



Devon in Sight
Your local sight loss charity



Your Business Supporting Us

“Your business can enable us to help more people who are blind or partially sighted in Devon to live life to the full”



Your Ultimate Guide to Corporate Support for Devon in Sight

Your Ultimate Guide to Corporate Support

Editors & Designers
Grahame Flynn
Jennie Benham

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For further information please call:

01392 876 666



Welcome

Your business can enable Devon in Sight (a registered Sight Loss Charity) to help more people who are blind or partially sighted in Devon to live life to the full.

Firstly, can I thank you for enquiring about how you can make a difference to the lives of people who are blind or partially sighted in Devon through **Corporate Social Responsibility (CSR)**.

Your Ultimate Guide to Corporate Support is here to help you make a decision as to whether you would like to join us.

There are many ways that you can support us from participating in events, volunteering or making a donation.

This guide is designed to give you an overview of how you can help and some basic information about how you can factor in donations to charity as part of your overall tax planning strategy.

We would love to hear from you.



Grahame
Grahame Flynn
Chief Executive Officer

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About C.S.R.

“Your business can enable us to help more people who are blind or visually impaired in Devon to live life to the full”

Why support charity?

“Business can be a force for good...”

or ... to paraphrase him: “doing good, is good business”.



Sir Richard Branson is founder of the Virgin Group and one of the most recognisable entrepreneurs in the world.

Being able to demonstrate a positive attitude towards Corporate Social Responsibility (CSR) is an important factor in attracting new custom in today's increasingly competitive business environment.

As a result many companies are now affiliating themselves, through partnerships with the valuable work of local charities.

Devon in Sight is offering you an opportunity to raise your company's profile in the region by supporting our vital work in the community and contributing to the well-being of the many thousands of people affected by sight loss in Devon.

What is Corporate Social Responsibility (CSR)?

The World Business Council for Sustainable Development in its publication Making Good Business Sense by Lord Holme and Richard Watts, used the following definition.

Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.

How your company can get involved?

From volunteering knowledge, time or services, marketing initiatives and events to making us your charity of the year, there are plenty of ways for you and your company to support us.

What would your corporate partnership mean to Devon in Sight?

Your support would help us to:

- Increase income for our charitable activities
- Raise awareness of our cause
- Enhance our reputation and brand
- Extend our networks and channels of communication
- Attract positive PR

... and, most importantly... enable us to help more blind and visually impaired people throughout Devon.

Our Corporate Supporters

“We are delighted to be working with the following Corporate Supporters.”



Visual Branding Group is a leading solution for event branding from design and manufacture to installation. With a proven track record of working with 100's of national and international events they are our lead supporter for this event.

Richard Wallace, Director said, “We are delighted to be supporting Devon in Sight with the BIG Walk for Sight.”

www.vbgc.co.uk



Identity UK is a leading supplier of bespoke branded clothing and work-wear, branding and display.

Martyn Perry, Sales Director said, “We are thrilled to be supporting Devon in Sight with this major event.”

www.identityuk.com



Head of Design has an impressive national and international client roster specialising in Logo Design, Brand Identity, Graphic/Web design and Illustration. **Paul Smith, CEO** said, “We are pleased to be branding this event and look forward to a long and mutually rewarding relationship with Devon in Sight.”

www.headofdesign.co.uk



Daneswood is a Web Design & Development Agency in Exeter. They have supported Devon in Sight for nearly a decade.

Peter Weeks, Managing Director says, “We are proud to make such a significant difference to a really worthwhile cause and would really encourage other businesses to consider what they can do to help support this valuable local charity.”

www.daneswood.co.uk



Corporate Social Responsibility (CSR) is core to all aspects of **Kitsons Solicitors** operations, from the way they conduct their business to the ways in which they contribute to the Devon community.

We are pleased to be negotiating a corporate relationship with Kitsons Solicitors.

www.kitsons-solicitors.co.uk

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Our Corporate Supporters



WSP is a globally recognised professional services firm employing approximately 48,000 people internationally.

Currently ranked among the Top 5 International Global Firms. We are delighted to be working with the Exeter office which has 200 staff who are able to give time and energy to support a local cause.

We are pleased to be negotiating a corporate relationship with WSP.

www.wsp.com



Andrew Howard has supported Devon in Sight for many years with media relations. He has had a impressive media career as a journalist for local and regional publications spanned three decades.

Andrew is now a Senior Consultant with KOR Communications.

Andrew says, "I have been pleased to support Devon in Sight for a number of years. It is a proactive and client facing organisation. I know from having met and worked with many of the people it helps that it makes a real and positive impact to their lives. The staff and volunteers are determined to do the best they can for their clients and I would encourage everyone to learn more about its work and to help however they can."



Skydive Buzz is one of the UK's leading parachute schools. We are pleased to be one of their nominated charities.

Two of the Devon in Sight Team have raised funds for the charity by completing tandem skydives from 15,000 feet.

We are delighted to be a charity partner with Skydive Buzz.

www.skydiveukltd.com



KOR is an award-winning strategic communications agency supporting leading businesses and organisations across the South of England in achieving their organisational aims through targeted communications activity.

www.korcommunications.com

Why be involved?



▲ Example Event Scrim

What's in it for you?

We are grown-ups here at Devon in Sight so we understand that you would like to see a return on your investment in us.

This is a great opportunity for you and your team to participate in a worth cause and for your company name to be seen by new people. If you support us financially there are tax benefits too.

For example, we are currently working towards holding a major event on **Sunday 20th October 2019** (The first weekend of the October half term) called **The BIG Walk for Sight**.

Our aspiration would be to make this an annual event that will grow year on year.

Not only do we hope to attract many people to the actual event but we will be embarking on a major social media and traditional marketing campaign. **So what is in it for you?**

You & your staff team:

- Could get involved in the event as participants, volunteer to help, provide a small donation or sponsor the event.

We celebrate your support at the Event by:

- Giving you the opportunity to have a trade stand at the BIG Walk for Sight Village.
- Having your company logo on the finish line 'Photography Scrim Wall'.

We celebrate your support by:

- Adding details about your company to the Corporate Supporters pages of our Website.
- Highlighting your involvement through our high quality Newsletter which is distributed to blind and partially sighted people across Devon, GP Surgeries, High Street Opticians, Hospital Eye Units, MPs and County and Local Counsellors.

Devon in Sight is an award winning small charity with big ideas. Our existing corporate supporters have helped us grow and have become friends along the way.

Tax Benefits



When you give to charity through your limited company, you will pay less corporation tax by deducting the value of your donations from your business profits. The most you can deduct is the amount that reduces your company's profits to zero.

Monetary donations

Money given to charity by your limited company is generally tax deductible. However there are some exceptions.

Equipment and trading stock

You can claim full capital allowances on equipment that you donate to charity. What you donate must have been used by your limited company. For example, you might upgrade a company laptop and give your old one to a local charity for their use. Other equipment which would qualify is office furniture, company vehicles and tools or machinery. Trading stock is the term for products that your company makes or sells. If you give any away to a charity, you get tax relief on its value by not including it as sales income.

Land, shares or property

You can claim corporation tax relief on any land, property or shares in another company (not your own company) which you give to charity. This works by deducting the market value of the donation from your profits, before tax is calculated.

When gifting land or property to a charity there is a bit of a paper trail. You will need to obtain a letter from the charity describing the land or property, the disposal date and a

statement confirming that they now own it. You will need to keep this documentation for a minimum of 6 years.

If you offer to sell the donation on the charity's request you can still claim tax relief but you must keep records to prove the charity has asked you to do this.

Employees on secondment

If your limited company employs staff, you can offer out their services to charity and deduct the costs as a normal business expense. You'll still need to pay them and deduct PAYE tax as normal.

Sponsorship

Sponsoring a charity is slightly different from donating because your company gets something out of it in return. For example, the charity might publicly endorse your company's products or services or include your company logo on their branded material and website. This qualifies as sponsorship and you can treat the cost as a business expense.

Not running a limited company?

There are different rules for charitable donations if you are operating as a sole trader or partnership. For details, or if you have any questions about giving to charity through your business, you should seek advice from your accountant or HMRC.

For comprehensive advice on giving to charity please visit: www.gov.uk

About Devon in Sight

“Helping people who are blind or partially sighted live life to the full”

Devon in Sight is a sight loss charity which has been providing practical help and advice to people who are blind or partially sighted since 1925.

Our Strategic Aim is to support people who are blind or partially sighted to live life to the full.

As a charity we provide non-clinical support; we aim to complement the work of General Practitioners (GPs), Optometrists (Opticians) in the High Street, Ophthalmologists (Eye Doctors) in the hospital eye units and Rehabilitation Officers in the Local Authority Sensory Teams (Social Services).

Our focus is on providing Information, Advice and Guidance (IAG), emotional support and training & equipment demonstrations to help people live with the impact of sight loss on their daily lives – and to know they’re not alone on their journey.

Our approach has been guided by the principle of ‘doing the right thing’ for people with sight loss in this area. Despite the many external factors and internal challenges, as an organisation we are committed to ensuring that people who are blind or partially sighted in Devon receive community sight loss services as good as any in the UK; we aim to be a ‘Centre of Excellence’.

As a charity we want to be leading the development of that essential support within the sector, rather than following, and while we are deeply committed to

working in partnership with both local and national sight loss organisations, we aim to be the ‘go to’ charity for people with sight loss in Devon with a public profile to match the best charities in the county.

At the heart of the organisation is our **Community Support Service**, which evolved from a review of national research and best practice for people with sight loss. We developed an award winning, innovative client needs assessment, the ‘Sight Loss MOT’, which identifies where support is available not only from Devon in Sight, but from partners across the sight loss sector to ensure people get the support they need.

Many of the people with sight loss that we support have needs which are common to many other older or disabled people, such as isolation, difficulties accessing transport, financial hardship or having to give up hobbies and interests.

Rather than try to meet all these needs we focus on resolving issues that are distinctively about sight loss, and refer to other partner organisations that can deliver generic support. We also focus on enabling people to do things for themselves; with the right training, equipment and perhaps time-limited support. Where support is needed we’ll try to develop local ‘circles of support’. Peer Support Groups play an important role, but we’ll also help people access mainstream community groups and help those groups become more confident to accommodate someone who is blind or partially sighted.

Our role is supporting people throughout the course of their sight loss journey, but the way we do that is based on a model of independence, empowerment and inclusion.

Sight Loss Facts



‘One in nine people aged 60 years and over are living with sight loss; one in five people aged 75 and over are living with sight loss; one in two people aged 90 and over are living with sight loss.’

RNIB website January 2019

- More than two million people are estimated to be living with sight loss in the UK today. This sight loss is severe enough to have a significant impact on their daily lives.
- The number of people in the UK with sight loss is set to increase dramatically. It is predicted that by 2050 the number of people with sight loss in the UK will double to over four million
- Sight loss affects people of all ages, but as we get older we are increasingly likely to experience sight loss.
- At least half of sight loss is avoidable
- Every day 250 people start to lose their sight in the UK
- Smoking can double the risk of developing Age-Related Macular Degeneration, the UK’s leading cause of blindness
- 78% of people stated that sight is the sense that they fear losing the most
- 28% of the adult population are not having an eye test every 2 years

United Kingdom Sight Loss Statistics

People in the UK living with sight loss:

Today - 2.0 million 2030 - 2.7 million 2050 - 4.0 million



Estimated prevalence of main eye diseases in the UK:



Age-related macular degeneration 600,000 people



• Glaucoma 500,000 people



• Cataract 500,000 people



• Diabetic retinopathy 144,000 people

How Your Fundraising Helps

“The help I have received from Devon in Sight has been a real lifesaver to me!”

Our Sight Loss MOT

Our award winning Sight Loss MOT helps our clients navigate their sight loss journey.

Our community based team are here to help people that are blind and partially sighted to:

- Understand their eye condition
- Make the best use of their sight
- Improve their health & wellbeing
- Manage at home
- Get out & about
- Understand their finances & entitlements
- Take an active part in their community
- Meet other people with sight loss

“The Sight Loss MOT opened the way forward to a world of possibilities!”



Our Talk & Support Groups

At our Talk and Support Groups, people have the opportunity to share their experiences of sight loss and listen to guest speakers.

“I would really encourage people to go to their local Talk and Support Group to experience what is on offer. Until I went to the group I had no idea of the support available to me. The world that it opens up to you is amazing!”



‘Skills for Seeing’ Training

These skills can help with reading, recognising faces, watching television, hobbies, personal care and getting out and about.

“After the training I can see a person’s face much more clearly, their features are clear. I have to explain to people why I am breaking eye contact with them to line up my peripheral vision but the result is I can see a face clearly again. As a result of the Skills for Seeing Training I feel much more confident!”



continued...

How Your Fundraising Helps



Sight Loss Adviser

Our Sight Loss Advisers help people with Information, Advice and Guidance, specialist training and Daily Living Equipment demonstrations.

“It was the first time that we learnt about the various aids available to me. It was very useful to have the adviser’s input with their practical help and experience.

It is really good to know that I have someone available when I need advice.”



Community Awareness

Our team go out into the wider community to deliver Sight Loss Awareness presentations.

“That was a fantastic talk and you delivered it in a really practical way.

I would have benefited from this whilst training and had a greater awareness on how sight loss affects peoples lives.”
Local GP



Community Activities

We work in collaboration with our community partners to deliver skills and activities to our clients.

A client attending a Low Vision Tactile Painting Session recently said,

“I was expecting to stand by and watch but when I got there I couldn’t help but get involved.

Little did I realise that it would reignite a lost interest and inspire me to start painting again.”



Alan, a severely sight impaired client, was keen to increase his cooking skills and repertoire of meals. It was great to work in collaboration with Jo’s Kitchen to deliver the ‘Cooking with Confidence’ course.

“I thoroughly enjoyed the day. Since then I have made several casseroles, using skills I learned; particularly making sauces and gravy and the use of herbs.”



Fundraising Ideas

“There are so many ways you can fundraise for us, and help us to continue to change lives.”

Going the extra mile!

Jammin Palmer raised £5,000 for us by cycling from John O’Groats to Land’s End.



▲ Jammin completing his journey

Jump for Sight!

Grahame Flynn and Margaret Vickers raised £3000 by jumping out of an aircraft at 15,000 feet.



▲ Grahame and Margaret Sky Dive

Duck Derby!

The Lions Club of Sidmouth staged their Great Duck Derby on the River Sid to raise money for local charities.



▲ Lions Club ‘Great Duck Derby’

Bake Sale!

You could organise a bake sale in your local community.



▲ Hold your own cake bake

Fun Run!

You could take part in a local, regional or national fun run.



▲ Take part in a local event

Boot Sale!

All that clutter you’ve been thinking of getting rid of in the loft... why not sell at a boot sale?



▲ Have a boot sale

Your Notes



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Devon in Sight

Your local sight loss charity

Helpline: 01392 876 666

enquiries@devoninsight.org.uk

www.devoninsight.org.uk

Devon in Sight

Splatford Barton, Kennford,
Exeter, EX6 7XY



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