



Fundraising Guide

Together we can change lives and save sight

Thank you for fundraising!

More than 200,000 people are living with sight loss in London, too many of whom are facing significant challenges and ever-worsening life chances.

Vision Foundation believes in a future where people living with sight loss are equal citizens and preventable blindness is a thing of the past. We work in partnership with others to transform lives and save sight by delivering projects which inform, empower and include.

By fundraising for Vision Foundation, you are transforming the lives of people living with and facing sight loss. Your support will help us open London up for blind and partially sighted people, empower those who are most at risk in our communities and stop preventable sight loss in its tracks.

We have made great strides in our work since we were established in 1921 and with the generosity of supporters like you, we can do so much more. Whether it's ensuring a child affected by sight loss can access education; giving a young person a helping hand on the career ladder; or funding yoga, cookery and social activities for an isolated older person.



Ryley's Story

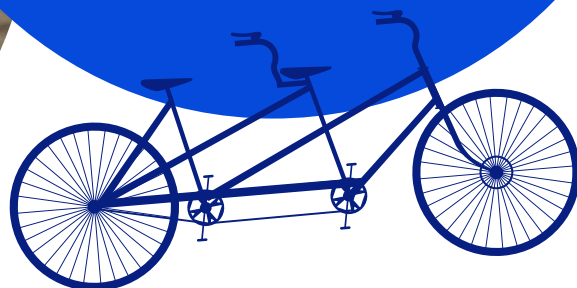
18-year-old Ryley has an eye condition called bilateral renal coloboma and is registered as severely visually impaired. Over the years Ryley has developed a passion for cycling.

Kingston upon Thames Association for the Blind (KAB), one of Vision Foundation's partner charities, runs a variety of projects for blind and partially sighted people including a Tandem Buddy Scheme.

KAB paired Ryley up with his tandem buddy Jon who have been cycling together for over 5 years. Cycling meant a whole new world of freedom opened up to Ryley. With Ryley now at University, they mostly cycle in the holidays, but they still love to get out and explore London together whenever they can.



"Ryley returns from a ride really energised, upbeat and keen to share what he has learnt that day and is clearly developing a real passion for cycling. The whole experience is very positive, not just for Ryley but also for his family." - Julie, Ryley's mum





Team Vision

However you choose to fundraise, we cannot wait to welcome you to Team Vision. Not sure what to do? Here are a few ideas...

- ☉ Take on a challenge event to change lives and save sight! From running marathons to wild swimming, we've got something for everyone. Even if you already have an event place, you can still join Team Vision!
- ☉ You can make an impact from anywhere! Take on a virtual marathon from the comfort of your own home, gym or local park.
- ☉ Chocoholic? Why not get friends and family to sponsor you to give up sweet stuff for a month?
- ☉ Get the bunting out and invite your friends to a sophisticated tea party.
- ☉ Part of a sports team? Host a local tournament.
- ☉ Organise a fun, quiz night with profits going towards your fundraising total.



Stuck for ideas? Check out the '100 ways to fundraise' list on our website!

Take on a challenge!



RideLondon

Sign up for one of the world's greatest festivals of cycling and check out London's iconic sights whilst helping us change the lives of blind and partially sighted people. It will be an unforgettable experience!

Skydive Challenge

Get ready to experience a rush like no other. We're searching for extreme adventurers to do a thrilling skydive with Team Vision.



London Marathon

Cross the finish line at the legendary London Marathon! The world-famous 26.2 mile event will take you on a journey through the capital and past famous London landmarks.

Swim Challenge

Whether you want to challenge yourself with your first open water swim or you're already an avid swimmer, then this is the challenge for you!



Let's get walking

Lace up your trainers and get ready for an epic walking challenge! From your favourite park, a city route or from the comfort of your home - you can get involved wherever you want! How you rack up the miles is up to you but you'll be changing lives and saving sight with every step.

Still searching for your challenge?

Whether it's a 5K walk, a 10K run, Tough Mudder or another epic challenge with an adventurous twist, our fundraising team will find your passion!

For more information on any of these challenges, please visit our website or reach out to our fundraising team:

✉ fundraising@visionfoundation.org.uk

☎ 020 7620 2066



Ready to get started?

Where?

- ☛ You could hold your fundraising activity or event anywhere from your home, to your local pub, community hall or university campus.
- ☛ Be sure to mention that your event is for a charity and they might let you hire the building for free or at a discounted rate. Keep in mind that accessibility is key.

When?

- ☛ 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 and quizzes are a popular weeknight activity!
- ☛ Don't give your guests excuses not to come! Be sure to check that your event doesn't clash with the football or a TV finale.

Help is always on hand

- ☛ Make sure you rope in 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, phone local businesses to see if they will help.
- ☛ Make sure your event stays safe and has the right permissions or licences. See the next page for more details.

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 stalls and auctions.
- 4 Set up an online fundraising page e.g. www.enthuse.com/visionfoundation
- 5 Remember Gift Aid and get 25 % added to your donation.
- 6 Spread the word using our print-at-home posters.
- 7 Set up a Facebook event and invite your friends, family and colleagues.
- 8 Take lots of photos.
- 9 Thank all of the amazing people who helped.
- 10 Smile. Relax. Enjoy!



The legal bit

Health and safety

We are here to support you but be aware that Vision Foundation cannot accept liability for any loss, damage or injury as a result of fundraising for us. Whilst planning your event, make sure you carry out a risk assessment.

Food and alcohol

If you're having food, you can find all the guidelines you need about preparing, handling and cooking food from the Food Standards Agency.

Insurance

Please make sure that it is clear that you are fundraising in aid of Vision Foundation and that your activities are not representing or organised by the charity.

Data Protection

If you collect personal data from anyone, including name, home address and email address, you must comply with the General Data Protection Regulation. Always keep data securely stored, whether physically locked away or on a password protected computer.

Safeguarding and photography

Any fundraisers under the age of 18 should have permission from their parents to take part. All adults have a responsibility to protect children. Make sure children are properly supervised.

Payment details

Thank you so much for fundraising on behalf of Vision Foundation, every penny does count and we are so grateful for your contribution. Here are the ways we can support you in depositing your hard-earned cash!

Online

If you have set up a Charity Checkout or JustGiving page, your donations will come straight to us, so you do not need to do a thing apart from encouraging your sponsors to tick the Gift Aid box.

Cash donations

If you would like to donate coins or cash, take them to a local bank and then send us a cheque or donate via our website

www.visionfoundation.org.uk/donate

Gift Aid

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Under the Gift Aid scheme, Vision Foundation can claim an extra 25p back from the government for every pound you give - without costing you a penny!

Please be aware that you cannot claim Gift Aid on behalf of someone else and you must have paid an amount of income tax and/or capital gains tax at least equal to the amount of tax reclaimed by all charities and Community Amateur Sports Clubs on all your donations in the tax year (6th April one year to 5th April next). Other taxes such as VAT and Council Tax do not qualify. The Vision Foundation will reclaim 25p of tax on every £1 that is Gift Aided.



How will your fundraising help?

£100

could provide a course of 20 communication classes to a person to learn Braille, Moon or Touch Typing so they can better connect with others

£250

could enable 3 children with learning disabilities to receive a specialist eye test

£2000

can support a young visually impaired person for a whole year through an employment programme

By fundraising for Vision Foundation, you will be ensuring the projects we fund have a real chance of succeeding and transforming the lives of people living with and facing sight loss.

Contact us

Post Address:

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☎ 020 7620 2066

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