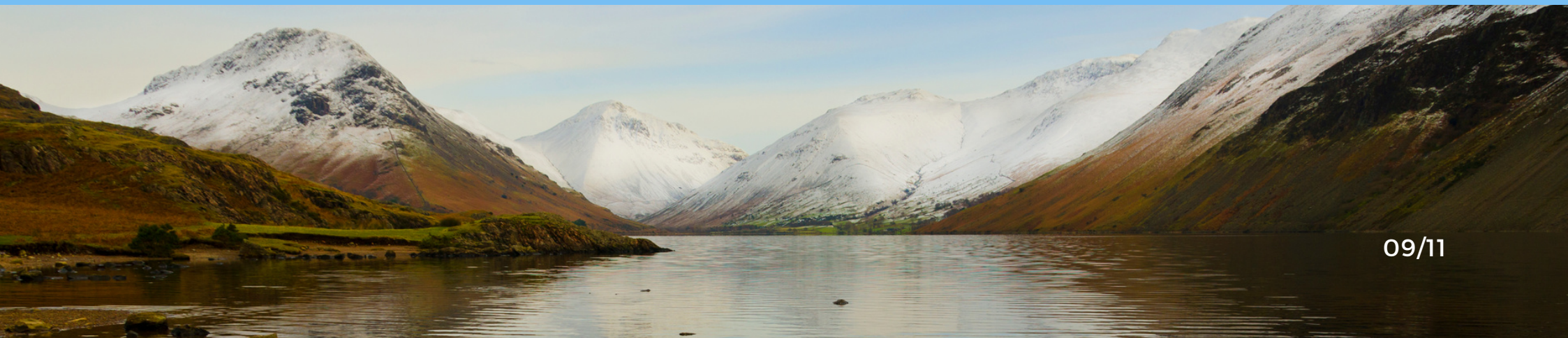
Your fundraising goal should be a stretch, but do-able (if you are getting close to your goal, then raise it so people continue to donate)!

## KICK THINGS OFF WITH A GENEROUS DONATION

Ask your close friends and family for their support first to get the ball rolling. People tend to match the amounts already listed on a sponsor form or fundraising page, so ask people who are more likely to get you started with some generous donations first.

## SPREAD THE WORD

- Update your Facebook status to tell everyone what you are doing and include a link to your fundraising page.
- Like the Cumbria Community Foundation page and tag us wherever possible! Share your photos and fundraising updates on the page too
- If you have an X account, regularly post about the event and how you're preparing for your night in the cold.
- Use #WinterWarmth23 so people can see who else is talking about the appeal. Don't forget to follow (@cumbriacf) and mention us in your post.



# Sponsorship and Gift Aid Declaration

Please sponsor me to complete my challenge in aid of the Winter Warmth Fund (Charity No: 1075120)



Name: \_\_\_\_\_

Address: \_\_\_\_\_ Postcode: \_\_\_\_\_

Email: \_\_\_\_\_ Tel: \_\_\_\_\_

If I have ticked the box headed 'Gift Aid', I can confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay the difference. I understand the charity will reclaim 25p of tax on every £1 that I have given. Please remember to abide by social distancing rules while they are implemented.

[illegible]

Full name (First name & surname)	Home Address Not your work address (this is essential for Gift Aid)	Postcode	Amount £	Date Paid	Gift Aid? (✓)
Total donations received			£		
(for office use only) Total Gift Aid donation			£		

Please send completed forms and monies to Cumbria Community Foundation, Dovenby Hall, Dovenby, Cockermouth, Cumbria, CA13 0PN.