

# FUNDRAISING GUIDE



Everything you need to know about fundraising for  
Christopher Grange Visual Rehabilitation Centre

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# FIRST OF ALL

... we want to say thank you so much for choosing to fundraise for Christopher Grange Visual Rehabilitation Centre!

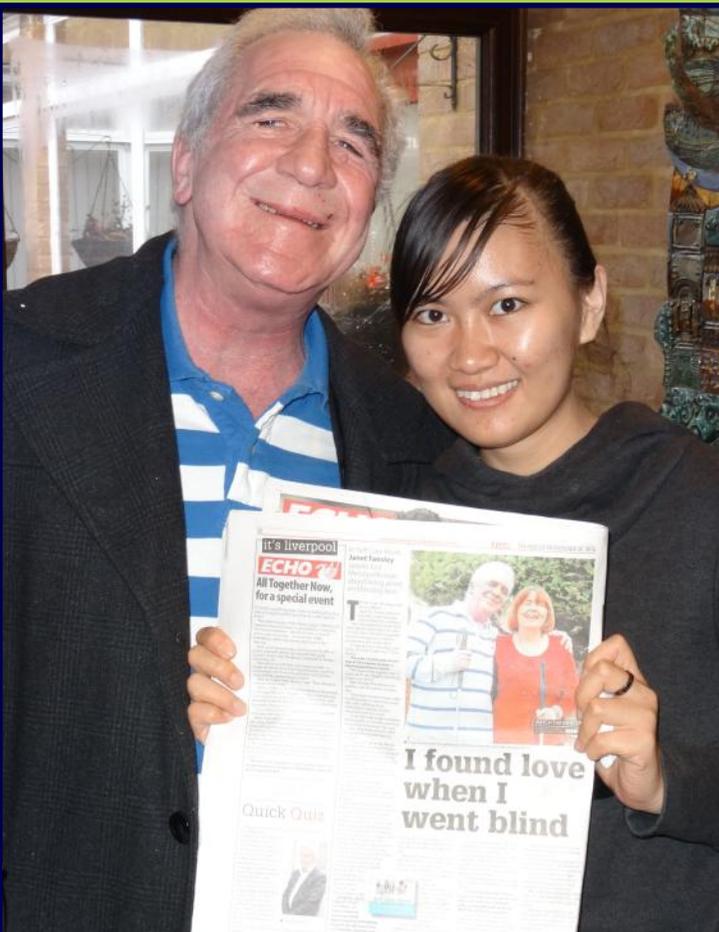
Our mission is to help people with visual impairment regain their confidence and independence. At the centre, they get advice, peer support and training in various skills important for everyday life.

By fundraising for us, you contribute to our efforts and make the achievement of our goals possible.



# OUR PROMISE

Each year in the ever changing economic climate, Christopher Grange Visual Rehabilitation Centre relies more and more on its volunteers and fundraisers. We will continue to offer support for people who are visually impaired and enable them to become as independent and self-confident as possible. We promise to do everything possible to make a difference to the lives of our service users.



# A FUNDRAISER'S CHECKLIST

## Decide what to do

There is a whole range of events, activities and challenges you can organise to fundraise. Check pages 6-8 for some ideas, but don't be afraid to use your own imagination and skills either. Consider what kind of event will appeal to your community.

## Decide how to collect money

Think about how you'll raise the most money. Will you hold a raffle or auction? Will you be selling cakes and drinks? Will you charge for attendance? Or will you be asking for sponsorship? See page 9 for more information.

## Set a date and location

Have a think about which date will be best for highest attendance. Make sure that other events don't clash with yours. Find a location that is big enough, easy to find, accessible for disabled guest and has enough parking.

## Make sure it's safe and legal

For more on Health and Safety and legal issues, see page 10. You don't have to tell us about your event but we'll be happy to help you with promotion if you do so.

## Spread the word

Social networks are a powerful means of promotion, but more traditional approaches, such as advertising in local press, shouldn't be underestimated either. Check page 11 for promotion ideas.

## Send the money

Well done! You've organised the event, everything went smoothly. See page 12 to choose a way of sending the raised money to Christopher Grange Visual Rehabilitation Centre.

# FUNDRAISING IDEAS

## GET CREATIVE

craft fair, face painting, fashion show, flower arranging, photo competition, jazz evening, karaoke, talent contest



## FUN AND GAMES

bingo night, disco, dance marathon, family fun day, guessing games, egg and spoon race, comedy night, film night, monster bubble show, murder mystery, medieval banquet, quizz night, raffle, street party, wheel of fortune, Wii tournament, treasure hunt, Zoo trip

## FOR FOOD & DRINK LOVERS



cake sale,  
jam making,  
picnic, wine  
tasting,  
coffee  
morning,

pancake tossing, bake a cake stall,  
afternoon tea stall, yard of ale competition

## DRESS UP!

fancy dress party, themed party, vintage  
tea party, fifties/sixties/seventies/etc. night,  
wacky wig competition



## LET'S MOVE

aerobics workout, athletic event, children's  
dance lessons, football match, golf  
competition, darts match, obstacle race,  
relay race, volleyball tournament

## FOR THE BRAVE ONLY

cycle challenge, hair shave, parachute jump, running challenge, sponsored silence, university challenge

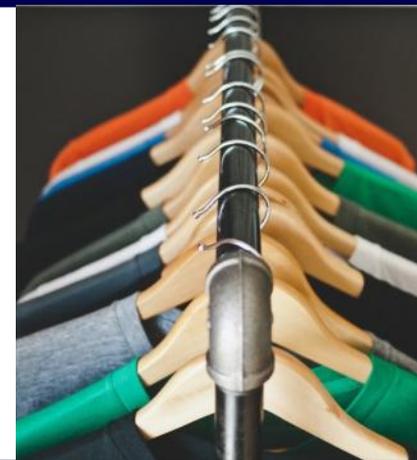


## A HELPING HAND

baby-sitting, make-up demo, car wash, gift wrap service, good deed day, house cleaning, shoe shine services, supermarket bag packing

## ONE, TWO, THREE... SOLD!

auction of promises, car boot sales, book sale, bring and buy, Ebay unwanted items, jumble sale, plant sale



# MONEY, MONEY, MONEY!

## AND HOW TO COLLECT IT

### Collections

Do you prefer the traditional way? Then get some collecting tins and buckets! Just make sure that you have the required permissions. See page 10 for more information.

### Sales and auctions

There is a wide range of things that can be sold to fundraise, such as books, cakes, toys, clothes etc. Check page 8 for inspiration.



#### **IDEA** Set yourself a fundraising target

Let people know how much money you intend to raise. Make sure they know how the money will help.

### Fundraising webpage

Creating a fundraising webpage is a great way of collecting donations, especially if you're doing a challenge event. Set up your page on [justgiving.com](http://justgiving.com), choose to fundraise for 'St Vincent's School for Sensory Impairment and other needs/ Christopher Grange Visual Rehabilitation and Care Centres' and provide information about why you want to fundraise for us and how. Donated money will be automatically sent to us by JustGiving without you having to worry about that.

### Raffles

Raffles are great fundraisers and they're perfect for combining with other events like quiz nights. Just remember that there are legal regulations concerning raffles and lotteries. Please check page 10 for details.

### Matched funding

Many employers will offer matched funding. It means that they will either donate a fixed amount towards your target or match the amount you've raised. Ask your HR department about the possibilities.

### Gift Aid

The amount you raise could be worth more at no extra cost to your sponsors, just by them choosing to GiftAid it. Her Majesty's Revenue and Customs will add an extra 25p to every £1 given to us. Please contact us for Gift Aid forms.

# KEEP IT SAFE AND LEGAL

**Food and drinks** If you are providing food, you need to follow the guidelines for preparing, handling and cooking food set out by the Food Standards Agency. Visit [food.gov.uk](http://food.gov.uk) for more details.

If you have asked a caterer to come to the event you must ensure they provide you with a copy of their food hygiene certificate and public liability insurance.

If you plan to serve alcoholic drinks, you may need a license. Please ask your local authority about how to apply for one.

**Risk assessment** If you are organising an event, carrying out a risk assessment is the best way to make sure your event is safe and secure. It doesn't have to be complicated - it just means checking practical, common-sense things. You will need to look at the location, think of any potential hazards and put things in place to minimise any risk. More information on [www.hse.co.uk](http://www.hse.co.uk).



**Collections and raffles** If you plan to hold a collection on private property, such as a pub or shopping centre, you need to get permission from the owner. If you collect on public property, you need a permit from the local authority. Depending on the kind of raffle, you may need a license. Please have a look at [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk) and make sure you've got what is required.

**First Aid** If you are having over 50 guests, you may need a trained first aider at your event - the ratio depends on what type of event you are organising. Please check with your local authority what the requirements are.



Twitter keeps people connected through short 140 character messages. It's a great way to keep your supporters up to date. Respond to tweets and retweet them to others to reach the widest possible audience.



A blog is a fantastic way to share your fundraising story. It works particularly well with challenge events as you can write about how you are preparing and what keeps you motivated.

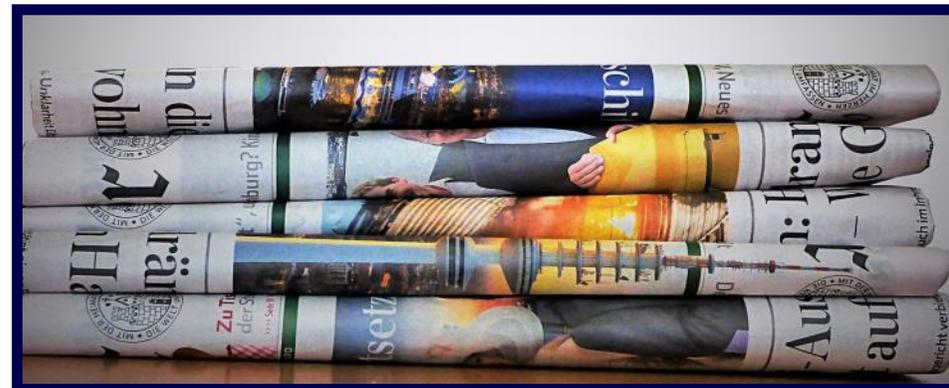
**YouTube** Film a short video about your event or a message about why you are raising money, upload it on Youtube and then share on Facebook, Twitter or your fundraising website. It's a great way to put across your passion for the charity and your event.

# PROMOTION



Setting up an event on Facebook and adding your contacts to it is a great way of reaching out to your friends and family and through them to a much wider circle of potential guests. Upload photos, videos and share links to other sources of information: your online donation page, blog or our website.

A press release is a brief summary which alerts the local media to your fundraising efforts. It is a good way of reaching out to those who are not great friends with computers and social media.



Don't forget to tell people around you about the event. Despite all the promotion possibilities provided by social media, simple word of mouth remains very efficient.

# SEND IN THE RAISED MONEY

If you've decided to set up a JustGiving fundraising page, you have nothing to worry about. The donated money will be automatically transferred to us and you don't need to move your finger.

Another option is going to your bank or using electronic bank transfer to send us the money raised. For our banking details please contact us at:

[mikebailey@christophergrange.org](mailto:mikebailey@christophergrange.org)

or

0151 220 2525

Alternatively, you can also write a cheque payable to Catholic Blind Institute, let us know that it's intended for the Rehabilitation Centre, and post it to:

Visual Rehabilitation Centre

Youens Way

Liverpool L14 2EW



# CORPORATE PARTNERSHIPS

Opportunities include:

Working with corporate supporters is very important to Christopher Grange Visual Rehabilitation Centre. We understand your company is unique. When you partner with us, we really want to get to know you: your company, employees, business and objectives.

We work alongside you in the way that suits your company best; it can be as straightforward or as involved as you want it to be.

From simple, easily implemented fundraising ideas to a fully-fledged CSR (Corporate Social Responsibility) programme, your support will make a huge difference to our mission to empower our service users and will lead to engaged, positive employees and customers.

Commercial Partnerships

Payroll Giving

Charity of the Year and Employee Fundraising

Sponsorship

Gifts in Kind

# OTHER WAYS TO GET INVOLVED

## Leave us a gift in your Will

If you leave a legacy to Christopher Grange Visual Rehabilitation Centre, you will enable us to persevere in our efforts to make a difference in the lives of our service users. It would really help us to know your intentions if you are thinking of leaving a gift in your Will. This will allow us to plan ahead and to say thank you properly. Please be assured that we appreciate that leaving a legacy is a very personal and important decision and any information will be kept strictly confidential.

## Donations and 50:50

You can donate regularly by direct debit or do a one off donation. You might also want to consider joining the CBI 50:50 CLUB. The members buy a minimum monthly stake of £1. Each month, all the stakes are pooled together and 50% goes to lucky winners. The remaining 50% goes to Catholic Blind Institute. Contact us for more information (see page 15).



## Volunteer for us

Volunteers are extremely important for us. Many people offer their time, energy and skills to the Visual Rehabilitation Centre. They contribute greatly to all our efforts. If you think you might like to volunteer for us, please contact us (see page 15) and ask for details .

## Give in celebration

Have a birthday, wedding or anniversary coming up? Why not ask friends and family to make a donation instead of buying gifts?



THANK YOU ONCE AGAIN  
AND  
GOOD LUCK!

If you have any questions, please contact us at:

Visual Rehabilitation Centre  
Youens Way  
Liverpool L14 2EW

tel.: 0151 220 2525

e-mail: [mikebailey@christophergrange.org](mailto:mikebailey@christophergrange.org)