# Fundraising guide

Tor help you organise your own event

## Welcome!

Thank you so much for showing interest in fundraising for RNIB and holding your own event. You will be helping to create a world without

barriers for people with sight loss – we simply can’t do it without incredible fundraisers like you! This guide will provide you with

inspiring ideas to kick start your fundraising, along with all the materials

you need. You can also download additional materials at [www.rnib.org.uk/fundraising-materials](http://www.rnib.org.uk/fundraising-materials) Any questions, at any point, please don’t hesitate to get in touch by calling 0303 123 9999 (Option 4) or emailing [fundraising@rnib.org.uk](mailto:fundraising@rnib.org.uk)

## Your support is vital

Every day 250 people in the UK start losing their sight and their lives will

change completely. Living with sight loss can be challenging but we believe that everyone affected by sight loss can face the future with confidence. From advice on keeping a job, help with technology, or tips on how to keep doing much-loved hobbies, we are here.

With every pound you raise, you're helping create a world without barriers for people with sight loss.

Thank you very much!

## Fundraising ideas

You may well have already decided how you intend to fundraise but if

you need any inspiration then have a look below. These favourite fundraising ideas are guaranteed to get friends, family, neighbours and

colleagues involved.

### Cake Sale

Who doesn’t love cake? Why not host a bake off or set a colour theme for your traybakes. Whether at home or in the workplace, they are sure to sell and raise lots of money.

### Quiz night

Everybody loves a quiz and it’s a great way to get people together. If your local pub already holds a quiz, ask if the proceeds can be donated to RNIB. If they don’t, ask if you can host your own. If pubs aren’t your thing, ask a local café or community centre. Online quizzes are always very popular.

### Challenge 100

Challenge yourself to raise £100 over a one-month period, and then ask

your friends to do the same. Do jobs for friends and charge them, sell off

unwanted clothes or furniture, run a swear box, and collect your loose

change – it will soon add up. You may find that a company, group or friend will match your efforts and double your donation!

### Hold a raffle

Raffles are a great way to raise extra money at your fundraising events.

Contact local businesses and ask them to donate prizes or vouchers.

Sell tickets for a set amount and draw the winner at the end of your event. See our ‘Keeping it legal’ section for more information on holding raffles.

### Curry night

Contact your local Indian restaurant and ask to host a curry night. Choose a week day when it is likely to be less busy. Ask if they can put on a buffet or a fixed price menu for you. We suggest asking them to do it for £10 per head and charge £20 in advance for tickets. If curry’s not your preferred food, just contact your favourite local restaurant, or hold

a dinner party at home.

### School Sports Day

Did you love the old school sports day three-legged races and egg and

spoon events? Why not gather a group together and organise your own for an entrance fee? You could even host a medal award ceremony.

### Be creative

If you have a passion, use it to raise money. Love music? Put on a gig

or a house party. Love art? Put on a craft evening or mini exhibition. Love football? You could even organise a five-a-side tournament. Love talking? Do a sponsored silence!

Anything goes. Just make sure you ask people to donate as well as enjoy themselves. Above all, tell people why raising money for RNIB is important to you and remember the golden rule, if you don’t ask, you don’t get! You’ll be amazed by the generosity of the

people around you.

### Other ideas

* Barbecue
* Bowling competition
* Bridge night or whist drive
* Car boot sale
* Celebrate a special event ([www.rnib.org.uk/celebration](http://www.rnib.org.uk/celebration))
* Challenge event ([www.rnib.org.uk/events](http://www.rnib.org.uk/events))
* Cheese and wine
* Chess competition
* Collect used stamps ([www.rnib.org.uk/stamps](http://www.rnib.org.uk/stamps))
* Concert
* Dance-a-thon
* Dinner party
* Donate foreign and old currency
* Fashion show
* Film show
* G&T, V&T or Prosecco night
* Games tournament
* Garden party
* In the dark event ([www.rnib.org.uk/inthedatk](http://www.rnib.org.uk/inthedatk))
* Jazz night
* Sale – Books, Crafts, Clothes
* Sponsored challenge
* Sensory scavenger hunt ([www.rnib.org.uk/sensoryhunt](http://www.rnib.org.uk/sensoryhunt))
* Street party
* Summer fete
* Tea party ([www.rnib.org.uk/teaforrnib](http://www.rnib.org.uk/teaforrnib))
* Tombola
* Wear dots for a day ([www.rnib.org.uk/dotsraiselots](http://www.rnib.org.uk/dotsraiselots))

**Go for it and good luck!**

### Materials to support your event

We can send you additional materials such as braille cards, balloons, and our special simspecs, that show what it might be like to have a sight condition. To order, just contact us on 0303 123 9999 (Option 4) or

email [fundraising@rnib.org.uk](mailto:fundraising@rnib.org.uk) You can also download posters, invitations, bunting and sponsorship forms at [www.rnib.org.uk/fundraising-materials](http://www.rnib.org.uk/fundraising-materials)

**Your support can help people like Charlie and Hazel:**

### Charlie

Charlie is 16 and has optic nerve hypoplasia, nystagmus and

ocular albinism. Charlie struggled when he went to secondary school.

"It was always hard to get the kind of resources that all the others had –

textbooks for school, revision guides – basically, anything that any other

student can get from a teacher."

He was introduced to RNIB Bookshare, an education collection providing

textbooks and materials to support the UK curriculum. It offers a range of formats that can be read electronically or adapted to suit the personal reading needs of learners. Charlie says that "RNIB Bookshare is probably one of the best things to happen. I'll go to my teaching

assistant and say, 'Can we get this off RNIB Bookshare, please?' and,

she'll put it on my laptop. It's been a massive help for me. It would have

been almost impossible if I didn't have it. Being able to come home and revise independently has been a massive help for me and, fingers crossed, it can improve my grades.”

### Hazel

Hazel is 75, lives in Scotland and has multiple eye conditions.

Hazel’s sight started to deteriorate around 15 years ago. She was driving

her car when she noticed that her vision had become blurry and she had difficulty reading traffic signs. She was diagnosed with multiple eye conditions and had a number of eye operations. Although she still has some vision, she has trouble seeing glass or edges and has had to give up driving.

Hazel got in touch with RNIB not long after her first operation when

she noticed that she was struggling to do simple things and could not

even walk home on her own. She attended one of RNIB’s Living with

Sight Loss courses and found it changed her perspective. “RNIB has been incredibly helpful during the difficult periods. The Counselling Service they provided was excellent. I used to be very active in my community before my diagnosis and it was difficult for me initially when I had to slow down following the operation.”

## How your money makes a difference

Here are a few ways your fundraising can create a world without barriers for people with sight loss:

**£15** could allow us to work with publishers to make an accessible textbook available through RNIB Bookshare at a teacher’s request.

**£40** would help provide RNIB's Talking Book Service to one

blind or partially sighted customer for an entire year.

**£60** could help someone feel more positive about the future after losing their sight, through a one-to-one, phone or online counselling session.

**£130** could allow us to offer in depth, life-changing advice to someone recently diagnosed with a sight condition enabling them to remain in their current job.

**£185** could enable an individual to learn to use essential tech devices – with instruction from a trained volunteer – in the comfort of their own home.

**£400** could help two blind or partially sighted people to rebuild their confidence through a six-day Living Well with Sight Loss course.

**£532** could run our Helpline for one hour, so people with sight loss can find out about the support and services we can offer.

**£1200** could run our Eye Health Information Service for a day, so our team of friendly, expert advisers can support people across the UK to understand their eye condition and available treatment.

**£1500** would enable us to add another bestselling book to our collection,

available free to blind and partially sighted readers in a format of their choice.

**£1995** could help us reach out to blind and partially sighted people for a day through our RNIB Connect Radio station, run by and for people with sight loss to promote independence and reduce isolation.

## Keeping it safe and legal

Fundraising can be what its first three letters suggest – fun! However, it’s also subject to important laws and regulations, so we’ve broken down

the key points for you to consider.

### Using the RNIB logo

With all the fundraising you do, please make it clear you are fundraising

“in aid of” RNIB and that you don’t officially represent the Charity. If you’d

like to use our logo as part of your fundraising, please contact us and we can send you our “in aid of” logo. You must also make it clear we are a

registered charity by mentioning our registered charity numbers.

#### Here’s an example:

“I’m fundraising in aid of RNIB, a registered charity in England and

Wales (226227), Scotland (SC039316), Isle of Man (1226). Also operating in Northern Ireland.”

This means you can shout about supporting RNIB while abiding by

the **Code of Fundraising Practice.**

### Health and Safety/Insurance

If you hold a fundraising event, you are responsible for the health and

safety of the event and everyone who comes along. For advice you can visit [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk) As your fundraising activity is not

organised or controlled by RNIB, it will not be covered by our insurance.

So you’ll need to arrange your own insurance if appropriate.

RNIB cannot accept responsibility for any loss, accident, damage or injury arising from activity you organise.

### Collections

You must get permission before collecting donations, either from your

local authority for street collections, or from the owner or manager of private premises, such as a supermarket or train stations. RNIB are unable to organise collections for you but we can provide collection buckets, tins and an official letter to confirm you’re fundraising in

aid of RNIB. Please be aware you cannot collect door to door without a licence and we recommend you do not carry out this type of collection.

### Money

When handling cash, always keep it secure in a lockable box. It’s a good

idea to have two people count any cash collections and be sure to bank

the money as soon as possible. If you need to travel with any cash donations, it may be safer to have someone travelling with you. You should also consider your mode of transport.

### Food hygiene and alcohol

Please take care when handling food and follow basic rules for the safe

preparation, handling, storage and display in accordance with hygiene

regulations. Visit [www.food.gov.uk](http://www.food.gov.uk) for information. If you sell alcohol at your event, check if the venue is licenced. Otherwise you’ll need a temporary licence from your local authority.

### First aid

Make sure you have adequate first aid provision for events you’re holding. A qualified first aider may be needed for larger events.

### Raffles

If you hold a raffle during one of your events, a licence isn’t necessary as

long as you sell tickets and give out prizes at the event. If you’re planning

to sell tickets to the public, this type of activity is heavily regulated so please ask for advice or contact [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) for the latest information.

### Data protection

You shouldn’t share personal information or details about people who have supported your fundraising without their permission. All electronic or paper records should be stored securely, and don’t keep it for longer than you need to.

**Remember**, we’re here to help and answer your questions, so call us on

0303 123 9999 (Option 4) or refer to [www.fundraisingregulator.co.uk/code-of-practice](http://www.fundraisingregulator.co.uk/code-of-practice)

## Sharing your story

By fundraising for us you are doing something very worthwhile, so don’t be shy – shout about it! Talk to people about what you’re doing.

Sounds simple, but talking to your friends, family, colleagues, neighbours

(and anyone else who’ll listen) about what you’re doing and why you want to support RNIB, is the best way to inspire people to donate and get involved. Plus, you never know who they might tell and what doors they might open.

### Media

Contacting your local newspaper, TV or radio station to share your story is a great way to raise awareness of what you’re doing. Try to stand out from the crowd and explain what inspired you to hold this event for RNIB. There is no guarantee your story will be picked up, but it’s always worth a try.

**Top tip** – Local media are always interested in hearing about things that

are happening in the local community.

We’re happy to provide you with media information and template press

releases if you need them.

### Social social social

Online is the way forward, so post about what you’re up to on Facebook, Twitter, LinkedIn, YouTube and Instagram and don’t forget to tag @RNIB whenever you do!

We can be found at the following sites so don't forget to share your news:

• facebook.com/rnibuk

• twitter.com/rnib

• instagram.com/rnibuk

## Connect with RNIB

We’d love to hear all about your event and if you also feel that we could

share it with others, please complete the “Tell us your story” form below and return it to us.

### Tell us your story

**(if you need any assistance, please call 0202 123 9999, option 4)**

We’d love to hear your fundraising story and share it with other supporters. It is great for us to hear about what you are doing and encourages others to get involved.

We’d like to be able to use your story in charity leaflets and newsletters, online, social media or on the radio. If you would be happy to speak to the media about your event for RNIB that would be great too.

**Your details**:

Name:

Address:

Telephone:

Post code:

email:

**Your story**:

Let us know all about your event and why you have chosen to support RNIB:

Please continue on a separate sheet if needed.

Please sign below if you are happy for us to use your story. A photo would be fabulous too if you have one.

**Please tick the following statements**

I am happy for my story to be used for two years

I am happy for my photo to be used

I am happy to speak to the media if appropriate

I have a sight condition and would be happy to discuss it further

Signed:

Dated:

**Keeping in touch**

RNIB would like to stay in touch to keep you up to date on the news, services and products that may be of interest, as well as ways you can help support the fundraising, volunteering and campaigning work we do.

RNIB is committed to protecting your privacy and we want to assure you that your personal information is safe with us and we will never sell your details to third parties. For more information, please see our privacy policy on our website [www.rnib.org.uk/privacy-policy](http://www.rnib.org.uk/privacy-policy) We can only continue to support people with sight loss with your help.

If you’d prefer not to hear from us by post or phone, please indicate below:

**No**, I’d prefer not to hear from you by post

**No**, I’d prefer not to hear from you by phone

If you would like to hear from us by email or SMS, please indicate below:

**Ye**s, I’d like to hear from you by email

**Yes,** I’d like to hear from you by SMS

You can tell us at any time that you no longer want to hear from us by either calling the Fundraising Enquiry Line on **0303 123 9999 (Option 4)** or emailing fundraising@rnib.org.uk of writing to Fundraising Enquiries at RNIB, 105 Judd Street, London WC1H 9NE.

Please post your completed form to

Supporter Care, 105 Judd Street, London WC1H 9NE

or email fundraising@rnib.org.uk

Just get in touch if you have any questions:

Call: 0303 123 9999 (Option 4)

Email: [fundraising@rnib.org.uk](mailto:fundraising@rnib.org.uk)

## Sending your money in

Your fundraising is now complete – well done! Here are some easy ways

to get it to us:

* Write a cheque to ‘RNIB’ and post it with the Paying in form

(located in the Event materials pack).

* Call 0303 123 9999 (Option 4) to make a card payment on the phone.
* Call or email [fundraising@rnib.org.uk](mailto:fundraising@rnib.org.uk) for details to make a bank transfer.
* Pay online at [www.rnib.org.uk/payment-form](http://www.rnib.org.uk/payment-form)

**Don’t forget to Gift Aid your donation**

**RNIB registered charity in England and Wales (226227), Scotland (SC039316), Isle of Man (1226). Also operating in Northern Ireland.**