



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  
CHOOSING TO  
FUNDRAISE FOR  
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](mailto:fundraising@RetinaUK.org.uk)**

***Thank you again  
and good luck!***

# THE DIFFERENCE YOUR MONEY WILL MAKE



£18

could pay for our helpline to operate for one day



£170

could pay for a researcher for one day



£430

could pay for the production of *Look Forward* on CD



£1,500

could pay for an information and support event



£25,000

could pay for a researcher to grow a retina in a dish

# FUNDRAISING IDEAS



## SPONSORED WALK

Get together with friends, family and colleagues for a sponsored walk.

For an added twist, use sim specs or blindfolds and take it in turns to guide each other during the walk. You could walk in your local area, or if you're feeling adventurous you could join an overseas trek!

## DINE IN THE DARK

Book your favourite restaurant or cook at home, and ask your guests to eat while blindfolded or wearing sim specs. You could ask people to donate and hold a raffle to raise funds.



This is a fantastic way to raise awareness of inherited sight loss as well as much needed funds.

# FUNDRAISING IDEAS

## TALENT SHOW

Put on a talent show in your local area. Hold auditions, get a panel of judges, book a venue and sell tickets. You could then also hold a raffle on the evening of the event.

Get in touch for more tips on putting on this kind of event.



## BAKE OFF

A step up from a traditional cake sale, this adds a competitive element. Test your baking skills against friends, family or colleagues, and whoever sells the most in aid of Retina UK is awarded the coveted Star Baker title!

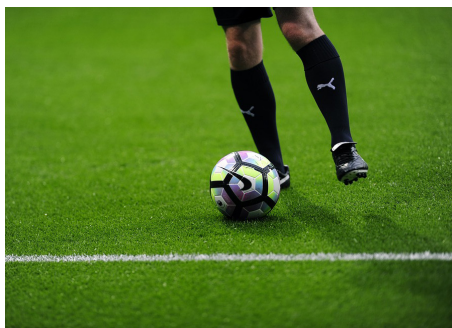
# FUNDRAISING IDEAS

## AUCTION OF PROMISES

An auction with a difference, people pledge their skills or services such as lawn mowing, cake baking, massages etc. Or why not pledge to be someones assistant for the day? The possibilities are endless and it's great fun!



## CHARITY FOOTBALL MATCH



Get a couple of teams together for a charity football match, sell tickets to friends and family, and put on some refreshments at half time and at the end.

You could take part with friends, family or colleagues. There's nothing like a bit of friendly competition!



# FUNDRAISING IDEAS

## GAMING



Gaming for charity is a great way of turning your hobby into a fundraiser. Do a 24 hour live stream or ask for donations to reach certain milestones using a platform such as Twitch.

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## GOLF DAY

A golf day is a fantastic way of raising money for Retina UK and enjoying a great day. Charge for teams to take part, and make sure you provide those breakfast rolls to start them off! You could combine this with a lunch or dinner afterwards.



# 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](mailto: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!**

**RETINA**UK.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](https://www.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](https://www.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](https://www.virginmoneygiving.com)

Get more  
donations

**GivePenny**

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](https://www.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](https://www.gamblingcommission.gov.uk)** for guidance, as different rules will apply.

## COLLECTIONS

Visit **[institute-of-fundraising.org.uk](https://www.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:**

- Retina UK Tandem Cycle Challenge
- Virgin Money London Marathon
- Vitality Big Half
- Manchester Marathon
- 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



Royal Parks Foundation  
Half Marathon

**For more information please  
call 01280 815900 or email  
[fundraising@RetinaUK.org.uk](mailto: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**

**RETINA**   
**UK**   
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