

WINTER WARMTH APPEAL

FUNDRAISING GUIDE

RAISING VITAL FUNDS TO
KEEP OLDER PEOPLE
WARM IN WINTER.



CUMBRIA
COMMUNITY FOUNDATION



Thank you

for raising money for the Winter Warmth Appeal

Since 2010, the Winter Warmth Appeal has raised more than £3m to help Cumbria's most vulnerable older people keep warm and well through the winter months. Thanks to the generosity of businesses and individuals across the county, we have ensured hundreds of older people don't have to choose between heating and eating.

Cumbria has very high levels of 'excess winter deaths' – people who die because they cannot afford to heat their homes and feed themselves properly, which can be as high as 500 older people in a bad winter.

Last winter, a grant from the Winter Warmth Fund proved vital for Christine, 72, who lives in Carlisle. She said: "I'm the coldest person on Earth. The grant makes a great difference. I can't stress how much it helps to know you've got that money coming. It's a great help. It's a lot of money to me."

The Winter Warmth Appeal is delivered in partnership with each Age UK and Copeland Age & Advice Service. As part of the campaign, they also offer free benefit checks and connect older people to services such as befriending, to combat isolation and loneliness.

So however you are able to support the Winter Warmth Appeal - whether through a cash donation, taking on a sponsored challenge or organising a fundraiser with colleagues or friends - we thank you.

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



Andy Beeforth OBE
Chief Executive

Why we need your help



The cold affects my breathing, and that's when I start to get angina pains. My flat gets so cold but I'll sit here with three jumpers on and a blanket because I daren't put the heating on.

John, 85, Penrith



I feel very fortunate to have received the grant. I have a health condition that means I need to stay warm. I need warmth to stay healthy, like many people of my age do. I'm very, very grateful to everybody that gives to the appeal.

Pat, 80, Barrow



Fundraising ideas

There are endless ways to fundraise towards the Winter Warmth Appeal, and every pound donated will help to ensure an older person stays warm this winter. So why not get together with colleagues, friends or family and see how much you can raise?

Some of the best fundraising ideas don't take too much organising - how about a bake sale, festive jumper day, coffee morning or quiz night? You could take on a challenge and ask people to sponsor you - from head shaves and walks, to sleep outs and silences, the options are endless.

Or why not 'give something up' - maybe your weekly takeaway or daily coffee - and donate the money you save to the appeal? Take a look at our website for more fundraising ideas, posters and social squares - www.cumbriafoundation.org/fundraise.

Match Funding Challenge - all the money you donate between 10 November and 19 December 2025 will be matched, £1 for £1, thanks to our generous Match Funding Champions.

However you decide to fundraise, we'd love to hear about it! Please share on your social media, using the hashtag #WinterWarmth25 and tag us:



cumbriafoundation



cumbria-community-
foundation



cumbriacf

How to pay in the money you raise

Online fundraising page

The easiest way to get the money to us that you raise is to set up an online fundraising page at:

<https://cumbriafoundation.enthuse.com/cf/cumbria-winter-warmth-appeal-2025>

If you need any help with this, please call us on 01900 825760 or email enquiries@cumbriafoundation.org. The funds will come straight to us; you don't need to worry about collecting in cash or transferring the money.

Why not start the ball rolling with the first donation? If you give a generous donation, others are more likely to do the same.

Sponsorship form

If you collect in any cash donations or sponsorship, please record them on the sponsorship form at the back of this fundraising guide. Don't forget 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, 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/

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



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



"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, it's 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



Winter Warmth Appeal 2024-25

Thanks to all who supported last winter:



£486,260
raised



£225,000

raised by
our Match Fund
Champions



Average **74**
age



94% of
households
received
grants of
£200

£271,605
awarded
in grants



4 delivery
partners



1 in 2

beneficiaries
hadn't received
a grant the
previous year



1,570
people
benefited



Oldest
beneficiary
aged
100

40%

of households
are hard to
heat and 74
households are not on
mains gas



66

households
incurred
additional
energy costs
as they depend on medical
equipment

Total number of grants
awarded: **1,227**

46%

of people were
in receipt of
pension credit



3 in 4
people
live alone



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.