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**Your handy fundraising guide**

**Thank you from BlindAid.**

The great thing about fundraising for BlindAid is that it can be as simple or as elaborate as you like and whether you raise £20 or £2,000, every penny counts and you get to have some fun.

**Fundraising with friends and family**

Get together with your friends and family and help us to support blind or visually impaired Londoners by holding an event at home. Here are a few ideas to get you started:

* **A big night in:** Invite friends and family home to enjoy some dinner and games asking everyone to chip in what they would have spent on a night out.
* **Give it up for BlindAid:** get sponsored to give something up for a month. It could be alcohol, smoking, coffee or chocolate – whatever you like.
* **Celebrate and donate:** celebrate a special occasion by asking for donations to BlindAid instead of gifts.

Or how about a:

* BlindAid Bake-off
* Garden party or BBQ
* ‘Come Dine with Me’ dinner party
* Bowling night
* Fundraising Ball
* Afternoon tea

**Fundraising at work**

You and your colleagues can raise money for us by doing what you do best, working together and having some fun at the same time.

* **Hold a BlindAid Bake Off or cake sale** – nominate your very own Mary Berry or Paul Hollywood to judge
* **Ask your company to donate one extra day’s holiday;** hold a raffle at work to win the extra day off
* **Organise a quiz evening: A**sk the pub near work if you can hold it there and round up your teams
* **Donate an hour's salary:** Ask your employer to match it
* **Hold an auction of promises:** how high will people go for a weeks’ worth of tea making or taking over their early morning shift
* **Dress down or up day:** make a change from your usual workwear and wear something different for a day. You could go for an 80s theme, a casual wear day or a celebrity lookalike challenge. Wear whatever you fancy, just make sure everyone donates!
* **Office relay:** run a marathon, cycle from Lands End to John O’Groats or row the Boat Race without even leaving the office. Get a treadmill, exercise bike or rowing machine set up and work in teams to see who can get the best time. Collect sponsorship and turn it into a competition. You could also run, walk or cycle between your offices, clients or local landmarks.
* **Bring your dog to work day:** For a small donation bring a dog to work and have some fun organising classes for the best dressed, best trick or best behaviour

Or how about a:

* Sponsored job swap
* Quiz night
* Sponsored leg or back wax, hair dye or head shave
* Charity tuck shop
* Company car wash
* Sweepstake

**Fundraising at school or local clubs**

Whether you’re a school, college or local social club looking to raise money for BlindAid - there are loads of ways you can get involved.

* **Hold a non-uniform day:**  this is an easy way to fundraise at school.
* **Teachers vs students:** Sports match or music quiz and charge each team member to take part – or alternatively sponsor the events.
* **Sponsored silence: T**eachers or club leaders will be happy and you will raise lots of money.
* **Hold a concert: D**onate the proceeds from the ticket sales.
* **Talent contest:** Put on a show to reveal everyone’s hidden talents and invite parents and teachers along to watch in return for a donation.
* **Guess the number of sweets in a jar** – fill a jar with your favourite sweets and take it around each class – for a £1 donation everyone can have a guess and the closest answer wins the treats.

**Get ready**

There are loads of different ways to be creative and raise money for BlindAid, from a BlindAid bake off to running 10K. There is something exciting and engaging for everyone. Choose an event that you enjoy or that suits your lifestyle and is achievable - be inspired and most of all have fun!

**Get set**

Planning is vital to make sure your event is successful, so give yourself plenty of time to plan. Set the date, location and budget. Find a time that works for everyone and get your invites out early.Ask friends or family to help out in any way they can to share in the fun.

**Go!**

Don’t forget to remind everyone how much you are aiming to raise on the day and remember to celebrate your fundraising success when you cross the finish line.

**Tips for success**

* Set yourself an achievable fundraising target
* Let everyone know how much you aim to raise and how their donations will help Londoners who are blind or visually impaired
* If you are planning an event: keep expenses low by trying to get items or services donated or reduced in price
* **Promote your event by wearing a BlindAid t-shirt**
* Don’t stop after the event!
20% of all online donations come in after an event, so don’t forget to tell everyone how it went, put photos on your page and celebrate the success of your team!
* Gift Aid it!
You can raise an extra 25% on every donation simply by asking people to tick the box on your sponsorship form or JustGiving page. There is no extra cost to you or your donors!
* Collect your sponsorship: don’t be afraid of reminding people that they sponsored you and always collect the money as soon as possible after the event.

**Spread the word!**

Your friends and family are the most likely to donate, so share your fundraising on social media. Share updates and pictures on Facebook and Twitter to show what you are doing, when and why. TOP TIP: Always get permission from everyone taking, part before the event, so you are able to share or upload photographs or videos.

You can also promote your event through posters and flyers in your workplace, community groups or children’s schools. How about contacting local press to tell them about your exciting plans?

**Please share your event with us**

We would love to hear about your plans and activities. Please tell us what you are doing by calling on 0207 403 6184 or email to enquiries@blindaid.org.uk

Don’t forget to “Like” our Facebook page facebook.com/BlindAid and send us photos and videos so that we can share your story along the way.

**Get the most out of JustGiving**

JustGiving is a website that allows friends, family and colleagues to support your charity by donating quickly, easily and securely online by debit card or PayPal. It only takes a minute to set up a JustGiving page that’s quick and easy to share with friends. Plus, the money donated comes directly to BlindAid so you don’t have to worry about collecting it:

* Register with JustGiving at justgiving.com/BlindAid.
* Design your page and tell your story! Edit the personal message already on the page and tell people why you have chosen to raise money for BlindAid.
* Write a personal thank you message, which will automatically be sent to everyone who makes a donation through your page.

Getting that little bit extra:

* Use photos to tell your story. Post them after your training days, or during any fundraising events you are inspired to produce to remind your friends and family of what you are doing and why.
* Keep your page up to date: add updates to your “Story”; for instance, training milestones, a “thank-you” message to recent supporters, a “one week to go” alert, or updates on how your chosen event went!
* People will often match the amounts they can see others have donated….. so ask your most generous supporters first!
* Remember: because 20% of all online donations come in after an event has taken place, don’t stop promoting! Post photos after your event and remind people how fabulous your event was.

**Stay safe and legal**

We are very grateful that you have chosen to raise funds in aid of BlindAid and we want to ensure your health and safety at all times. With this in mind we have set out some basic guidelines to help you fundraise safely and lawfully.

**Fundraising ‘In Aid Of’**

As a supporter you are acting not “on behalf of” but “in aid of” BlindAid. This means you are operating independently of the Charity. Please make this distinction in any fundraising promotional materials you may use. Any promotional material must say that the event is In Aid Of BlindAid and display our charity number: 262119

**Events**

We regret that we are not able to underwrite the cost of any event and are unable to assist with the direct organisation of your event.

Health and safety of event participants is paramount so to ensure that your event is organised efficiently and safely you should conduct a risk assessment. Please refer to the information provided on the Health and Safety Executive website: [www.hse.gov.uk](http://www.hse.gov.uk) where you will find details on how to carry out a risk assessment, how to assess and control risks as well as how to ensure you comply with health and safety laws.

**Insurance and Liability**

By organising your own fundraising activity, you are responsible for taking adequate steps to ensure that it poses no risk to you or others.

BlindAid cannot accept liability for any loss, damage or injury suffered by yourself or anyone else as a result of taking part in a fundraising event organised in aid of BlindAid. If you organise an event that involves the public in any way, you will need to ensure that the venue has got the appropriate public liability insurance.

**First Aid**

Any fundraising activity might require the provision of first aid, so we recommend you consider the number of people involved, the type of activity, and what – if any – first aid facilities are already available at the venue. If you are holding your event at work or at a school, it is likely there will be a first aid box/equipment on the premises. You can also obtain useful advice from St John’s Ambulance [www.sja.org.uk](http://www.sja.org.uk) about what First Aid is necessary.

**Children**

We welcome under 16s in supporting BlindAid, however, there are legal restrictions as to what they can do. Under 16s can be sponsored to take part in an event or help organise an event but there must always be an adult present and in charge to deal with all handling, counting, and physically collecting the money raised. Check that the child’s parents/guardians have given their permission for their child to take part and that you have obtained permission for any photos or videos to be used.

**Food and drink**

If you are selling food and drink to the public at your event then you must ensure that you follow food safety laws. You can obtain guidelines on these from your local environmental health department or from the Food Standards Agency [www.food.gov.uk](http://www.food.gov.uk) If you are selling alcohol then you will need an additional licence unless the venue already has one that will cover your event.

**Licences**

Some activities require a licence which you can obtain from your local authority, for example:

* running certain types of raffles and lotteries
* collecting money in public
* selling alcohol
* providing public entertainment
(for example, playing live or recorded music, performing plays or screening films).

**Raffles and Lotteries**

Holding a raffle, lottery or prize draw is a great way to raise additional funds at your event – and everyone loves getting involved. However, there are strict laws relating to raffles and lotteries.

Raffles can be held in your workplace, local club or within a group of friends or family with no problem. Likewise, you are complying with the law if the sale of tickets and the draw are carried out on the same day and at the same venue as part of an event (eg a pub quiz or fete). Larger raffles may need a local authority licence. Check the latest information and advice at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

**After your event!**

When your event is over and your fantastic fundraising completed, you can send the money you have raised to us in a variety of ways.

**Donate Direct to BlindAid:**

If you would like to pay in money via our website visit: blindaid.org.uk and click our Donate button

**Cheque:**

Make your cheque payable to “BlindAid” and send to:

Lantern House, 102 Bermondsey Street, London SE1 3UB

Please include a letter telling us all about your fundraising – we’d love to hear about what you’ve done and you may even get featured on our website!

**Online: Just Giving:**

Any money raised online via Just Giving is paid directly into our bank account.

**Thank you very much for choosing to raise money for BlindAid.**

**Your vital donation will help us continue to be here for blind and visually impaired people in your local community in London who need us.**