

# **Charity Fundraising Pack**

**Your Comprehensive Guide to Fundraising for  
The Partially Sighted Society**

# Welcome to

## The Partially Sighted Society Fundraising Pack

**We are thrilled you chose The Partially Sighted Society for your fundraising journey! It's thanks to people just like you that we can provide vital support to people who have lost their sight that urgently need our help.**

**Your fundraising efforts will have positive impact on thousands of lives as you'll help us to:**

- **Provide low vision assessments for newly diagnosed individuals, empowering them to adjust and thrive with sight loss.**
- **Deliver enhanced sight tests provided by our dedicated optometrist, helping people understand their conditions and make the most of their remaining vision.**
- **Support mental health and wellbeing, offering coping mechanisms for those adjusting to vision loss through our therapy service.**
- **Combat social isolation by fostering connections through social groups which reduces loneliness and builds valuable support networks.**
- **Unlock independence through adaptive technology training, enabling people to use digital tools to navigate daily tasks with confidence.**
- **Enrich education of children with visual impairments with our provision of bespoke bold-lined exercise books and specialist stationery, ensuring their visual impairments do not limit their successes.**



# Beryl's Story

At 86-years-old, Beryl received a diagnosis that felt like a closing curtain; **Macular Degeneration**, a condition that causes loss of the detailed, central vision of the eyes. Fearful about what the future held for her, she found us at **The Partially Sighted Society**. "It's opened out my life," she beams, her voice brimming with joy. Eight years after first coming to see us, she told us all about the impact that **The Partially Sighted Society** has had on her life.

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"The Partially Sighted Society has had a great impact on my life, on more than one level. I come in here for physical examinations, I come in for advice on what implements and aids will help my sight loss and help my daily living. It's all given with good humour and, more importantly, I'm amongst friends.

I met a wonderful group of people who were in a similar situation to myself and they've all turned out to be such delightful people. None of them feel sorry for themselves. We're taught from the top that we've still got lots to offer, lots to do and that we need to enjoy life. I enjoy coming to the support groups and the

team here have always got some new ideas to interest us. I can't tell you the difference it's made to me.

When I was diagnosed with sight loss, I could see my life closing in and I've come into this organisation and it's reversed it, it's opened out my life."

Beryl's story is one of thousands we have come across over the many years we've been helping people. It has been our goal for all of that time to give people the tools to make the most of their remaining vision and enjoy life to it's absolute fullest.

**You Tube**

You can watch our full interview with Beryl on our Youtube channel by searching "The Partially Sighted Society"

Make sure to subscribe for more heartwarming and educational content!



**£680**

Could pay for 10 people to have their introductory sight test with us, their first step in regaining their independence and enjoying life again, just like Beryl has.

# How Your Money Helps

£25

**Pays for the materials needed for a coffee morning or an hour of adaptive technology training.**

£68

**Pays for a free enhanced low vision assessment with our state-of-the-art equipment.**

£320

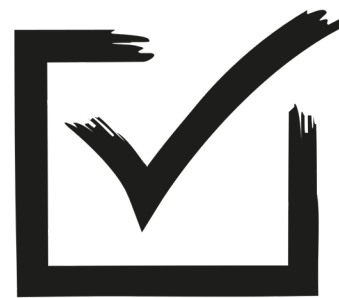
**Provides a full month's coverage of mental health and wellbeing services for one person.**

For every £1 we raise, 89p goes directly into funding our services, with the rest going to making the next £1!



**DID YOU  
KNOW?**

# Your fundraising checklist



Before you start planning your fundraising event, it might be a good idea to get organised and try to ensure everything goes as smoothly as possible. Here are some ideas to consider when planning a successful fundraiser.

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## Set a target

Decide how much money you want to raise and let everyone know how the money you're raising will help our charity. Be sure to tell them that all donations are appreciated big or small.

## Make a date

If you're organising a fundraising event, be mindful of other local or national events happening that could clash with yours. You may end up disappointed in your turnout if not.

## Call for Volunteers

Call upon family, friends and colleagues to help you drive your fundraising campaign. Get them involved early in the planning stage of the event, this will make sure they really feel a part of the action.

## Make some noise

Spread the message about the great things you're doing, media outlets are always looking for the next big feel-good charity event. Don't forget about social media, Facebook, Twitter and Instagram.

## Set up a donation page

It's quick and simple! Find us on JustGiving, follow all the checklist steps and watch all the donations roll in! Explain on your fundraising page what we do and how the money you're raising will help.

## Be safe and legal

If you're organising an event check out if what you're planning is allowed without a licence and if insurance is needed. Also consider any health and safety requirements.

## Collect donations

Use our sponsorship forms to collate who has pledged money and collect it from them, people might even top up donations if your event went extra successfully. Skip this step entirely with a JustGiving page.

## Thank everybody

Pass on messages of thanks to everyone who supported you. Let them know that their donations, big or small, are going to make a huge impact on the lives of thousands of people living with sight loss.

**Most importantly, have fun! If you're enjoying what you're doing the enthusiasm will shine through.**

**Let's Get Started!**

# Our Top Fundraising Ideas!

Go to page 12 for the A-Z of Ideas!

## The Classics

- Bake sale
- Coffee morning
- Host a gala
- Fancy dress day
- Host an auction
- Car boot sale
- Fashion show



## The Adventurous

- Long-distance cycle ride
- Climb a mountain
- Swim the Channel
- Polar water plunge
- Long-distance trek
- Skydive
- Couch to 5k challenge



## The Elegant

- Wine and cheese night
- Black tie ball
- Casino night
- Secret garden party
- Auction
- Classical music concert
- Opera night



# Peter's Story



**My name is Peter and I'm visually impaired, and this is my sight loss story.**



I have been visually impaired now for 12 years, it all started in 2012 with my right eye where I had a freckle that developed into a melanoma. I eventually lost the sight in my right eye completely. Unfortunately, two years ago I had a retinal detachment in my left and I had five operations to try and fix that. Regrettably, the retina wouldn't stay in place.

Myself and my consultant, we had a chat and between us we decided that enough was enough. It's better to live with the sight that I've have left rather than with none at all, because that could have been one of the outcomes. It came as a very big blow that I wouldn't be able to do the things that most people, including me, took for granted. It did lead me eventually into a depressive state.

I had a lot of help from my wife and family. They're going through the same thing, not physically, but they're living the sight loss with you. Eventually, I found The Partially Sighted Society and they have been absolutely brilliant. They have shown me different devices that are out there that you can use.

They have seminars and workshops and it makes you realise that, in actual fact, you're not the only one that's got the problem and you're not the only one that has gone through this change. It's made an incredible difference in my life.

So much so, that I am now a trustee of the charity and help out wherever I can with coffee mornings and their events. It's given me purpose in my life again. Please, help them to help others.

**By supporting us, you're helping people just like Peter rebuild their lives after losing their sight.**

# Get the most out of online fundraising with

## JustGiving®

The quickest and easiest way to ensure that the money you raised with your hard work gets to us safely is to use an online platform like JustGiving. You can find The Partially Sighted Society's fundraising page by searching:

[www.justgiving.com/partightsoc](http://www.justgiving.com/partightsoc)

There, you can create a fundraising page where you can set your goal, provide updates on your activities and thank people individually for their generosity. All in one handy, easy to use space.

By using JustGiving, you can also easily and efficiently get people to add Gift Aid to their donations! If your donors are UK taxpayers, all they need to do is tick the Gift Aid box when they donate and the taxman will add 25p for every £1 donated!

Scan the QR code to visit our JustGiving page



Using JustGiving as his fundraising platform Michael Daemon rode his bike from Baxterley to Barcelona raising a staggering £1,615!





# It's time to make some noise!



Now that you've decided what your fundraiser is going to be, it's time to generate some buzz about it!

Media outlets like radio and TV are always looking for their next heartwarming fundraising story, so make sure you reach out to them to tell them your plans to make a difference. Whether what you're doing is local or national there's always eyes and ears wanting to be informed.

If you feel that you don't want to engage with the mainstream media, you have all the tools you need to succeed at your fingertips. Social Media is an incredible tool for drumming up engagement with your fundraising activities.

Using Facebook, Twitter, Instagram for family and friends and LinkedIn for work colleagues, it's never been easier and more accessible to get a grassroots campaign like yours, off the ground.

Make sure you regularly update your friends, family, coworkers and followers with all your charitable news and updates, including your total raised and the progress you're making on your event. If you shout loud enough, who knows? You might become the next viral sensation as well!

## FOLLOW US ON SOCIAL MEDIA AND SHARE YOUR ACHIEVEMENTS!

 /partsight

 @partsight

 @partiallysightededsociety

### CONTACT US:

**By email**

[reception@partsight.org.uk](mailto:reception@partsight.org.uk)

**By phone**

01302 965195



Enlisting the help of famous faces goes a long way, Dame Rosie Winterton's appearance at a school's fundraising concert helped spur on donations totalling £3,478!

## A-N of

# Fundraising Ideas!

- A**  
**Afternoon Tea:** Host a classic high tea with finger sandwiches, cakes, and scones. Charge per person or offer different tiers with additional treats.
- B**  
**Beard Shaving:** If you or someone you know can rock a beard, challenge them to be brave and shave (or dye!) it for sponsorship.
- C**  
**Craft Fair:** Showcase local makers and artisans, charging them a stall fee and promoting handmade goods.
- D**  
**Donations Station:** Set up a donation station at local events or markets, accepting unwanted items (books, clothes) or collecting spare change.
- E**  
**Easter Egg Hunt:** Organise a community Easter egg hunt with hidden eggs containing small treats or prizes, charging participation fees.
- F**  
**Five-a-Side Football Tournament:** Organise a football tournament with registration fees and food sales.
- G**  
**Guessing Games:** Have fun with classic guessing games like "Guess the Weight of the Cake" or "How Many Sweets in the Jar?" at events.
- H**  
**Halloween Party:** Host a spooky Halloween bash with costumes, decorations, games, and treats. Charge an entrance fee and sell food and drinks.
- I**  
**Ice Cream Sundae Bar:** Set up a sundae bar with various toppings and sauces, charging per creation and offering fun toppings.
- J**  
**Jumble Sale:** Gather unwanted items like clothes, books, and household goods and sell them at a community jumble sale.
- K**  
**Knit-a-thon:** Gather knitters and crocheters for a challenge to create items over a set period, selling their creations for charity.
- L**  
**Lip Sync Battle:** Host a fun lip-syncing competition with participants raising sponsorship and performing for votes.
- M**  
**Music Festival:** Organize a small-scale music festival with local bands and artists, charging entry and selling food and drinks.
- N**  
**Nature Walk:** Lead a guided nature walk with a local expert, charging a participation fee and promoting the beauty of the environment.

## O-Z of

# Fundraising Ideas!

**O**

**Open Mic Night:** Give artists and performers a platform to showcase their talents in a supportive environment, charging entry and selling refreshments.

**P**

**Pot luck event:** Get everyone to bring one of their favourite dishes to your feast!

**Q**

**Quiz Night:** Host a fun pub quiz with challenging questions and themed rounds, charging entry fees and offer prizes for the winner.

**R**

**Raffle:** Offer exciting prizes donated by local businesses and sell raffle tickets at events or online.

**S**

**Street Food Festival:** Partner with local food vendors to create a vibrant street food festival, charging entry and stall fees for vendors.

**T**

**Treasure Hunt:** Organise a community treasure hunt with clues leading to hidden prizes, charging participation fees.

**U**

**Unplugged Music Night:** Offer an acoustic music night featuring local singer-songwriters, promoting a relaxed and intimate atmosphere.

**V**

**Vintage sale:** Clear out your old clothes; what you no longer wear could be right up someone's alley.

**W**

**World of Flavours:** Host an international food festival featuring cuisines from various cultures, selling dishes and drinks.

**X**

**Xmas Market:** Set up a Christmas market with festive stalls selling crafts, treats, and gifts, charging stall fees and attracting holiday shoppers.

**Y**

**Yoga Class:** Organise a donation-based yoga class led by a qualified instructor.

**Z**

**Zip Line Challenge:** Partner with an outdoor activity park to offer a sponsored zip line ride or another adrenaline-pumping activity.

**Don't just limit yourself to these suggestions, feel free to get creative. The more unique your fundraising idea the more attention it could bring - with more attention, comes more donations!**

# The Final Step: Getting the Money To Us

**Thank you for stepping up and fundraising for a brighter future for people living with sight loss! Let's get your amazing contribution sent safely and securely to us, so we can get to work improving thousands of lives across the country.**



**DON'T FORGET TO ADD GIFT AID TO DONATIONS!**

## Online

If you've chosen JustGiving as your platform to raise money for our cause, then there's no need to sweat it. All of your donations will be safely and securely deposited with us automatically.

Alternatively, you can visit our donate page on our website and make a direct deposit that way. Make sure you get in touch to let us know that you've done this so we can thank you!

## Cheque

Cheques should be made payable to "The Partially Sighted Society" and sent to our head office:

**The Partially Sighted Society  
1 Bennetthorpe  
Doncaster  
DN2 6AA**

Please remember to include a note stating that the donation is from you and your event.

## Bank Transfer

For donations by bank transfer, please contact us directly for our bank details. You can reach us at 01302 965195 or email us at [reception@part sight.org.uk](mailto:reception@part sight.org.uk)

## Phone

You can pay in all donations to us over the phone using a credit or debit card as well. Give us a call on 01302 965195 Monday to Friday 9.30am to 4pm and one of our friendly team members will be happy to help you.

## Cash

You can also pay in person with cash at our head office in Doncaster, this could be a great way to do it as we could thank you in person!

The Partially Sighted Society also accepts other forms of donations, including gifts in wills and in memory donations. You can find more information about these options on our website: [www.part sight.org.uk/donate](http://www.part sight.org.uk/donate)

# The Partially Sighted Society

## Sponsorship Form

Name \_\_\_\_\_

Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Postcode \_\_\_\_\_

By sponsoring me, you're gifting a person with visual impairment a chance to reclaim their independence.

**£68**  
 could pay for an enhanced  
 low vision assessment  
 for a person with a visual  
 impairment.



I'm raising money by

Fill in your activity here

For people

With visual impairments

### How to use Gift Aid

- Gift Aid allows charities to claim the basic rate of tax on every pound donated. That's an extra 25p per pound!
- Ask every tax-paying donor to write their full details and tick the Gift Aid box to increase their donation at no extra cost. They must do this in their own handwriting so we can claim Gift Aid
- When you pay in the money you've raised make sure to send us this form as well.

Tick here for 'Gift Aid' and please read the details and declaration below\*

Full name	Address	Postcode	£/p	Gift Aid	Date paid
S Smith	1 Example Road	AB1 2BC	£5	✓	16/02/2024

**Let's see the way forward, together.**

\*I have read this statement and have ticked the box headed 'Gift Aid' as confirmation that I am a UK Income Tax and/or Capital Gains tax payer. I want The Partially Sighted Society to reclaim tax on the donation detailed, given on the date shown. I understand that if I pay less Income Tax and/or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand The Partially Sighted Society will reclaim 25p of tax on every £1 that I have given. We will only use the details that you have provided for the purposes of administering your donation and for claiming Gift Aid. If you would like to know about more ways to support the cause of helping people with visual impairments, please contact our friendly team at our sight centre by calling 01302 965195 or emailing reception@part sight.org.uk.





# Be safe out there!

## Your Legal Requirements

### Licensing:

#### Lotteries & Raffles:

Any raffle or lottery with prizes exceeding certain value limits requires a permit from your local council. Familiarise yourself with prize value restrictions and responsible gambling protocols.

#### Street Fundraising:

Collecting donations on the street often requires permission from your local council. Regulations and restrictions can vary and be quite strict, so check in advance.

#### Event Permissions:

Depending on the nature and location of your event, additional permits might be needed, such as for amplified music, food stalls, or alcohol sales. Contact your local council for specific requirements.

### Transparency and Code of Conduct:

#### Honesty and Transparency:

Communicate clearly about; the cause, how donations will be used, contact information, and fundraising methods. Avoid misleading statements or exaggerated claims.

#### Fundraising Code:

Adhere to the Fundraising Regulator's Code of Fundraising Practice, which emphasises open communication, honesty, and respect towards donors. You can find the Code and detailed guidelines on their website (see additional resources)

### Financial Accountability:

**Safeguarding Donations:** Use secure methods for collecting and handling donations. Regularly bank funds and maintain clear records of income, expenditure, and donor details.

#### Financial Reporting:

Fundraising surpassing specific thresholds might require submitting financial reports to the Charity Commission or Companies House. Check their websites for relevant thresholds and reporting requirements.

### First Aid:

Whether you're planning a small gathering or a large-scale event, having qualified first aid support readily available is crucial for everyone's safety. Remember, prevention is key, so consider potential risks when planning your event and take necessary steps to minimise them.

#### For smaller events:

Ensure at least one individual with basic first aid training is present to handle minor injuries.

#### For larger events:

When dealing with 500 people or more, a minimum of two qualified first-aiders is strongly recommended.

For large-scale events exceeding 500 attendees, consult with experienced organisations like St John Ambulance or the British Red Cross for professional medical coverage. They can assess your specific event needs and recommend appropriate first-aid personnel and equipment.

See additional resources for more details on these organisations.

### Additional Considerations:

#### Data Protection:

Respect donor privacy and comply with data protection regulations (GDPR). Obtain informed consent for collecting and using personal information.

#### Health & Safety:

If your event involves public activities, ensure adherence to health and safety regulations to protect participants and avoid potential liabilities. Conduct risk assessments and implement appropriate safety measures.

#### Insurance:

Depending on the event's nature and scale, consider event insurance to mitigate potential risks associated with property damage, accidents, or cancellations.

### Additional Resources:

- **Fundraising Regulator:**  
<https://www.fundraisingregulator.org.uk/code>
- **Charity Commission (England and Wales):**  
<https://www.gov.uk/government/organisations/charity-commission>
- **Scottish Charity Regulator:**  
<https://www.oscr.org.uk>
- **Citizens Advice:**  
<https://www.citizensadvice.org.uk>
- **St John Ambulance:**  
<https://www.sja.org.uk>
- **British Red Cross:**  
<https://www.redcross.org.uk>

# Thank you for helping us to help others.

Being one of our charity fundraisers could be the first of many ways you could help. We'd love for you to continue being a part of our cause by:

- Staying connected with us by signing up for our newsletter.
- Leaving a lasting legacy with a gift in your will.
- Setting up a monthly direct debit donation.
- Joining us at our events.

A brighter future for a person with a visual impairment has just been realised, thanks to you.

Find out more about what we do by visiting our website, [www.partsight.org.uk](http://www.partsight.org.uk)

**The Partially Sighted Society**  
**1 Bennetthorpe**  
**Doncaster**  
**DN2 6AA**

