

Charity fundraising for Sightsavers

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



Sightsavers



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, check out our fundraising pages at www.sightsavers.org/fundraise or 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. Whatever you raise will help restore sight, empower people with disabilities and change lives around the world.

Thank you, good luck and happy fundraising!

Fundraising impact

With your support,
we provided

8,308,302

trachoma operations to
relieve pain and stop people
from going blind in 2021

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Why fundraise for us?

You're doing something amazing

We prevent avoidable blindness in some of the poorest parts of the world and promote equal opportunities for people with disabilities. It is people like you who help us make a difference.

£33

could help pay for an adult cataract operation

£97

could help pay for an advanced trachoma operation

£320

could provide a year's inclusive education for two students

£60

could help treat or protect a community of 333 people against trachoma

£282

could help pay for three children to have cataract surgery

£1,740

could help provide a motorbike to enable health workers to access remote villages



Mary's life-changing story

Living in one of the most remote areas of Malawi, 10-year-old Mary was struggling to focus and constantly squinting. She was bullied at school and became withdrawn and isolated. Sightsavers diagnosed her with cataracts and provided essential surgery. Now she's doing much better at school, passing her exams and making friends. Your support can help make a life-changing difference to thousands of children like Mary.

How to organise your charity event in three easy steps

Step 1: Choose a fundraising idea

Calling all crafters, walkers, bakers, knitters, swimmers, singers and anyone else in between! Whether you're going it alone or joining forces with friends, family or colleagues, everyone has something they love doing that could raise money for Sightsavers. Here's some inspiration to get you started.

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!

If your business is interested in supporting Sightsavers' work at a substantial level, please contact corporategiving@sightsavers.org

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.

Don't want to organise your own event?

Want to join an existing event? **See page 9** or visit www.sightsavers.org/find-an-event for a list of existing events to take part in.



Step 2: Decide how to collect money

Your money makes a vital difference. Make sure the money you raise for Sightsavers gets to us as quickly as possible, so we can use it where it's needed most. Here's how...

Pay in online via our website

If you have received cash or contributions to your own bank account, you can pay these in by making an online donation to Sightsavers at www.sightsavers.org/thanksforfundraising for the same amount. We are unable to accept cash by post.

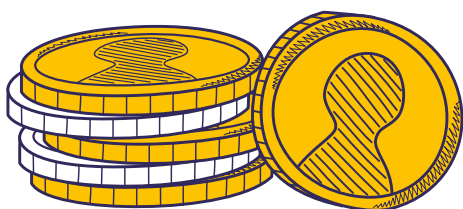
Cash donations (please note, we cannot accept cash by post)

If you've received cash donations during your fundraising, these should be paid into your own bank account. You then make an online donation to Sightsavers at www.sightsavers.org/thanksforfundraising for the same amount.

We are unable to accept cash by post.

Pay in via your online fundraising page

If you've set up an online fundraising page but have received cash or contributions to your own bank account, you can pay these in via your online fundraising page: just make the donation to your page as if you're making a donation to yourself.



CAF vouchers & cheques sent in via post

You can send your Charities Aid Foundation (CAF) vouchers or cheque to Sightsavers in one of the two ways set out below. When sending Sightsavers a CAF or cheque, please include:

1. Your name
2. The name of the person doing the fundraising event
3. The event name or brief description
4. And, if possible, your unique reference number

Send to:

Sightsavers
Bumpers Way
Bumpers Farm
Chippenham
SN14 6NG

or
FREEPOST
SIGHTSAVERS



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, please let us know by emailing info@sightsavers.org or calling **01444 446600**. To read more about how we use the data we collect, see www.sightsavers.org/privacypolicy

Step 3: Promoting your event



Once you've chosen what to do, you'll need to spread the word to make your fundraising as easy and effective as possible. Got any questions? Email events@sightsavers.org and we'll do our best to help.

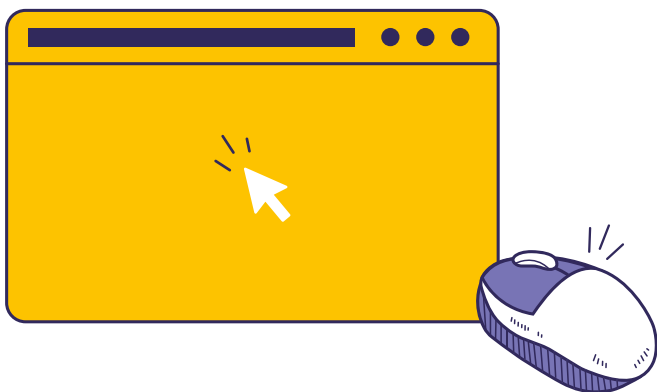
Online fundraising

Using an online giving page is a simple way to collect donations: friends, family and colleagues can donate directly, and Gift Aid will be collected automatically. You can choose either **JustGiving** or **GivePenny** – just select Sightsavers as your charity of choice.

www.justgiving.com/fundraising

www.givepenny.com/charity/sightsavers

1. Upload a profile picture to make the page feel more personal.
2. Add a description about the event, then explain why you're supporting Sightsavers. For more information on our work, see www.sightsavers.org/about-us
3. Add an event date to boost donations leading up to the event.
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. We'd love to interact with you, which could help you gain extra exposure.

See page 11 of this pack to read more.

 Facebook @SightsaversUK

 Twitter @SightsaversUK

 Instagram @sightsavers

Local news coverage

Send a press release to your local newspaper for a chance to be featured online or in print. Want to contact local news stations for a chance to feature your challenge online or in print? Contact us on events@sightsavers.org and we will help you with drafting your press ad.

Fundraising impact

We examined

6,442,712

people for a range of eye conditions in 2021

Fundraising impact

19,788 children with disabilities were supported in school in 2021

Branded merchandise

There are lots of eye-catching ways to spread the word, from branded t-shirts and baseball caps to collection boxes, balloons, stickers and flyers. We can provide many of these items for free, subject to availability. Please email events@sightsavers.org

We've included a selection of posters at the end of this document that you can print at home. If you need any more printed literature, such as larger posters or leaflets, email events@sightsavers.org

Items we offer:

- T-shirts (sizes: S, M, L and XL)
- Running vests (sizes: S, M, L and XL)
- Beanie hats
- Baseball caps
- Pens
- Pins
- Balloons
- Posters (printable and orderable)
- Flat-pack collection boxes

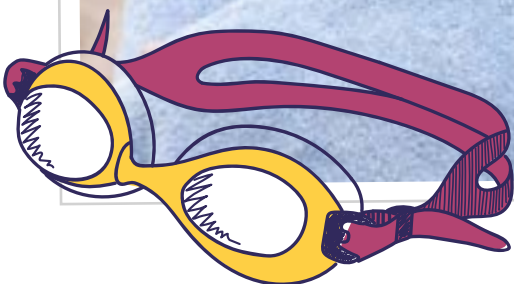


Meet one of our fundraisers

“I swam every day for 31 days!”

Six-year-old Bertie Reynolds decided to follow in his mum's footsteps to fundraise for Sightsavers. He challenged himself to swim in the sea at home in Scotland – without a wetsuit – every day for a month.

He said: “I had LOTS of cold and rainy days, but I still managed to do proper strokes every time. On my last swim, my friends came to swim with me and cheer me on. I raised £462 for Sightsavers and am going to have a rest from swimming now!”



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.ciof.org.uk/events-and-training/resources/lotteries 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

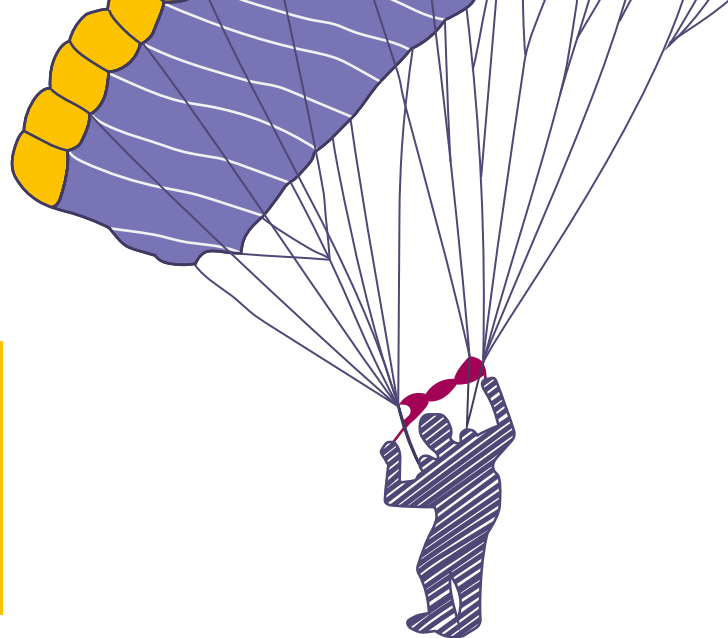
You don't need permission to collect donations using money boxes in private venues, but you'll need to ask whoever owns the premises (a local supermarket or pub, for example). When carrying cash around, keep it in a lockable box. For large amounts, have someone accompany you.

Data protection

Don't keep information about your sponsors 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

Take part in an existing event



Test your limits with an adrenaline-fuelled bungee jump or skydive. You could even tackle an overseas challenge such as climbing Mount Kilimanjaro – if you're brave enough! If you prefer online or virtual events, such as playing your favourite video game, we can help you too. We have lots you can chose from!

Running events

London Marathon

Brighton Marathon

Hackney Half Marathon

Royal Parks Half Marathon

Bath Half Marathon

Inflatable 5k



Other outdoor events

Ultra walking events

Volunteer at a festival

Tandem skydive

Kilimanjaro treks

Online and virtual events

Video gaming

Walk 50 miles virtual challenge



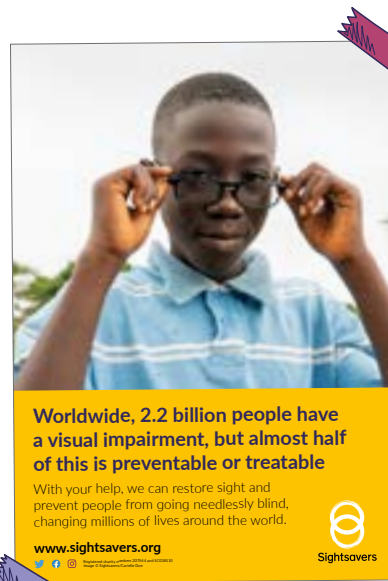
To find out more about how to take part in any of these activities, visit www.sightsavers.org/find-an-event

Posters

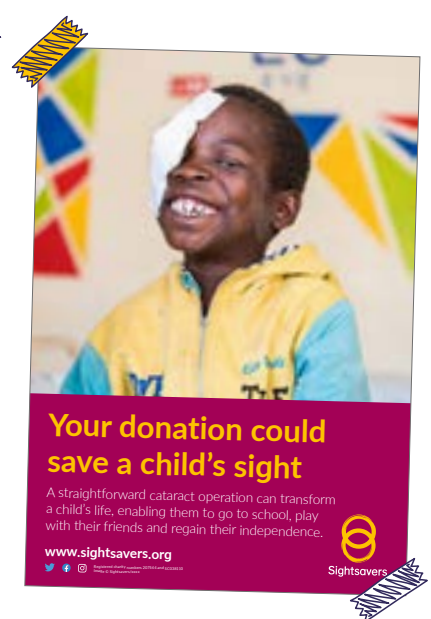
Posters are a great way to promote your event and tell people about the work we do. We have a selection of designs, including options you can print at home or larger posters we can provide on request.



Print these yourself from **page 15** onwards



Request these by email: contact events@sightsavers.org



Fundraising tips for social media

We recommend the following tips for boosting your fundraising efforts and letting people know what you're doing to raise money for Sightsavers.

- Write posts to tell your followers what you are doing for Sightsavers, and why
- Share a link to your online fundraising page on your social media
- Tag the official Sightsavers social media accounts in your posts
- Communicate with people outside of your followers by using a hashtag. Make hashtags relevant and always use your local area (such as #Cambridge)
- If you're hosting an event, create an event on Facebook to invite friends and followers
- Follow relevant people, local businesses and important people in your community. If they follow you back, it might open up new opportunities for help with your fundraising for Sightsavers
- Post photos of your training or event prep, the event itself and fundraising efforts to your social media accounts – don't forget to wear your Sightsavers merchandise for your photos!



Request these by email: contact events@sightsavers.org

Sponsor me

I'm raising money for Sightsavers to help restore sight, empower people with disabilities and change lives around the world. Please show your support by sponsoring my event.



Sightsavers

Name: _____

Is doing: _____

How your support can help others

£5

could provide antibiotics to protect 27 people from trachoma

£10

could pay to screen five people for a range of eye conditions

£20

could treat or protect 500 people 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.

Please make sure that the sponsorship form is filled out correctly. We'll need the sponsor's **full name** and **home address including postcode** to claim Gift Aid.

Full name	Home address	Postcode		Amount	Date collected
Example: 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**

 **Sightsavers**

A collection of colorful hand-drawn icons scattered across the page, including a wheel, a bicycle bell, a medal, a shoe, a star, a pencil, sunglasses, a bag, a ball of yarn, a helmet, a pencil, a hammer, a pencil, a medal, goggles, a teapot, and a trophy.

Any questions? Need more information? Drop us a line: we'll be happy to help.

Call
01444 446 600

Email
events@sightsavers.org

Visit
www.sightsavers.org/fundraise

All stats and figures are correct
at time of production

We're having a bake sale

Where

When

The money raised will help save the sight and transform the lives of people living in some of the world's poorest countries. **Thank you.**



www.sightsavers.org

Registered charity numbers 207544 and SC038110 | Image © Sightsavers/Jason J Mulikita



Sightsavers



Where

When

The money raised will help save the sight and transform the lives of people living in some of the world's poorest countries. **Thank you.**



www.sightsavers.org



Sightsavers

Registered charity numbers 207544 and SC038110 | Image © Sightsavers/Jason J Mulikita



We're fundraising for Sightsavers

Please support us!

What:

Where and when:

The money raised will help save the sight and transform the lives of people living in some of the world's poorest countries. **Thank you.**



www.sightsavers.org



Sightsavers

Thank you

for raising money for Sightsavers

We raised

The money raised will help save the sight and transform the lives of people living in some of the world's poorest countries. Thank you.



www.sightsavers.org

Registered charity numbers 207544 and SC038110 | Image ©Sightsavers/Ruth McDowell



Sightsavers