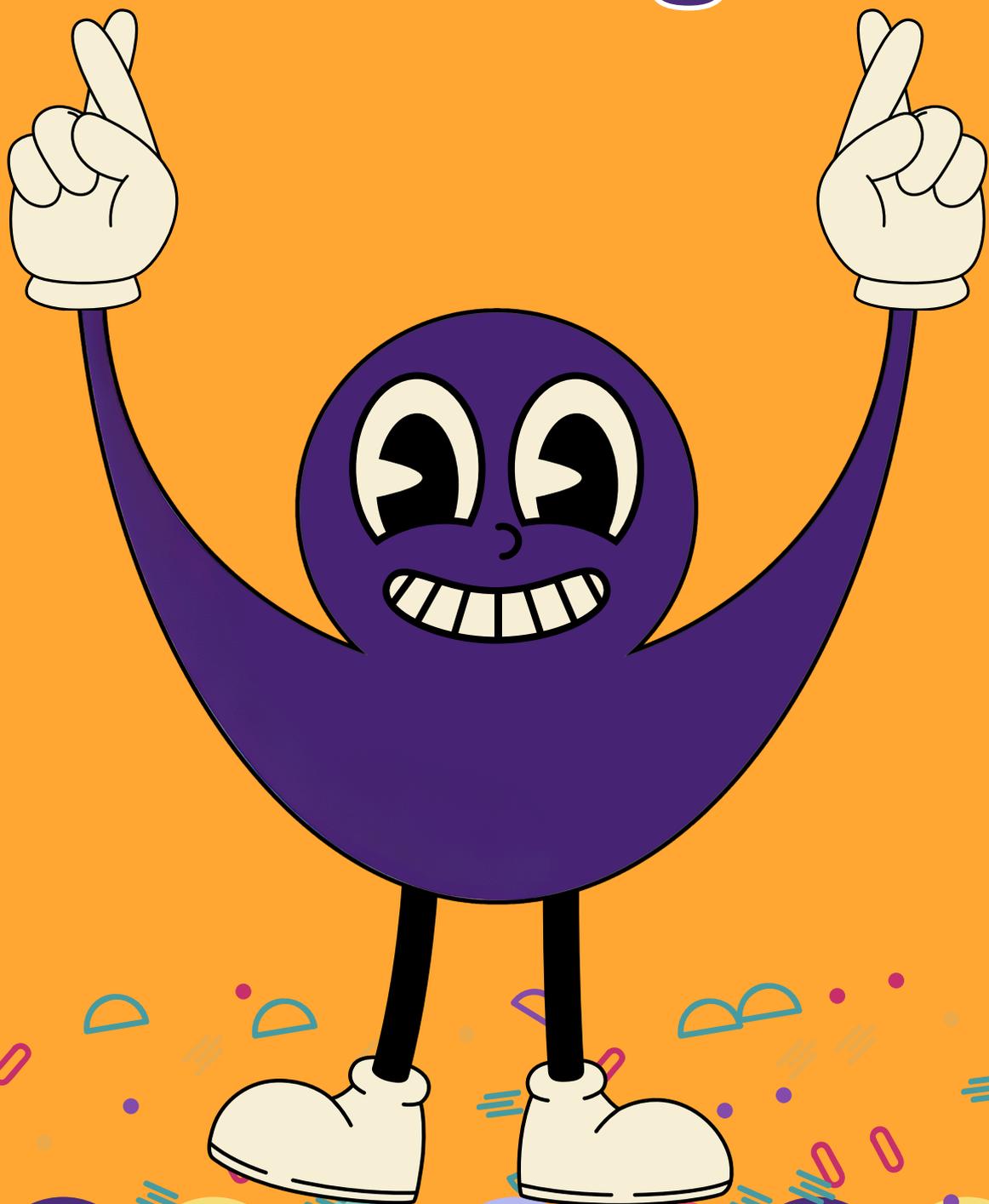


Vision Support Fundraising Pack





The difference you will make

Thank you so much for showing an interest in fundraising for us!

The funds you raise, no matter how big or small, will go a long way to help us achieve our mission, reach more people with a vision impairment, and raise awareness far and wide!

Over 2 million people have a vision impairment in the UK and your fundraising efforts help us provide vital services including mobility training, emotional support, digital skills, and

social groups that enable people with vision impairments to feel confident, capable and connected.





Fundraising Ideas

Sponsored Challenges

Darkness Walk/Run: Participants walk a route while blindfolded or wearing sim-specs, with guides for safety. A powerful awareness-raising event!

What you'll need: Route planning, volunteers, blindfolds/sim-specs, sponsorship forms

Coffee Morning: Host a relaxed coffee and cake morning at your home, workplace, or community centre. Charge entry or ask for donations. Perfect for bringing people together while raising funds.

What you'll need: Venue, refreshments, donation box, promotional materials

Quiz Night: Organize a pub quiz or virtual quiz night. Include a round about vision and vision impairment to raise awareness.

Silent Auction: Gather donated items or experiences and host an auction at an event or online.



More Fundraising Ideas!

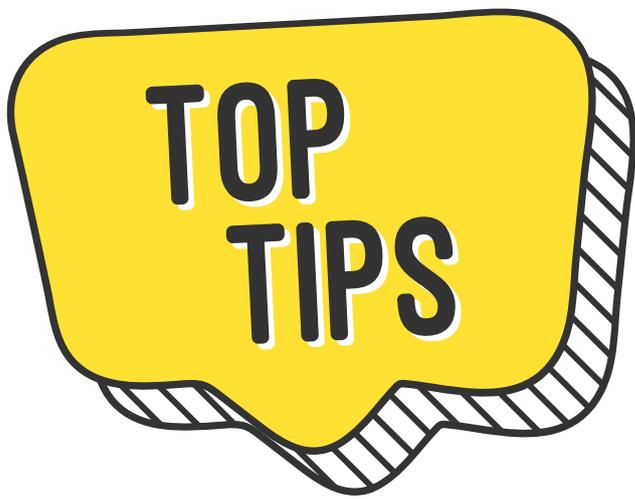
Sporting Events: Run a marathon, organise a charity football match, or host a sports day. Great for team participation!

Talent Show: Showcase local talent while raising funds through ticket sales and donations.

Seasonal Events: Host themed events: Christmas fairs, Easter egg hunts, summer BBQs, or Halloween parties.

Dress Down Day: Perfect for workplaces! Pay £1-5 to wear casual clothes or fancy dress on a set day.

Online Fundraising: Set up a crowdfunding page and share your story on social media. Challenge friends to match your donations, stream gaming sessions, or create fundraising videos. The digital world offers endless creative possibilities!



for Success!

Tell Your Story: Explain why Vision Support matters to you personally. People donate to causes that touch their hearts.

Set a Clear Goal: Let people know what you're aiming to raise and what their donations will fund.

Promote Widely: Use social media, local media, posters, and word of mouth. Start promoting 4-6 weeks before your event.

Make It Easy to Donate: Offer multiple payment options - cash, online, contactless, and sponsorship forms.

Thank Your Supporters: Acknowledge every donation and share updates on your progress and impact.

Stay Safe: Ensure proper risk assessments, insurance, and safeguarding measures are in place for all events.

Have Fun: Enthusiasm is contagious! If you're enjoying yourself, others will want to get involved.

Fundraising Guidance

In order to protect you and the organisation we ask that you follow these steps to ensure that your fundraising goes well.

Contact our fundraising team for support, materials, and advice:

Email: sharding@visionsupport.org.uk | Phone: 07821649066

Resources available: Collection tins, branded materials, sponsorship forms, promotional posters, and social media graphics.

Things we will ask you:

1. What you are doing to raise funds.
2. When you are doing it.
3. Can other people get involved?
4. Do you need anything from us to help you? We have collection tins, t-shirts and if you need anything else, we can try and make it happen.
5. How much you think you will be able to raise.
6. How you want to get the money back to us.
7. If you are raising money for a specific social group, activity or area.
8. Will you be asking people to sponsor you?
9. Do you think you will incur any expenses and how would you cover them, so we can ensure that we have an agreement in place from the beginning.

Things we will do:

1. Keep in touch to see how your planning and fundraising is going.
2. Provide publicity to support you (if this is something that you want).
3. Help you to set up an online fundraising page to support you in getting money in from people.
4. Design flyers to publicise your fundraising (if you want).
5. If you are using sponsorship forms, we will keep in regular contact so that we know how much we can expect to receive. We will ask you for all of the original sponsor forms to ensure that they cannot be misused.
6. There will be an option for Gift Aid on our sponsor forms. This enables us to claim the tax donors have paid back on any donations, which increases the amount that you raise. We can give you more information about Gift Aid if you need it.
7. If you are organising an event, we will work with you to complete Risk Assessments, ensure you have appropriate insurance cover and we will publicise your event, and if you are in agreement, we will approach the local press to provide them with a good news community story. We will involve you in this.
8. Work with you to understand the nature of the event you are putting on and then make sure that we obtain all of the correct licenses and permissions.

After you have completed your fundraising we will:

1. Say thank you!!!
2. Arrange to come and collect or be available in the office to receive the funds that you have raised. We will count the money with you and we will provide you with a receipt.
3. Ensure all monies raised are given to Vision Support and we will do what we can to support you to make this easy, from collecting the money from your home or providing you with bank details so that you can put the money in our account.
4. If you are doing a sponsored event, we will provide you with branded and numbered sponsorship forms to reduce the risk of forms being taken and copied by someone intending to defraud the organisation. Sadly there may be times where people may complain about your fundraising efforts which although unlikely, we do have a responsibility to look into the complaints. Therefore, we will make you aware of our complaints procedure so that you can share that with anyone who does raise a complaint to you about our efforts. We will use this as a learning exercise to support people better in their fundraising going forward.

Finally, A huge thank you for fundraising for us! We appreciate all of your efforts and we are here to help!

