



Sightsavers

# Fundraising for Sightsavers Ireland

**Thank you!** You have taken the first step in organising a fundraiser for Sightsavers Ireland and joining us in our fight to end needless blindness and ensure that people who are blind or visually impaired can actively participate in society.



Kate Holt/Sightsavers

**3.7 million**  
people treated for  
potentially blinding  
conditions'

**Mary receives her trachoma antibiotics thanks to a Sightsavers mass distribution in Kenya. Such projects get simple, cost effective treatment to trachoma sufferers before it is too late to save their sight**

## Sightsavers – what we do

**For someone who is blind, the gift of sight is the greatest gift of all. We believe that sight is a basic human right, and that everyone – including those in the world’s poorest countries – should have access to the treatment and eye care that they need.**

As well as providing treatment that can help to restore sight, we also work hard to support those who are blind or visually impaired to look to the future and lead independent lives within their communities. Sightsavers Ireland supports work in a number of African countries including Zambia, Mozambique, Zimbabwe, Sierra Leone, Liberia, Kenya, Malawi, South Africa, Tanzania, Uganda, Cameroon, Benin, Togo, Ghana, The Gambia, Nigeria, Guinea, Mali as well as Pakistan and Bangladesh.

‘Working with the Sightsavers’ global team and our partners in 2008, we helped to treat over **3.7 million** people for potentially blinding conditions and carried out over **274,000** sight-restoring cataract operations.

# Getting organised

## Decision time

- See our A-Z guide of fundraising events (at the back of this brochure) to start you off with some great ideas. Brainstorm and think about what will interest the audience you would like to involve. What age will they be and what do they like to do for fun?

## Communications

- It is so important that you promote your event well in order to attract as much support as possible. Make sure everyone you know is aware of the event and that they get involved in whatever way they can.
- Have a think about the best way to do this – word of mouth, e-mail, local papers/radio, parish news and posters are all great ways of getting the word out.

## Round up some support!

- If it's an event you're thinking of running, it's always a good idea to round up friends and family for some support – also working in a group can make the whole experience a lot more fun! Usual roles would include Chairperson, Treasurer, Secretary, but remember that everyone should be involved in the promotion of the event and the sale of tickets.

## Be super-organised!

- To avoid those stressful situations, work backwards from the date of your event and schedule deadlines for each step along the way. And don't forget to leave extra time for last minute emergencies!! If you're looking for sponsorship make sure that you contact people before the event.

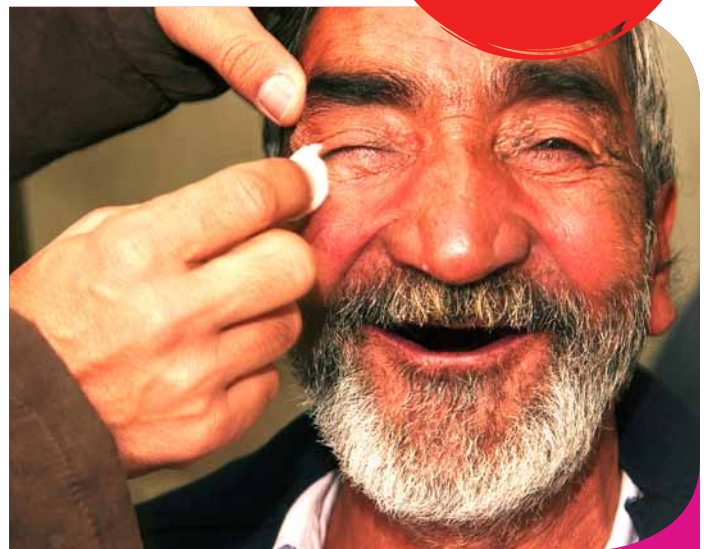
## Set your budget

- List all possible expenses and sources of income. You might even be able to get prizes or food sponsored by local businesses to make running the event even cheaper.

## On the day

- Make sure you know exactly what's happening at what time on the day of the event and if necessary assign someone to take responsibility for it.
- Be careful with how money is collected and make sure it is stored securely.
- Make sure you let people know how much can be achieved with their money. We will provide you with information about what Sightsavers achieves – it is surprising how little it costs to give the gift of sight. Thank everyone who gave their time and don't forget to thank them on behalf of Sightsavers.

**274,000**  
sight-restoring  
cataract  
operations



**Noor Muhammad can now return to work as a painter and support his family, he is most looking forward to seeing his grandchildren again**

Noor Muhammad from Pakistan/Jamshyd Masud/Sightsavers

# Raising Funds

## Using the sponsorship form

- Make sure you always carry your sponsorship form with you, you never know who you may bump into!
- Although you are nearly guaranteed to receive money from friends and family, try not to rely on them solely for all donations. Have a chat with them to see if they have contacts who are also interested in sponsoring you.
- Remember to return your sponsorship form to us so we can thank your friends and supporters.

## Workplace

- Many companies sponsor their employees for fundraising events and some even match the earnings Euro for Euro. It's worthwhile speaking with your boss about their fundraising policies.
- You may be able to reach all staff with an email. This can then be followed up more informally on a coffee break or over lunch.

## Other companies

- When targeting a company who you do not know personally, call them and ask who is the best person to talk to about sponsorship and send them a letter: if you haven't heard back from them within a week, give them a call.

## Pubs

- Pubs can offer a great venue as a fundraising event, especially if the proprietor knows you personally. Some pubs will give you the room for free if you guarantee a certain number of people will attend.

## Writing letters

- We can send you a sample letter which can be amended to suit your event needs. Contact us at [info@sightsavers.ie](mailto:info@sightsavers.ie). We can send it over and you can amend it to fit with your event.

## Mycharity.ie

- Your fundraising is made easy with mycharity.ie which allows you to create your own unique fundraising page for any event and raise money for charity in an easy, safe and very secure way. For further information visit [www.mycharity.ie](http://www.mycharity.ie)



Suzanne Porter/Sightsavers

**Mwajuma from Tanzania beams with joy as her bandage is removed following her cataract operation**



Tim McDonnell/Sightsavers

**Some 200,000 children are affected by cataract. Many risk permanent blindness, but not six-year-old Rekha from Bangladesh. She and her mother Beauty can smile, because her future now looks much brighter**



mycharity.ie

# The Sightsavers' community

Be part of Sightsavers' wide community of dedicated fundraisers. Events vary from skydives to coffee mornings and our fundraisers are from all age groups. Whatever you choose to do and whatever amount you raise you will be making a lasting difference in some of the world's poorest countries.

We would love to hear how you got on after your event. Please remember to take lots of photographs for us to use in our newsletters and on our website, so that we can inspire other people to fundraise for Sightsavers. Thank you.

## Dunshaughlin sale of work

Rachel, Aisling, Hayley and Lara from Dunshaughlin organised a sale of work and had a great day selling some of their old books, games and toys. Well done to the girls who raised an impressive €93 for Sightsavers' vital work.



## Athy pub charity night

The Emigrant Bar in Athy hold an annual charity night in aid of Sightsavers. 'It all started in 2001 and has been successfully running each year since. We started to raise money for Sightsavers primarily because we feel it is a very deserving charity and as a showcase for young and upcoming bands in Athy'. **Mark Redmond, owner of the Emigrant.**



## Aravon School Christmas swim

For ten years Christy O'Toole has been organising a Christmas Swim in aid of Sightsavers. Each year the event gets bigger and raises even more funds. In 2008 the swimmers raised over €2,000 for braving the ice cold waters in December.



## 100Km through the Sahara

Imagine running 100km for charity – now imagine running 100km for charity through the burning heat of the Sahara desert. Yet, that is exactly what Melanie and Mike Sandover from Killarney did in aid of Sightsavers. The first 100km Del Sahara took place in 1999 with 20 runners, since then the event has grown each year and now has 150 runners who run four stages, plus a night trial. Melanie and Mike ran from the Chinini mountainous region to the big sandy Erg in the Ksar Ghilane Oasis in Tunisia. They raised a fantastic €2,450.



## Horsing around

Susan Polden from Roscrea, Co. Tipperary organised a sponsored horse ride in aid of Sightsavers. An amazing €3,000 was raised and 50 riders took part.



# Things to consider

## Money collection

- If money is being collected at the venue, it is important that it is collected and stored securely. Also, keep a careful track of monies coming in before the event.

## Safety

- As with any event it is necessary to follow certain safety procedures such as making sure that children are accompanied by an adult. You may also need to check if your venue needs insurance.

## Legal and practical considerations

- If you will be collecting money in a public place, you must inform the Gardai and obtain a permit. If you would like to collect on private property, e.g. outside a shopping centre, you will need to get permission from the owner. It would be great if you could let us know what you are doing so we are aware of events and collections taking place around the country.

## Young people

- If you are under 18 and want to fundraise for Sightsavers, please let your parents or guardian know about the event. Your teacher may also be able to help you with fundraising. Young people under the age of 14 years are not allowed to do public collections, but there are several ways they can get involved such as getting sponsorship.

**Thank you and best of luck!!!**

## Contact us

If you need any advice or fundraising materials, please remember to contact us on

**01 663 7666** or email  
**info@sightsavers.ie**

and we will help you in whatever way we can.

You can also visit **www.mycharity.ie** or **www.sightsavers.ie** for further information.



Tim McDonnell/Sightsavers

**Tamanna and her mother Hassina from Bangladesh are delighted after Tamanna had her second cataract removed; this little girl now has the chance of a bright future and will be able to live an independent life**

## Sending your donation

We would be grateful if you could return your completed sponsorship form and donation made payable by cheque, postal order or bank draft to:

**Sightsavers**  
**70 George's Street Upper**  
**Dun Laoghaire**  
**Co Dublin**

# A-Z of Fundraising Ideas

<b>A</b>		<b>K</b>	Pop Concert
Art Exhibitions	Easter Egg Hunt	Kite Race	Pub Quiz
Auctions	Egg and Spoon Race	Karaoke	<b>R</b>
Art & Crafts Fair	Exhibitions	Kris Kindle	Race Night
Antique Roadshow	<b>F</b>	Kids Sports Day	Raffle
Aqua Aerobics	Face Painting	<b>L</b>	<b>S</b>
<b>B</b>	Fancy Dress Party	Lottery	Sale
Barbeque	Fashion Show	Lunch Party	Shave a Beard
Barn Dance	Film Show	Lunch-Time Event	Skipathon
Bike Race	Fishing Competition	Lawn Mowing	Sports Day
Bingo	Five-A-Side	Lunch Runs	Sponsored Slim
Book Sale	Flower Sale	<b>M</b>	Sponsor A Friend
Breakfast Event	Fun Run	Make-Up Demo	Swear Box
Bed Push	Fortune Telling	Marathons	Sweep Stakes
Blind Date	<b>G</b>	Mid-Summer Ball	Sponsored Silence
Baby Photo Quiz	Gala Ball	Murder Mystery	<b>T</b>
<b>C</b>	Games Night	Music Recitals	Treasure Hunt
Cake Sale	Garage Sale	Masked Ball	<b>U</b>
Car Boot Sale	Garden Party	Music Quiz	Unwanted Gift Sale
Car Cleaning	Golf Tournament	<b>N</b>	<b>V</b>
Carol Singing	<b>H</b>	Non-Uniform Day	Valentines Dance
Casino Night	Halloween Party	<b>O</b>	<b>W</b>
Coffee Morning	Horse Show	Opera	Walks
Casual Day	Head Shaving	Open Garden Parties	Wine Tasting
Concert	How Many Sweets	Office Quiz	<b>X</b>
<b>D</b>	<b>I</b>	<b>P</b>	Xmas Cards
Dancethon	Ice Skating	Pyjama Party	Xmas Stars
Darts	<b>J</b>	Pizza Party	Xmas Concert
Dinner Dance	Jamboree	Payroll Deductions	<b>Z</b>
Disco	Jazz Night	Pet Show	Zoo Quiz
Dog Show	Jumble Sale	Plant Sale	