



Devon in Sight
Your local sight loss charity



Supporting Us



**Your Ultimate Guide to
Fundraising for Devon in Sight**

The Ultimate Guide to Fundraising

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For further information please call:

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Thank you for your support

Sight loss, at any level, has a significant impact on the lives of those who experience it as well as their families and friends.

By raising money for Devon in Sight, more people who are blind or partially sighted get the support they need and the respect they deserve.

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.

We know that getting started with fundraising can be a little bit daunting... so here is the good news... **Your Ultimate Guide to Fundraising** is here to help you!

You are capable of achieving far more than you realise. So whatever the challenge you have set yourself, you can do it - and we are here to help make sure you reach your target.

If you need anything at all just let us know and we will do everything we can to support and help you achieve your goals.



Grahame
Grahame Flynn
Chief Executive Officer

Contents



Getting Started

Page 18 - 19



Thank you for your support

Page 3



Keeping it Legal

Page 20 - 21



About Devon in Sight

Page 6 - 7



Get in the Media

Page 22 - 23



Sight Loss Facts

Pages 8 - 9



Your Social Media Campaign

Pages 24 - 27



How Your Fundraising Helps

Page 10 - 15



Setting up an online Fundraising page

Page 28 - 29



Fundraising Ideas

Page 16 - 17



Fundraising Resources

Page 30 - 31



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

“In the UK, 79% of people aged 64 and over are living with sight loss!”

‘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

“...without people like you we couldn't continue to support those living with sight loss in Devon!”

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.”



continued...

How Your Fundraising Helps

“Your donation no matter how big or small helps us to continue providing support services in Devon.”

How £5 will help:

Your donation helps us provide a person living with sight loss a large print or audio newsletter.



How £50 will help:

Your donation helps us provide a Sight Loss MOT (Holistic Needs Assessment) at someone's home.



How £10 will help:

Your donation pays for an Information, Advice and Guidance session with a Sight Loss Adviser through our Helpline.



How £50 will help:

Your donation helps us provide Skills for Seeing training for people with central vision loss.



How £20 will help:

Your donation helps pay for a demonstration of Low Vision Aids or Daily Living Equipment.



How £100 will help:

Your donation helps support our network of Community Sight Loss Hubs across the county of Devon.



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.



£5,000 raised!

▲ Jammin completing his journey

Jump for Sight!

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



£3,000 raised!

▲ 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.



£1,000 raised!

▲ 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

Getting Started



Not sure where to start? No problem.

Here are some of our top tips for starting your fundraising journey!

Enjoy it

Putting the FUN in Fundraising is the most important part.

So be confident and enjoy yourself every step of the way.

Find a venue

If you're organising an event, make sure you secure a location first.

Once that's done you can then start planning and spread the word. And make sure you tell the owner your fundraising for Devon in Sight, you never know what discounts you might get.

Plan, Plan, Plan!

Planning is essential when it comes to fundraising.

Write down your plan and then add your deadlines, contacts and critical dates.

It's the perfect way to avoid any unexpected surprises.

Get it online

The internet is like gold dust for fundraisers. From the very beginning make sure you set up your fundraising page with either Virgin Money Giving or Just Giving. Then share it on your social media platforms and reach more people.

(See pages 26 - 27)

Tell the world

Make sure you get in touch with your friends, family and colleagues and tell them the amazing thing you're doing. They're going to be super supportive, and will hopefully kick start your fundraising.

(See our guide 'Get in the Media' on pages 20 - 21.)

(See our guide to 'Social Media' on pages 22 - 25.)

Posters

We have Empty Belly Posters which can be overprinted with your event details. (We can help with typesetting and printing.)

Get them put up in your local post office, libraries and the venue where you're holding your event. Get your community involved and have lots of fun.



Keeping it Legal



The first rule of Fundraising is to have a great time, but there are a few others you need to bear in mind too. Here's how to keep everything above board.

If you collect money, give us a call first. We'll take you through the basics and send you collection tins and seals. The key things to remember are:

- 1. You have to be 18 in London and 16 everywhere else to collect money.**
- 2. If you're planning on collecting on private property - like a shop or train station - you need to get the permission from the owner.**
- 3. You need a license from your local authority or police to collect on the street or any other public property.**

If you organise a raffle

You can't sell tickets to anyone under 16.

You'll need to apply to your local authority or council for a license if you want to run a public raffle.

You don't need a license for private raffle or lottery as long as tickets are only sold to staff at a workplace or members of a club.

You don't need a license for a raffle at a social event as long as the raffle isn't the only reason for the event, you sell

tickets where the raffle is held and you draw and announce winners at the event.

If you're putting on spread...

Everyone involved in preparing and serving food needs a basic understanding of food hygiene.

You need an Alcohol Licence from your local authority to sell alcohol.

If you're putting on a show

You might need a Public Entertainments Licence from your local authority if you're organising entertainment (like music, dancing or a film screening) at a venue that doesn't already have a license. Licenses are free for charity events.

Health and Safety

Do a risk assessment for any fundraising events, looking at risks can be reduced

and what's in place to keep everything safe and deal with emergencies.

Don't do solo endurance events without the right support team. Take the time to thoroughly consider your safety and make sure you've got adequate back up.

Make sure you keep things safe and legal. Devon in Sight can't be held responsible if you don't, and we really don't want you getting in trouble.

You might need insurance

Venues usually have their own insurance, but check whether the public are covered.

Devon in Sight can't accept liability for any event you organise, so it's important to sort out the appropriate insurance cover.

Get in the Media



Local papers, radio stations and community TV stations are all great ways to spread the word about what you're doing for Devon in Sight.

Here's how you can make it happen.

Be Original

You're more likely to grab a journalist's attention if your story stands out, so think about what yours could be.

Is this a personal journey for you? or do you have a friend or a family member who is visually impaired.

Think about how you can create a different angle to get your story seen, maybe you want to break a record.

Timing is crucial

To make sure your story is seen, send your press release in plenty of time. Two or three weeks ahead of your event, to give the papers

and radio presenters time to contact you.

Say who you are, what you're doing, why, where, and when in the first few sentences. Keep it short and to the point.

Photos

If you're doing something that could make great photo's, make sure you let the journalists know this.

Arrange for someone to come and take some high resolution photos before and during your event.

Don't forget to proudly wear your Devon in Sight t-shirt.

Local Radio and Television

Contact your local Radio and Television stations and tell them your amazing story and what you're doing and why. They may want to interview you.

This is a great platform to get more donations and raise awareness by letting people know how they can support you and where to donate.

Press Kit

You can download our Press Kit from the Fundraising Section of our website.

This includes a template for a Press Release with details about the work of Devon in Sight.

It is always a good idea to run your press release by your **Devon in Sight Fundraising Mentor** before you send it.

BBC
RADIO
DEVON

BBC
SPOTLIGHT

itv NEWS
WEST
COUNTRY

heart

the breeze
your local radio station

Your Social Media Campaign



Social Media (for example, Facebook, Twitter or Instagram) can be a great way to share your story and your fundraising page.

Most people tell us they find sharing their stories on Facebook, with people they know fairly well, works better for them than sharing on a social media channel where they don't know their followers as well. You can test this out to see what works best for you!

Before you share your page more widely, ask a few people close to you to sponsor you first to get things started. If you can, ask people you think might be quite generous, as this encourages others to be generous too! **Three Top Tips**

1. Create urgency

When you post about your fundraising on social media try to give people a reason to sponsor you there-and-then, rather than holding back till later.

2. Create momentum

Post every few days or every week or so to keep reminding people and to create a buzz and sense of momentum around your fundraising campaign.

3. Create hooks

You can create 'hooks' or reasons to give updates or to base a fundraising ask around, for example, using your fundraising targets, training milestones, event preparations or just to say thank you.

Get Going!

Here are some ideas to put these tips into practice:

For your first post, tell people what you're doing and let them know you'd be really grateful for a few donations to get you off to a flying start.

Post every so often asking people to help you get to the next fundraising milestone, e.g. "Thanks everyone for helping me reach £160! Can anyone help me get to £200? [link to your page here]". You could do this every few weeks or so, when you're approaching a new milestone.

Thank people publicly for their donation to keep drawing attention to what you're and to create positivity around your fundraising, e.g. "Big thanks to Jen, Claire and David for

their donations - I'm now at £200! Thanks everyone for your support. It means a lot". You could do this every week or so, depending on how often you get donations.

Use your training milestones and remind people about the effort you're putting in, e.g. "Just back from a 10k training run, furthest I have ever run. Thanks so much for your support - it's really helping my legs to keep going! If anyone else is able to sponsor me, I'd be really grateful [link to your page here]".

Payday or towards the end of the month is a good time to ask for donations.

If you feel like it, you can just be completely blatant about this with something like "Since it's pay day... can anyone spare a pound or two to support my skydive?"

continued...

Your Social Media Campaign



Thanks to everyone who has helped me to raise £400 so far. I'd be super grateful if you could help me get to £500 [link to your page here :)].

If you have any funny stories or if anything significant happened to you during your training, or event preparations, share these.

Photos or videos can really bring what you're doing to life, and are great for sharing on social media. You don't need fancy equipment - you could just use your phone.

Funny photos or videos always go down especially well. Check out our guide to using video.

Reminders in the run up to your event, e.g. "I can't believe I'll be trekking 40

miles this time next week. Thanks to everyone who has helped me raise £600 so far. If anyone else can help I'd be really grateful for whatever you can spare [link to your page here]".

Reminders of your story/ why you're doing this, e.g. "A week today is the big day. I'll be swimming a mile for Devon in Sight. Here's a reminder of why I'm doing this link to page. I would be so grateful for any support you can give.

Day before, e.g. "Tomorrow is the big day. I'm really nervous! Thank you so much to everyone who has helped me raise £700. I'd be really grateful for any last minute donations [link to your page here]".

Don't forget to share your story with us on...



Facebook

[@devoninsight](https://www.facebook.com/devoninsight)



Instagram

Coming soon!



Twitter

[@DevonInSight](https://twitter.com/DevonInSight)



You Tube

Coming soon!

Setting up an online Fundraising Page



We recommend using a dedicated online fundraising page for your event such as [virginmoneygiving](https://virginmoneygiving.com) or [justgiving](https://justgiving.com). Both sites take you through the simple process of setting up a fundraising page.



virginmoneygiving.com/charities/devoninsight



justgiving.com/devoninsight

Useful Tips

Make it personal

Let people connect with your story. By explaining why you're doing this and how much it means to you will allow people to relate to what you're doing.

Thank you

With online fundraising pages it allows you to add a personal thank you message. This will then be sent to people when they donate.

Selfie time

Upload a photo of yourself (or a photo of you with the person you're doing this for). Don't forget your Devon in Sight t-shirt.

Set a target

Having a target to aim for helps you keep track of your progress, but also shows other people how well you're doing too.

Sharing's caring

Don't be afraid to email the link to your page to all those in your contact list. When you're fundraising, more is definitely merrier.

Get Social

Social media is your best friend. Share the link to your fundraising page on your social media page get people sharing it for you too.

Signature Block

Add a link to your page in email signature block, it's all good exposure.

Cash and Cheques

If people give you cash and cheques you can add them on your fundraising page as 'offline donations' so you can watch your total grow!

The event isn't the end

When you've completed your fundraiser, it shouldn't end there. Share your successful story and achievements online, and encourage those who didn't get chance to donate to top up your total.

Fundraising Resources



Devon in Sight can supply you with a number of fundraising resources to support your event.

Please discuss your requirements with your Devon in Sight Mentor.



T-Shirts

T-Shirts are available in Small, Medium, Large and Extra Large sizes.



Balloons

Latex balloons are also available.



Posters

We have Empty Belly Posters which can be overprinted with your event details. (We can help with typesetting and printing.)



Newsletters and Sight Loss Literature

Devon in Sight produces a full colour newsletter and a range of Sight Loss Literature.

You did it!

Check-list



Once you have completed your challenge you need to ensure that the money that you have raised is passed safely to Devon in Sight so we can present you with a Certificate of Thanks.

JustGiving / Virgin Money Giving

If you raised funds online, (as recommended on page 26 - 27) you don't need to do anything else as the money comes directly to us.

Offline Donations

If you have cheques or cash that you need to hand to us please complete the Fundraising and Donation Return Form included in this pack. Remember to complete your full details so we know who you are. Please refer to your Fundraising Agreement or give your Devon in Sight Fundraising Mentor a call.

Bank details for BACS payment:

Lloyds Bank
Sort code 30-80-37
Account 62326768

Payment by Cheque

Please make sure cheques are made payable to 'Devon in Sight'.

Cash Donations

Please do not send cash in the post. You need to hand that over personally.

Certificate Presentation

Once the financials have been completed we will arrange for a publicity photograph.

This check-list

Prior to my Event I have...

- Completed my Supporter Registration & Agreement
- Completed my Event Plan
- Completed a Risk Assessment
- Arranged Insurance cover (if applicable)
- Arranged any Permission/licences I need
- Discussed my event with my Devon in Sight Mentor
- Set up an Online Fundraising Page
- Completed the Sponsorship Form
- Contacted my Local Media
- A Social Media Awareness Campaign

During my event I have...

- Had fun!

After my Event I have...

- Completed my Fundraising and Donation Return
- Paid all donations received to Devon in Sight.
- Celebrated my achievements in social/print media



Devon in Sight

Your local sight loss charity

Helpline: 01392 876 666

enquiries@devoninsight.org.uk

www.devoninsight.org.uk

Devon in Sight

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Exeter, EX6 7XY



linking local sight loss charities



Registered Charity No. 1140978. Devon in Sight is the working name of Devon County Association for the Blind, a Company Limited by Guarantee. Company Registration No. 07371472

V1 May 2019