

Fundraising Pack

Tommy Salisbury and friends, coffee morning
August 2007



**FIGHT
FOR
SIGHT**
EYE RESEARCH

Why we need your help

We are delighted that you have decided to fundraise for Fight for Sight, the leading UK charity dedicated to funding research into blindness and eye disease. Thank you for your support.

There are lots of ways you can raise money for eye research, such as running a marathon or holding a fundraising event. Inside this pack you will find our top tips for organising an event, an A-Z of fundraising ideas and a sponsorship form.

If you'd like to talk through your ideas with someone then we would be delighted to help. However you decide to raise money for Fight for Sight, we hope that you have fun in the process and we look forward to hearing your stories.



Emma Salisbury and her team, Hydro Active 5K Women's Challenge
September 2007

**The advice given in this leaflet is intended to provide general guidance only and to that extent the information conveyed is accurate.
Fight for Sight values your support and promises to respect your privacy.**

Top 10 fundraising tips

Here is a list of tried and tested tips to help you reach your fundraising goal.

1. Get sponsored

You can hand out a sponsorship form (included in this pack) or you can set up a personalised web page through:

www.justgiving.com/charity/fightforsight

Just follow the step-by-step instructions.

2. Start with someone generous

Find a generous sponsor to start with as this will encourage everyone else to be just as generous. This works.

3. Don't be shy

Find out if your employer will match the amount you raise before you set your fundraising target. They may have a limit but if you don't ask you don't get.

4. Promote yourself

Include information about what you're doing to the automatic signature on your home and work emails (ask permission first for your work email). Remember to include the link for your 'just giving' page.

5. Plan an event

Events can be great fun and are a really effective way to raise money. Remember to make sure it's something that people will want to do by doing a bit of research first. We have included some tips on planning your event.

6. Get free money

Gift Aid is a scheme whereby charities can reclaim the tax on donations, receiving a further 28p for every £1 donated at no extra cost to yourself or your sponsors. Fight for Sight can claim the tax as long as:

- The Gift Aid donor is an individual, not a company
- The sponsor pays tax in the UK
- The sponsor provides their full address and dates the form

7. Effective communication

Send regular updates to your contacts on the status of your training and/or fundraising. It's a good way of reminding people why you are doing this and a reminder to those who were genuinely intending to sponsor you but have yet to do so.

8. Rally the troops

Why not ask your friends and family for help with fundraising? If ten of your close friends each raise £50 on your behalf by asking their friends and family, you'll not only reach more people but you'll also reach your target faster. Remember to tell your friends why you're raising money for the charity and how their donation could help make a difference.

9. Shake a tin

You can place individual collection tins in almost anywhere with a passing audience such as local shops. Remember to obtain permission first from the manager or owner.

10. We're here to help

We are always here to answer your questions and provide you with more fundraising ideas and tips. If you need any help please do get in touch by emailing

events@fightforsight.org.uk or call **020 7929 7755**.



Volunteers, Rachel Anstruther and Joan Turk
Collection at Sainsbury's Cromwell Road
August 2007

Organise a fundraising event

Organising a fundraising event is a great way to raise money for Fight for Sight. There are lots of things to consider when planning your event but the most important thing is to be organised from the start. Here is a step by step guide to help you plan your event:

1. What when and where?

- Not sure what sort of event to hold? Find something you enjoy doing and take it from there. Or have a look at our A-Z of ideas for inspiration.
- Find out who is around to help you. Get your friends, family and work colleagues involved. Get as much free stuff as possible and don't be afraid to ask for help.
- Find an appropriate venue for your event and book it well in advance. Make sure you check its capacity and car park facilities.
- Speak to us about what you're doing – we are here to help you.

2. List tasks and delegate

- Identify all the different tasks that need to be done to prepare for your event. Delegate the different tasks to people and create a timetable with deadlines.
- Think about other ideas that could help to make your event a success, such as a raffle or refreshments.

3. Promote your event

- Think about how you can advertise your event. Consider posters, leaflets, invitations, emails and contact your local newspaper with details of the event.

4. On the day

- Delegate everything from start to finish.
- Check that you have first aid available.
- Get some good photos of the event.

5. After the day

- Keep current and accurate accounts.
- Thank everyone involved.
- Celebrate!

A-Z of ideas for fundraising events

Are you stuck for ideas for your fundraising event?
Use our A-Z for inspiration.

- A** Auction of items or promises; Antiques fair; Art exhibition
- B** Babysitting; Beer race; BBQ; Bike ride; Book sale
- C** Car cleaning; Cookery lessons; Car boot sale; Coffee morning;
- D** Darts tournament; Dress down day at work; Disco; Dog walking
- E** Easter ball; Egg hunt; Eighties night
- F** Fancy dress party; Football match; Fashion show; Face painting
- G** Golf tournament; Games evening; Garden party
- H** Halloween party; House party; Head shaving
- I** Indie music night; Indian night
- J** Jumble sale; Job swap for the day
- K** Kite flying competition; Kick-boxing tournament; Karaoke night
- L** London marathon; Leg wax (for men)
- M** Musical evening; Masked ball; Murder mystery evening
- N** Netball tournament
- O** Odd jobs day; Outdoor pursuits; Off-road driving
- P** Party; Poetry night; Pub quiz; Pampering party
- Q** Quiz night
- R** Races; Rally drive; Recipe book; Raffle
- S** Skiing; Swimming gala; Salsa night; Scrabble competition
- T** Tennis tournament; Triathlon; Treasure hunt; Talent show; Tombola
- U** Underwear party; Ultimate challenge (Sky Dive, Bungee jump)
- V** Violin concert; Variety show
- W** Walking; Wine-tasting evening
- X** Xmas ball; Xmas drinks
- Y** Yoga
- Z** Zorbing

Banking your money

One of the most important parts of fundraising is sending us your money. Here are some guidelines for paying in your money:

- Please ensure that all sponsorship cheques are made payable to Fight for Sight.
- If sponsors give cash or make cheques payable to you, that's ok, just pay it into your account and send us a cheque equivalent to that amount so that we can add it to your total.
- If you have a large number of cheques to send in please send them by registered post. Send all your sponsorship forms and your cheques to:

Fight for Sight
1st Floor
36-38 Botolph Lane
London
EC3R 8DE

- Let us know if you have set up a Just Giving page. Donations will be sent to us directly from Just Giving every week who also claim Gift Aid on your behalf so that you don't need to fill out any forms.

Ed Finley, London Triathlon
August 2007



Keeping things legal

There are certain legal requirements to meet when organising an event. Here are a few guidelines but also check with your local authority.

Raffles

Small raffles held as part of a larger event are fine as long as ticket sales and the announcing of results takes place during the event and there are no cash prizes. Public lotteries and raffles must be registered with the local authority.

Do you need a licence?

You'll need a licence from your local authority for any of the following activities (state that the event is in aid of Fight for Sight, Registered Charity Number: 1111438):

- Music and dancing
- Sale of alcohol
- Extended hours
- Provision of food or drink
- Copyright and royalties for drama or film shows
- Collecting money in a public place

Please ensure that any fundraising material you use says: 'In aid of Fight for Sight, registered charity number 1111438'.

For further information please contact the Gambling Commission on 0121 230 6666 or alternatively email info@gamblingcommission.gov.uk

Fight for Sight

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www.fightforsight.org.uk



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