

RETINA UK

WORKING FOR PEOPLE WITH INHERITED SIGHT LOSS

WELCOME TO THE TEAM



FUNDRAISING PACK

**THANK YOU FOR
CHOOSING TO
FUNDRAISE FOR
RETINA UK!**

RETINAUK.org.uk

RAISING MONEY AND CHANGING LIVES

**THANK YOU FOR
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RETINA UK!**

**By fundraising for
Retina UK you will be
enabling us to fund
cutting-edge research
into inherited sight loss
conditions as well as
provide support to those
affected.**

Whether you're new to fundraising or looking to do something different, our guide to fundraising has plenty of advice and tips to get you started. We'll be on hand to support you all the way through your fundraising journey, and look forward to working with you!



If you have any questions or would like to talk through your fundraising ideas, please call our friendly Fundraising Team on **01280 815900** or email **fundraising@RetinaUK.org.uk**

**Thank you again
and good luck!**

THE DIFFERENCE YOUR MONEY WILL MAKE



£18

Pays for our helpline to operate for one day



£170

Pays for a researcher for one day



£350

Pays for the audio recording of our newsletter, *Look Forward*



£1,500

Pays for an information and support event



£25,000

Pays for a researcher to grow a retina in a dish

A-Z OF FUNDRAISING IDEAS

A-E

A

Abseiling, Aerobics workout, Afternoon tea stall, Antiques fair, Apple bobbing, Arm wrestling, Art fair, Assault course, Athletic event, Auction of promises, Auction of unwanted goods, Awful tie competition

B

Baby photo competition, Bake a cake stall, Baked bean bath, Ball, Balloon race, Barn dance, Banquet, Beard shave, Beauty evening, Birthdays (donations instead of presents), Book sale, Bring and Buy, Bingo

C

Cabaret night, Cake sale, Caption competition, Carol singing, Car wash, Car boot sales, Cheese & wine party, Clay pigeon shoot, Coffee morning, Collections, Comedy night, Craft fair, Cricket match, Cycle challenge

D

Dance marathon, Dine in the Dark, Dinner, Disco, Darts match, Dog show, Dog walking service, Donate a day 'doing', Dress down day, Duck race

E

Easter egg hunt, Ebay unwanted items, Egg and spoon race, Eighties night, Entertainment evening

A-Z OF FUNDRAISING IDEAS

F-L

F

Face painting, Face your fear, Family fun day, Fancy dress party, Fashion show, Fetes, Fifties night, Film night, Flower arranging, Flower Festival, Football match, Fun run

G

Garage sale, Garden party, Gardening, Gift wrap service, Give 'it' up eg smoking, Go karting, Golf competition, Good deed day, Guessing Games (name the doll, weight of the cake)

H

Hair shave, Halloween Party, Holiday photo competition, Hook-a-duck, Hoop-la, House cleaning, Hurl the haggis competition

I

Indulgence evening, Indoor games evening, International evening, It's a knockout

J

Jam making, Jazz evening, Jelly & chopsticks competition, Job swap day, Jogging (sponsored), Jumble sale

K

Karaoke, Keep it clean & tidy, Knit-in, Knobbly knee contest

L

Line dancing, Limbo competition, Lotteries, Look-a-like competition, Lunch

A-Z OF FUNDRAISING IDEAS

M-S

M

Magic show, Make-up demo, Marathon event, Massage-a-thon, Medieval banquet, Mid-summer ball, Mountain bike race, Murder mystery, Musical evening

N

National days, Nearly New sale, Name that tune, Netball tournament, New Year's resolution (sponsored), No smoking day, Non-uniform day

O

Obstacle race, Office party, Office Olympics, Opera evening, Open day, Onion peel competition

P

Pancake race/tossing, Painting competition, Pamper party, Paper plane competition, Parachute jump, Photo competition, Picnic, Plant sale, Pool competition, Pupils vs teachers quiz

Q
R

Quasar night, Quit smoking/chocolate for a day, Quiz night, Race night, Raffle, Raft race, Recycle (print cartridges and old mobile phones), Relay race, Running challenge

S

Salsa evening, Shoe shine services, Sponsored (anything), Stalls, Store/street collections, Swim-a-thon, Silent auction, Silly specs evening, Sim specs day, Skydiving, Sports day, Street party, Supermarket bag packing, Sweepstake

A-Z OF FUNDRAISING IDEAS

T-Z

T

Tombolas, Table sales, Talent contest, Teddy bears' picnic, Tug of war, Ten pin bowling, Tennis tournament, Themed party, Three-legged race, Treasure hunt

U

Ugly face pulling, University challenge, Underwater hunt, Unwanted present sale, Uniform free day

V

Vicars and clowns party, Valentine's day dance. Variety show, Video night, Vintage tea party, Vintage clothing day, Volleyball competition

W

Walks, Wheel of fortune, Whist drive, Wine tasting, Wellie throw, Wedding favours, Wheelbarrow race, Wii tournament, Wacky wig competition

X

X marks the spot, Xmas cards, X-Factor competition, Xmas draw, Xmas party

Y

Yard of ale competition, Yo yo competition, Yacht race, Yes/no competition, You've been framed, Yodelling

Z

Zoo trips (or any day out), Zoo quiz, Zumbathon

PLANNING YOUR EVENT



WHAT?

Decide what you want to do and think about who you know and what they would be interested in – check out our A-Z of fundraising ideas for some inspiration!

WHERE?

Could you host your event at home or at work, or at a local hotel or community centre? Make sure the location is big enough, easy to find, has plenty of parking and is accessible for disabled guests. If you are planning to hold an outdoor event in a public place such as a park, make sure you get in touch with the local authority and find out about any restrictions or permit/licence requirements.

WHEN?

Have a think about which date will be best for highest attendance. Make sure you consider other events and special dates such as national holidays or sporting fixtures which may clash with your event. Give yourself enough time to plan and prepare!

HOW?

How are you going to raise the most money? Will you hold a raffle or auction? Will you be selling cakes, drinks and gifts? Will you charge for attendance? Or will you be asking for sponsorship? Set yourself ambitious but achievable targets. Find out if your company has a matched giving campaign – many companies will match the money raised by an employee therefore doubling the amount you raise!

EVENT CHECKLIST



- Let us know about your fundraising event, when it is and where it will take place - email us at fundraising@RetinaUK.org.uk or phone 01280 815900.
- Make a fundraising plan of who you can ask and how much you think you can raise from your event.
- Set up your online fundraising page - personalise your page with a photo and your reasons for fundraising for us.
- Contact your local media.
- Promote your fundraising page on Facebook, Twitter, email, posters and any other way you can think of. You can connect with us on our Twitter and Facebook pages too!
- Collect offline sponsorship and complete the sponsorship form available to download from our website.
- Thank all your donors for every donation. Let them know how your event went and how their donation will help Retina UK.
- Send in your money.
- When using our logo on promotional materials or posting on social media about your fundraising, ensure you state you are “fundraising in aid of Retina UK,” and send to us to check before you use it
- Get in touch and let us know how your event went and send any photos from the day.

THANK YOU

TOP TIPS



AIM HIGH

Set yourself a fundraising goal and aim to beat it! Make sure you let everyone know what you are raising money for. Our simulation specs are a great tool for giving people an understanding of how sight loss affects people's lives as they simulate tunnel vision.

MAXIMISE SPONSORSHIP

Everyone tends to follow suit on sponsor forms so ask your most generous supporter to donate first and then hopefully others will follow suit! Sweepstakes are a particularly easy way to add some extra funds to your existing activities and can even be linked to your challenge, for example guess my time/distance/steps.

APPROACH EVERYONE

Make a list of all your friends, colleagues and family members. This will make it easier for you to invite people to take part in your fundraising activities. Remember; always keep a sponsor form on you as you never know who you might meet. Also, create an automatic 'email signature' telling people about your fundraising with a link to your fundraising webpage so that every time you send someone an email they will be encouraged to donate.

giftaid it

Under the Government's Gift Aid scheme, qualifying donations made by UK tax payers can be worth an extra 25%. This means for every £1 donated, Retina UK could receive an additional 25 pence from HM Revenue and Customs with no extra expense to you or your sponsors! Please make sure your eligible donors all tick the Gift Aid box on your sponsor forms or on your online fundraising page.

PROMOTION



There are many ways that you can promote both your event and Retina UK using social media and other resources.



Facebook is a great way of reaching out to your friends and family and letting them know what you've got planned! You can set up an event and add all your contacts to it – this makes it easy to keep everyone updated on your plans and progress. Upload photos, videos and share links to other websites such as your online donation page! This is a great way of creating an event following. You can even set up a fundraising page on Facebook.



Twitter keeps people connected through short 280 character messages. It's a quick and easy way to exchange information and keep your supporters up to date. Respond to tweets and 'retweet' them to others to reach the widest possible audience.



Film short videos of your event or messages about why you are raising money, upload them to YouTube and then share them on Facebook and Twitter. It really helps to put across your passion for the charity and your event.



A blog is a fantastic way to share your fundraising story. A blog is like a diary where you can share photos, videos and links. They work particularly well when training for challenge events as you can write about how you are preparing and what keeps you motivated.



A press release is a brief summary which alerts the local media to your fundraising efforts. It is an opportunity to tell the community what a great challenge you are taking on. Contact us for tips on how to write one!

YOUR TOOLS



We can provide you with the tools you need to make your event a success! Let us know if you'd like any of the following:

- T-shirts
- Running vests
- Cycling tops
- Sim specs
- Collecting tins or buckets
- Retina UK leaflets
- Donation envelopes
- Pin badges
- Pens
- Balloons



Check out our online shop for more items you can buy to help with your fundraising!

RETINAUK.org.uk

ONLINE FUNDRAISING PLATFORMS



There are many tools available to help you collect money for Retina UK

As well as collecting tins and buckets, we can provide you with printed sponsorship forms to record your donations. Setting up an online fundraising page is also a great way to collect sponsorship/donations. Below are some of the websites that we would recommend:

JustGiving™

JustGiving have recently taken off their processing fees so more of your money goes directly to the charity. They now just charge 1.9% + 20p to process the credit/debit card or PayPal payments, plus 5% (of Gift Aid) to process any Gift Aid claims on behalf of the charity.

justgiving.com

wonderful

Wonderful Organisation does not generate profit (or even cover costs) by deducting money from fundraisers' sponsors or Gift Aid contributions. They cover their costs with donations from corporate sponsors.

wonderful.org

Virgin moneygiving

Virgin Money Giving only charge charities the minimum fees needed to cover their running costs. That's a single start-up fee of £100 + VAT from each charity and 2% of donations. Gift Aid is reclaimed from the Government and passed to charities in full.

virginmoneygiving.com

Get more donations



GivePenny gives the added ability to link your fitness tracker and other apps to your fundraising, allowing the added ability for people to pledge to sponsor you per mile for example. GivePenny charge us an annual subscription fee of £120, plus 5% of each donation (including Gift Aid), and a standard card processing fee.

givepenny.com

KEEP IT SAFE AND LEGAL



It's important to make sure that your fundraising event is safe and legal as well as fun and successful! Here are a few things you need to know:

FOOD AND ALCOHOL

If you are providing food, you need to follow the simple guidelines for preparing, handling and cooking food set out by the Food Standards Agency. Visit food.gov.uk for more details.

If you have asked a caterer to come to the event you must ensure they provide you with a copy of their food hygiene certificate and public liability insurance.

Some venues will already have a licence to sell or supply alcohol, however if you are using an unlicensed venue and plan to serve alcoholic drinks, you may need a temporary events notice. Please ask your local authority about how to apply for one.

RISK ASSESSMENTS

If you are organising your own event, carrying out a risk assessment is the best way to make sure your event is safe and secure. It doesn't have to be complicated – it just means checking practical, common-sense things. You will need to check the venue/location and make yourself aware of any potential hazards and put things in place to minimise any risk.

FIRST AID

If you are having over 50 guests you may need a trained first aider at your event – the ratio depends on what type of event you are organising. Please check with your local authority what the requirements are. If you are hiring a staffed venue for your event, they may already have this covered so please check this with them.

LOTTERIES AND RAFFLES

Different types of raffles have different rules. The easiest way to avoid running into any problems is to follow these basic rules:

- Only sell tickets to guests at your event
- Do not spend more than £250 on raffle prizes. If they are donated, you do not have to include their value
- Do not offer any cash prizes
- Draw the raffle at the event, with the top prize being the first one you draw.

If, however, you are planning to sell tickets prior to your event please visit gamblingcommission.gov.uk for guidance, as different rules will apply.

COLLECTIONS

Visit institute-of-fundraising.org.uk for the most up-to-date information on collections. When organising a collection please make sure that you have written permission from:

- The local authority when collecting in the street
- The person responsible for private property eg a supermarket or train station
- Collections in pubs, factories or offices are counted as a house to house collection, so you will need a permit for them
- Collections can only be done by people over the age of 16
- Collection boxes and buckets must be clearly labelled with Retina UK, our address and charity number and must be sealed. See our full collection guidelines on our website.

INSURANCE

If your event involves the public you will need public liability insurance. Your venue may already have the insurance you need – remember to check with them.

If you are using suppliers or contractors, you should obtain a copy of their risk assessment and public liability insurance.

CHALLENGE EVENTS



We have places in challenge events up and down the country, including:

- Virgin Money London Marathon
- Thorpe Park Half Marathon
- Tough Mudder
- London Triathlon
- Great North Run
- Spartan Race
- Royal Parks Half Marathon
- Edinburgh Marathon Festival
- Plus many more!



“The London marathon is the perfect place for fundraising and, for me, knowing that I am running the race for such a worthwhile cause, and with all the support of my sponsors, really does motivate me to keep going and get to the finish line!”

Tim Robinson, marathon runner, inspired by his grandmother

For more information please call 01280 815900 or email fundraising@RetinaUK.org.uk

OTHER WAYS TO GIVE



DONATE

- Regular donation by direct debit
- One off donation
- Join and pay annual membership

LEAVE US A GIFT IN YOUR WILL

If you leave a legacy to Retina UK in your will, you will be part of our fight to make inherited sight loss treatable in the future. It would really help us to know your intentions if you are thinking of leaving a gift in your will. This will enable us to plan ahead and allow us to say thank you properly.

We appreciate that leaving a legacy is a very personal and important decision and any information will be kept strictly confidential.



FUNDRAISING AT WORK

If you have a team at work that want to raise funds for Retina UK, we would be delighted to help you plan and carry out any number of fun activities. We will work closely with you to meet your target, so get in touch with our expert fundraising team today to find out how you can make a bigger impact.



GIVE IN CELEBRATION

Birthday, wedding or anniversary coming up?
Why not ask friends and family to make a donation instead of buying gifts?



THANK YOU

If you have any questions
please contact us:

fundraising@RetinaUK.org.uk

01280 815 900

If you would like to make a donation or pay in the money you have raised, please use these bank details, or alternatively you can send us cash or a cheque in the post. Cheques should be made payable to Retina UK.

LLOYDS BANK

Account no: 00202520

Sort Code: 30-18-83

Retina UK, PO Box 350,
Buckingham, MK18 1GZ

01280 821 334



info@RetinaUK.org.uk

Registered charity number: 1153851

RETINAUK.org.uk

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