

Fundraising

pack

Tips, tools and **inspiration**
to help you get started



Thank you!

We're overjoyed that you've chosen to fundraise for us, and we want to support you all the way.

This pack contains helpful advice, useful tips and essential materials to help you plan your fundraising. If there's anything else you need, or anything we can do to help, email us at **events@sightsavers.org**

It doesn't matter what you choose to do or how much you raise. What matters is that you want to make a difference. With your help, we can continue to restore sight, empower people with disabilities and change lives around the world.

**Thank you, good luck,
and happy fundraising!**

What's inside?

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Why fundraise for us?

We prevent avoidable blindness in some of the poorest parts of the world, and promote equal opportunities for people with disabilities.

Making a difference

£10

could provide six pairs of spectacles for people with visual impairments

£60

could treat or protect an entire community against trachoma

£100

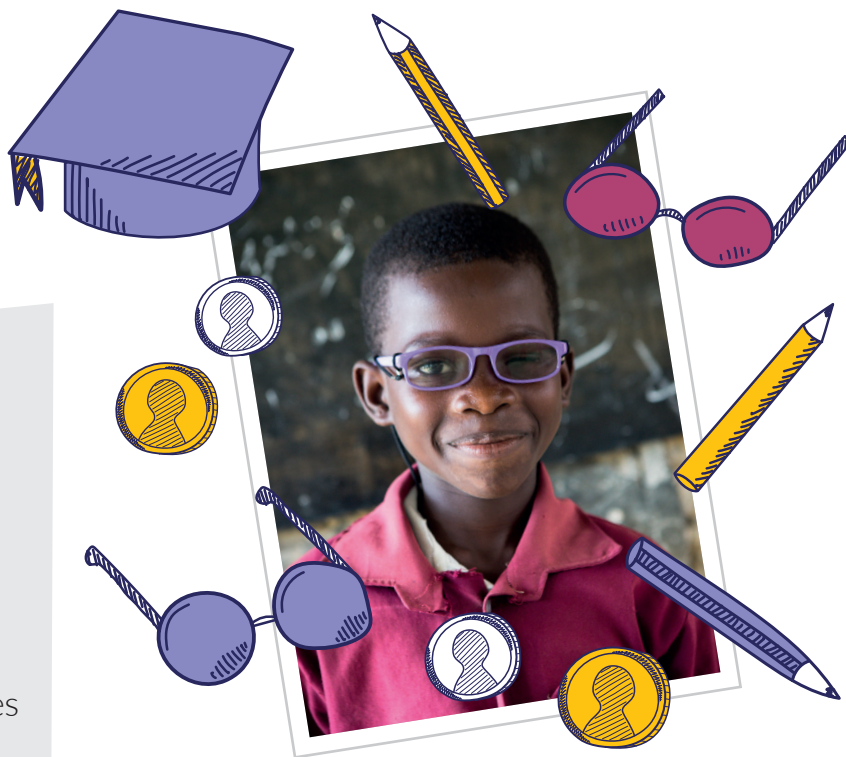
could cover the cost of cataract lenses for 40 children

£240

could screen an entire community or a school for a range of eye conditions

£480

could provide a year's inclusive education for three students with disabilities



Meet our fundraisers

Getting crafty at school

When Year 5 students **Josie** and **Alice** spotted a Sightsavers leaflet featuring images of children suffering from trachoma, they were moved to take action. With help from their headmistress, they gave a presentation during their school assembly and encouraged their classmates to decorate pairs of cardboard glasses during half term. Students then donated £1 to wear the specs to school, with prizes awarded for the best pairs. Their crafty initiative raised an impressive £417.

Ideas and inspiration

Calling all crafters, walkers, bakers, knitters, runners, swimmers, singers and anyone else in between!

Whether you're going it alone or joining friends, family or colleagues, everyone has something they love doing that could raise money for Sightsavers.



Boost your funds

Set a fundraising target

It will help to keep you motivated and give you something to aim for.

Double your money

Ask whether your employer can double your fundraising total. After all, it's for a fantastic cause!

At work

Show off your singing skills at a karaoke event, or channel your inner superhero at a fancy dress day. Alternatively, organise an office sweepstake based on a sports event or reality TV show, or host a quiz to see which colleagues are the smartest!

With friends

Organise a coffee morning and ask friends to donate in exchange for a slice of your classic sponge cake. Or why not hold a raffle and ask shops to donate prizes?

Outdoors

Grab your trainers for a sponsored walk, run or cycle ride, or dust off the bunting and organise a street party: ask your neighbours to donate food or drinks to sell.

In style

Offer to give your friends a manicure or facial in return for a donation. Alternatively, hold a glamorous masked ball and charge an entry fee, or arrange a clothes swap and ask for donations.

Something different

Test your limits with an adrenaline-fuelled bungee jump or skydive, or swim the equivalent of the English Channel in your local pool. You could even tackle an overseas challenge such as climbing Mount Kilimanjaro – if you're brave enough!

Promoting your event

Once you've chosen what to do, spread the word to make your fundraising as easy and effective as possible. Questions? Email events@sightsavers.org

Online fundraising

An online giving page is a simple way to collect donations: your supporters can donate directly, and Gift Aid will be collected automatically. Choose either JustGiving or Virgin Money Giving and select Sightsavers as your charity of choice.

www.justgiving.com/fundraise

www.virginmoneygiving.com/giving

- 1** Upload a profile picture to make the page feel more personal.
- 2** Add a description about the event and explain why you're supporting Sightsavers. For info about us, see www.sightsavers.org/about-us
- 3** Add an event date to boost donations leading up to the big day itself.
- 4** Post regular updates about your training and fundraising.
- 5** Set a fundraising target to help you track your progress.

Social media

Sharing your online giving page on social media is a great way to tell potential sponsors about your fundraising. You can also follow Sightsavers' accounts and tag us in your posts for even more exposure.

 Facebook **@SightsaversUK**

 Twitter **@SightsaversUK**

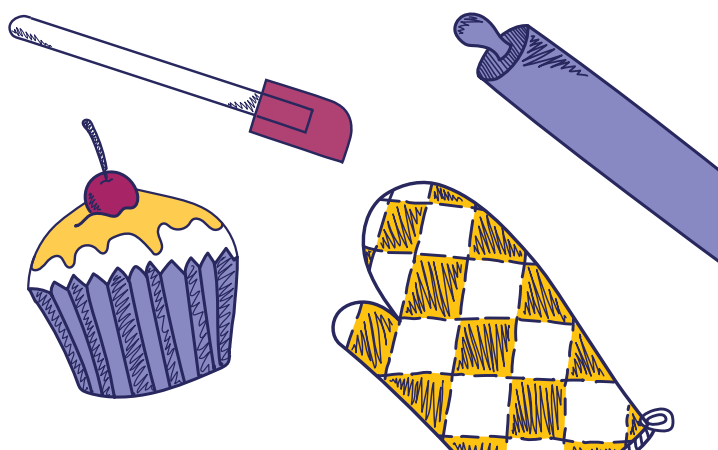
 Instagram **@sightsavers**

Local news coverage

Send a press release to your local paper for a chance to be featured online or in print. We've included a press release template at the end of this document, which you can customise.

The impact

We have completed
9.7 million
operations to save sight



Get the look

There are lots of eye-catching ways to show you're supporting Sightsavers

From t-shirts and hats to collection boxes, balloons, stickers and flyers, we can provide many of these items for free, subject to availability. For information, email events@sightsavers.org

Beanie

Tshirt

Collection
tins

Balloons

Caps

Vest

The impact

379,000

trachoma operations to relieve pain
and prevent blindness completed

Sponsor me



Sightsavers

Name: _____

is doing: _____

How your support can help others

£10

could provide six pairs of spectacles to help people see.

£20

could pay for eye care training for four health workers.

£32

could help to protect two communities against river blindness.

giftaid it

Gift Aid enables us to reclaim 25p of tax on every £1 donated. If you tick the 'Gift Aid' box, you confirm you are a UK income tax or capital gains taxpayer and want us to reclaim tax on your donation. If you pay less income tax or capital gains tax in the current tax year than the amount of Gift Aid claimed on all your donations, you must pay any difference.

Full name	Home address	Postcode		Amount	Date collected
A. Person	A House, A Town	AB12 3CD	<input type="checkbox"/>	£15	DD/MM/YY
1			<input type="checkbox"/>		
2			<input type="checkbox"/>		
3			<input type="checkbox"/>		
4			<input type="checkbox"/>		
5			<input type="checkbox"/>		
6			<input type="checkbox"/>		
7			<input type="checkbox"/>		
8			<input type="checkbox"/>		

giftaid it

Before ticking the **Gift Aid** box, please read the Gift Aid declaration on the previous page of this form.

Full name	Home address	Postcode		Amount	Date collected
9			<input type="checkbox"/>		
10			<input type="checkbox"/>		
11			<input type="checkbox"/>		
12			<input type="checkbox"/>		
13			<input type="checkbox"/>		
14			<input type="checkbox"/>		
15			<input type="checkbox"/>		
16			<input type="checkbox"/>		
17			<input type="checkbox"/>		
18			<input type="checkbox"/>		

What next?

Send your form, plus any cheques, CAF vouchers and postal orders, to:

FREEPOST SIGHTSAVERS

or

Sightsavers

Bumpers Way, Bumpers Farm,
Chippenham SN14 6NG

**Note that we are unable
to accept cash by post.**

**Thank you so much
for your support!**

For more information

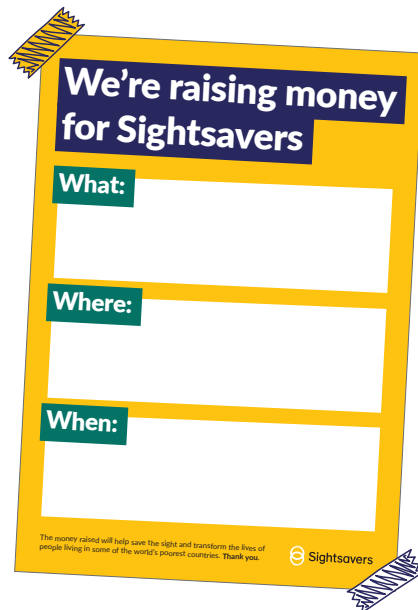
call **01444 446 600**

or email **events@sightsavers.org**



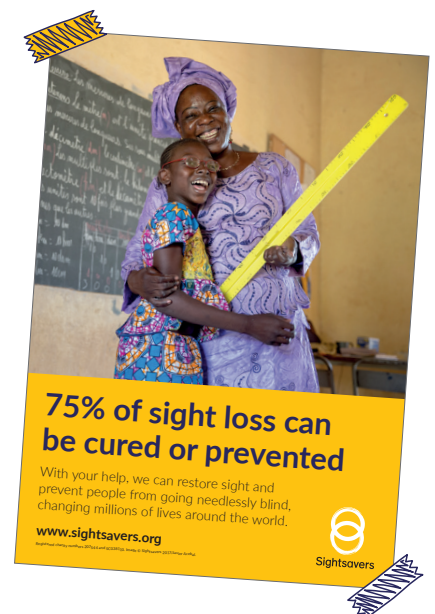
Posters

Posters are a great way to promote your event and tell people about the work we do. We have a selection of designs, including options you can print at home or larger posters we can provide on request.



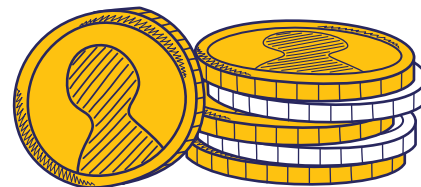
Download these from our website

Request these by email



To download visit www.sightsavers.org/fundraise
or to make a request email events@sightsavers.org

Ways to pay



Your money makes a vital difference: make sure your hard-earned cash reaches us as quickly as possible, so we can use it where it's needed most. Here's how.

Online donations

As mentioned earlier in the pack, setting up a fundraising page on Virgin Money Giving or JustGiving is the easiest way for your supporters to pay. Their donations are transferred directly to Sightsavers so you don't need to collect money, and you can thank your sponsors automatically. Visit **www.justgiving.com** and **www.virginmoneygiving.com** for information, and read the 'Promoting your event' section in this pack for tips.

Pay on our website

If you've collected cash, the easiest way to send it to us is to pay it into your bank account, then transfer it to Sightsavers online via credit or debit card. Visit **www.sightsavers.org/fundraisers** to get started.

Cheques, CAF vouchers and postal orders

All cheques, Charities Aid Foundation (CAF) vouchers and postal orders should be signed, dated and made payable to Sightsavers. Include your name, address and details of your event, plus any sponsorship forms so we can collect Gift Aid payments. Note that we cannot accept cash via post.

Send to:

Sightsavers
Bumpers Way
Bumpers Farm
Chippenham
SN14 6NG

or
**FREEPOST
SIGHTSAVERS**



The impact

224,000
people with disabilities
have been supported
and trained

Keeping in touch

We'll contact you from time to time using the details you've provided, but we'll never sell or share your data. If you'd rather not hear from us, email **info@sightsavers.org** or call **01444 446600**. For more about how we use the data we collect, see **www.sightsavers.org/privacypolicy**

Essential info

We want you to enjoy your fundraising experience, which includes making sure everything is safe and above board. Questions? Email events@sightsavers.org.

Health and safety

Your safety, and that of others, is paramount. Use common sense: follow the advice of equipment manufacturers and facility managers. If you're holding an event at work, ask your HR department for guidance. For first aid advice, contact St John Ambulance or see www.sja.org.uk

Insurance

Make sure any venue or gear you hire has public liability insurance (often included in the hire price). For some events, you may need insurance to protect you against claims for injury or property damage.

Food hygiene

Cooking or baking to raise funds? Take great care when handling food for public consumption and follow the rules for safe preparation, storage, display and cooking. For info, see www.food.gov.uk.

Raffles and prize draws

A raffle can be a great way to raise money, although there are strict rules governing raffles, lotteries and prize draws. See www.institute-of-fundraising.org.uk or email us at events@sightsavers.org.

Alcohol and public entertainment

If your event involves selling alcohol, playing live or recorded music, dancing, screening a film or showing a sporting event, you may need a licence. Contact your local council and the police, if needed.

Collecting money

You don't need permission to collect donations using money boxes in private venues, but you'll need to ask whoever owns the premises (a local supermarket or pub, for example). When carrying cash around, keep it in a lockable box. For large amounts, have someone accompany you.

Data protection

Don't keep information about your supporters for longer than you need to, and never share data about someone without their permission. Read more about how we use the data we collect at www.sightsavers.org/privacypolicy.

For more advice about holding a fundraising event, see the events section at www.institute-of-fundraising.org.uk.



For more information on anything in this pack you can contact:

Call
01444 446 600

email
events@sightsavers.org

Visit
www.sightsavers.org/fundraise

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www.sightsavers.org/fundraise