



# Fundraising Pack

Your step-by-step guide on fundraising for us.  
Together, we're putting change in sight.



# Thank you...

**Our vision is to Save Sight. Change Lives. We're doing it for the 2 million plus people in the UK living with vision loss - and worldwide.**

**We're determined that the scientific research and social change we fund will lead to a world where everyone has the best possible eye health and the same opportunities, regardless of vision loss.**

**But we can't do it alone.**

**Whether you're a fundraiser who loves to take on an epic challenge, a star baker or someone who wants to put their position at the heart of the community to good use - we need you.**

**Our fundraisers are vital to help us sustain the work we're doing in laboratories and communities across the UK. Please join our team.**

**Thanks for being part of Team Fight for Sight.**

**Phil Beaven**  
Chief Income Officer



# What your funds do

**£100**

## Gene therapies for vision loss

£100 could help fund the development and understanding of genes to explore gene editing and therapies as potential treatments for vision loss.

**£500**

## Spirit of adventure

£500 could enable 20 people blind and vision impaired people discover watersports, building confidence, connections and developing new skills.

**£1000**

## Discovering treatments for vision loss

£1000 could enable researchers to have 25 hours of confocal microscopy — giving researchers vital time with cutting-edge imaging to uncover new ways to prevent and treat sight loss.

**“That initial funding that I had from Fight for Sight was an instrumental stepping stone, and it is true to say that if I hadn't had that, I may not be here today.”**

**Professor Alice Davidson**

**Could you help us deliver world-class scientific research?**



# Six steps to successful fundraising



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## Step 1

Pick an event

# Challenge yourself



**Fancy taking on a marathon, a skydive, or a trek?**

We have access to over 900 exciting events, including running, walking, swimming and adrenaline challenges. We'd be with you every step of the way, providing help and support, as well as a Fight for Sight running vest or t-shirt to wear with pride.

### Example events include:

- Hackney Half Marathon
- Inflatable 5k Series
- London Marathon
- Santa in the City
- Skydive

[Find your next challenge here](#)



## Running partners for life

When passionate runner Laine Fischer was diagnosed with vision loss, husband Pat promised he'd be her guide runner. In 2025 they ran the London Marathon for Fight for Sight.

“Fight for Sight does everything I was looking for; I wanted an organisation that supports people of all ages and any condition,” said Laine and Pat.

The couple smashed their joint £4,000 target by creating fun ways to raise money, including a bingo game, scratch cards (where everyone's a winner) and a letter workout. You can read more about Pat and Laine [here](#).

## Fundraising with a twist Elizabeth Maxwell

# Elizabeth Maxwell is a veteran fundraiser for Fight for Sight.



Elizabeth Maxwell is a veteran fundraiser for Fight for Sight. She is blind due to a complication of the autoimmune disease Juvenile Idiopathic Arthritis (JIA). As a girl, she also had the related autoinflammatory condition Still's disease.

A complication of this and JIA meant Elizabeth developed the rare, inflammatory eye condition uveitis. This led to cataracts and then sight loss.

Today at 80, she is a tireless fundraiser, has raised thousands of pounds for us, and truly embodies our mission to 'Save Sight. Change Lives.' In the late 1990s, she trekked Pen Y Fan after training for six months, and afterwards she scaled back her fundraising to annual cake and chutney sales at local churches.

Elizabeth describes her fundraising for us and the reasons behind it as "a great joy": "Research is hope. It's wonderful to raise money for an organisation that researches into different eye conditions with the aim of finding something that might prevent sight loss."

You can read more about Elizabeth's story [here](#).

### Running not your thing?

Host an event with friends, family, or colleagues, such as a bake sale, dress-down day, golf day, quiz night, or supper club!

You'll find fresh ideas on our [website](#).



# Summit for Sight

Take on a mountain and help us deliver a world where everyone has the best possible eye health and the same opportunities regardless of vision loss.

Read  
more

## Play our lottery

Enter our lottery for a chance to win £25,000 and help fund our work to Save Sight. Change Lives.

**WIN £25K**

**SIGN UP IN 2 MINUTES!**

**Sign up here!**



## Step 2

### Plan your event

# A memorable event

**There are three steps to a successful event: Location, timing and your wider fundraising team - and that includes us!**

## 01 Pick a location

- You could hold your event anywhere, from your home, a local pub, a community hall, or a university campus.
- Be sure to mention that the event is for Fight for Sight, and they might let you hire the building for free or at a discounted rate.
- Check how easily accessible the venue is.

## 02 Set a date

- Give yourself as much time as possible to organise and promote your event.
- Think about when people will have the most time for you. At the weekend, everyone loves to party; quiz nights are popular on weeknights.
- Make sure your guests have no excuses not to come; if it clashes with the football or a TV final, they may stay at home!

## 03 Enlist some support

- Ask friends and family to help you out if it's a big event and allocate roles so everyone knows what they're doing.
- If you need raffle items or equipment for your activity, ask local businesses if they'll help. Our fundraising team can provide you with a letter of authority to prove you are a known fundraiser for Fight for Sight!
- Make sure your event stays safe and has the right permissions or licences. See step 6 for more details.

# 10 top tips for success



1. Set a **target** that you and your friends can aim for.
2. Keep to **budget** by monitoring spend.
3. Bolt on **fundraising** such as raffles, cake sales and auctions.
4. Set up an **online** fundraising page and get sharing!
5. Remember **Gift Aid** and get 25% added to your donation.
6. Spread the word using our customisable **posters**.
7. Set up a **Facebook event** and invite your friends.
8. Take lots of **pictures**.
9. **Thank** all the amazing people who helped.
10. Smile, relax, **enjoy!**

## Step 3

Set up a  
fundraising  
page



# How to make a great online fundraising page

**+13%**

Fundraisers with pictures or videos on their pages raise 13% more per photo. A perfect excuse for a #selfie!

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**+65%**

Writing a story on your fundraising page helps people understand why you have chosen to support Fight for Sight - you could raise 65% more if you do.

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**+17%**

Fundraising pages with a target raise 17% more. Aim high! If you hit your target before your deadline, change it!

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**+84%**

People who make a donation to their own page to kickstart their fundraising raise a whopping 84% more!

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**+111%**

Taking on a physical challenge? You could raise 111% more and have supporters keep track of your progress by connecting your page with your Strava or Fitbit account. Find out how [here!](#)

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**+20%**

of donations come in after your event has ended, so make sure you follow up to thank your supporters.

**Timing:** People may not reply to your message at first. It's all about timing and catching people's attention at the right time. Message friends and family at lunchtime, on the weekend, and on or near payday!

**Updates:** Let supporters know how you are doing by updating your fundraising page often, they will enjoy following your progress. If you are holding a different type of event, get people excited by adding updates to your page with preparation photos!



It felt a bit awkward at first asking people for money, but soon the donations were rolling in online! I can't believe how generous people were and every notification I got was a huge boost to my morale while training."



# Team Salisbury

**In it for the long-haul.**

**If you have a particular passion for fundraising for us, you could set up a family fund or supporter group such as the Tommy Salisbury Fund.**

**Please get in touch to find out more at [events@fightforsight.org.uk](mailto:events@fightforsight.org.uk).**

# £800,000 and counting

**For more than 20 years, Emma Salisbury has been one of the driving forces behind The Tommy Salisbury Choroideremia Fund.**

Choroideremia runs through her family, affecting her grandfather, her cousin and, at just four years old, her son Tommy. Rather than stand still, Emma chose action. What began with a single 5k run has grown into a remarkable community effort that has now raised over £800,000 for Fight for Sight.

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## Turning Shock Into Purpose

Tommy's diagnosis was devastating, but Emma's instinct was to move – quickly.

She speaks openly about the fear, the urgency and the need to do something that could create a better future for her son. Her family's honesty shaped Tommy's understanding, too.

From an early age, he knew about the research underway, the scientists working on his condition and the progress they were all helping to fuel.

## A Community Effort

Emma's fundraising has been tireless. Golf days, coffee mornings, sponsored runs, bike rides – a whole community has rallied behind Tommy.

A standout moment came in 2011, when the first operation in a Choroideremia clinical trial, part-funded by the family's efforts, took place successfully.

Hearing from Professor Robert Maclaren that their support had helped make it possible remains one of Emma's proudest memories.

**“When Tommy received a diagnosis of having this inherited eye condition at age 4, I felt like I couldn't sit back and do nothing.”**

**Emma Salisbury**



## Step 4

Share your event

# 5 ways to boost your page!

01

**Sharing is caring:** Make sure you tell everyone what you're up to and why you are supporting Fight for Sight!

02

**Online:** Share your page on Facebook, Instagram, X and WhatsApp. Let people know about the good stuff you're doing. Please tag [@fightforsightuk](https://www.instagram.com/fightforsightuk) when you post anything on social media. Include pictures and videos when possible. You can promote your event through your email signature or an email update to close contacts.

03

**Noticeboards:** Add details to your office noticeboard or share digitally on your work intranet. Ask at your local supermarkets, libraries and community centres if you can display a poster there too.

04

**Local Press:** Draft an impactful press release by including your own story and what motivated you to fundraise for Fight for Sight. If you would like any help, please contact our team by emailing [events@fightforsight.org.uk](mailto:events@fightforsight.org.uk). When you are happy with the story, get in touch with your local papers and radio stations to spread the word.

05

**Getting colleagues involved;** Bring your fundraising to work and get colleagues involved in an office activity. Have fun with a bake sale or raffle, or make a big day of it with an office sports day activity.

# Raise funds for us for FREE

with  easyfundraising

## Join us as a supporter today:

[Read more](#)

## Entrust us with your legacy

[Find out more](#)

Your gift could fund life-changing research — from gene therapy and AI for earlier diagnosis to supporting PhD students.



# Share statistics to help grow support

Below are some statistics about vision loss in the UK. Please feel free to share these to support your fundraising efforts.

## Every 6 minutes

a person in the UK hears that they will lose their sight.

## 2 million

Over 2 million people in the UK have vision loss.

## 1.2%

Just 1.2% of public investment in medical research goes into medical research.

## 3X

People who are blind and vision impaired are three times more likely to experience loneliness and isolation.

## £30 million

People who are blind and vision impaired are three times more likely to experience loneliness and isolation.

## Step 5

Be prepared

# Your fundraising checklist

- Decide what you want to do!** Think about ways to make a challenge out of your hobbies or do something totally out of your comfort zone
- Set a date**
- Contact the fundraising team** to request any promotional resources and let us know what your plans are!
- Organise a venue if needed.** Ask if they will offer it for free or offer a charity discount (we can provide a letter of authorisation to support your request)
- Decide on a budget** and fundraising target
- Invite people** and ask for helpers!
- Set up an online page** for anyone who can't be there to donate to
- Consider logistics** such as accessibility, parking, insurance and risk
- Ask local businesses** to support you with raffle prizes or providing useful event items like food and drinks
- Advertise in your area** and on social media
- Contact local press** and radio stations if your event is open to all
- Think about the weather** and have a plan in case it rains on the day of your outdoor event!
- Thank everyone** for coming along after the event.
- Send us your photos** so we can share online too!
- Collect all the donations** and send in any offline monies by bank transfer, cheque or via our website!

# The small print

## Health & Safety

While we're here to support you, Fight for Sight cannot take responsibility for any loss, damage, or injury during your fundraising. Ensure you conduct a risk assessment and consult with the venue's representative if using a private location. For events involving physical activity, consider medical support from St. John's Ambulance or the British Red Cross.

## Collections

Planning a street collection? Contact the Fundraising Team at 020 7620 2066 or [events@fightforsight.org.uk](mailto:events@fightforsight.org.uk) before you begin. Collections require a local authority or police licence, and permission from private property owners. Under 16s cannot collect money in public.

## Food & Alcohol

For food events, check Food Standards Agency guidelines. If using a caterer, ensure they have a Food Hygiene Certificate and public liability insurance. For alcohol, confirm the venue's licence or apply for a temporary one from your local authority.

## Entertainment, Lotteries & Raffles

Check with your local council about licences for public music or entertainment. Raffles held solely at an event and for non-commercial purposes do not need a licence. For more info, visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk).

## Insurance

Clearly state that you are fundraising for Fight for Sight, not representing or organising on our behalf. If your event involves the public, public liability insurance is required, which may already be covered by your venue.

## Safeguarding & Photography

Get parental consent for fundraisers under 18. Ensure children are supervised, and provide a plan for lost children. If using a photographer, post signs to inform attendees, and get parental consent for photos of children.

## Data Protection

If collecting personal data, comply with the General Data Protection Regulation (GDPR). Store all personal information securely, whether physically or digitally, with password protection.

# Paying in your money

- 01 BACS transfer or pay over the phone:**  
Call us on 020 7620 2066 (Mon-Fri, 9am-5pm)
- 02 Cheque:** Send a cheque payable to Fight for Sight and mention your fundraising activity to: Fight for Sight, 50 Leman Street, London E1 8HQ
- 03 Online:** Donate via our website and include your fundraising event in the comments.
- 04 Paying In Slip:** Get in touch with us to request a unique slip to deposit cash at any Post Office or NatWest branch.



# Thank you!

# YOUR FUNDRAISING ENABLES WORK THAT WILL SAVE SIGHT CHANGE LIVES

## Get in touch

50 Leaman Street, London,  
E1 8HQ

Call us 020 7620 2066

Email us [info@fightforsight.org.uk](mailto:info@fightforsight.org.uk)

Website [www.fightforsight.org.uk](http://www.fightforsight.org.uk)

Registered charity number 1111438



Registered with  
FUNDRAISING  
REGULATOR



## Keep in touch



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