Your Guide to Fundraising

Fundraise for Royal Blind in 2020
#RaiseForRoyalBlind
Tips to help you with successful fundraising

Online fundraising is an easy way to raise sponsorship money and to get your message about what you are doing and why out to friends, family and colleagues.

Set up a Justgiving.com page

This is an easy and quick way to set up a personalised fundraising page. Simply go to www.justgiving.com and follow the instructions to set up a Royal Blind fundraising page. Then send the link to all your friends and family, don’t forget your work colleagues too! Other online fundraising sites you can use are uk.virginmoneygiving.com or www.everydayhero.com. Make sure you just pick one though!

Facebook fundraising

This is a new way to raise funds and is super easy to do. If you have a Facebook account you can go on to our Royal Blind page and select ‘Create a Fundraiser’, alternatively add a post to your own page with a Donate Now button.
Shout from the roof tops

Don’t forget to share what you are doing and your online fundraising page on all your social media pages. You should be so proud of what you are doing, make sure you shout about it. Create a buzz about what you’re doing by taking a selfie with our pledge card and keep everyone posted with your training or excitement in the run up to the event. Don’t forget to tag us!

Matched Giving

Many companies offer matched giving so make sure to tell your employer what you have planned and ask if they offer matched giving.

Top Tip!

Maria set herself a fundraising goal while taking part in the Kiltwalk and once she reached her target she then increased it to encourage more people to give! Remember once you reach each milestone to celebrate with all your supporters.
Just one of the many reasons why we need your support.

There’s hundreds of reasons why we need your support to help people with sight loss in Scotland, but Josephine has one reason she needs you to raise as much money as you can – to help people like her son Andrew.

Andrew was 11 when he joined the Royal Blind School. He had his eyesight until the age of 6 when his Retinitis Pigmentosa started. By the age of 10 he had lost his sight.

“When Andrew was in a mainstream school but his vision was changing every day, so that every day would feel like his first day at school. Every single day my stomach would be in knots worrying about how he would cope with his rapidly failing vision at school.”

When he started at the Royal Blind School the difference was like night and day.
"At the Royal Blind School they just took it all in their stride, and I knew that each day he was there he would be fine."

They knew how to look after him when he was losing his sight. At the Royal Blind School they just took it all in their stride, and I knew that each day he was there he would be fine.

It was a huge relief to me to know he was in the right place.

He finally was able to take part in PE again. The PE is tailored to individual children. They look at what the pupils can do not what they can’t.

Andrew is a keen writer and poet and his writing has thrived at the school. As Andrew’s sight failed he had to use his own imagination more. I think that’s really what inspired him to want to become a writer.”

- Josephine

Need more info?
The Royal Blind School is just one area of our work that your support will help fund – thank you.

To find out more about our work don’t forget to visit www.royalblind.org
What we can help you with

Don’t forget we are here to help you every step of the way. Whether its moral support or more sponsorship cards make sure to get in touch.

We are delighted to provide you with Royal Blind branded materials to help you with your fundraising and raise awareness of Royal Blind, these include:

**Posters**
We can give a generic poster that you can use to add in your own event details.

**Running vests**
Just let us know your size!

**T-shirts**
Make sure to let us know how many you need.

**Collection buckets**
We will also provide the security seals.

**Sponsorship cards**
Some people still like to go old school!

**Authorisation letter**
This is a letter to confirm you are fundraising for us if you are sourcing raffle prizes etc!

**Information leaflets**
Spread the word about the work of Royal Blind and show people what you are fundraising for.

**Collection box**
Perfect for sitting on your desk at work!

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**Need more info?**
If you have any questions or would like additional promotional material please contact fundraising@royalblind.org or call 0131 446 3089
20 Ideas for your 20 Challenge

We hope these ideas will give you some inspiration for your 20 Challenge or you can come up with something unique to do in 2020. And don’t forget, these challenges can be undertaken either in one day or at any point over the course of a year - it’s up to you!

- Run 20 miles
- Cycle a mile a day for 20 days
- Host a dinner party for 20 friends and ask them to donate £20
- Swim 20 miles a month in 2020
- Challenge a colleague to do 20 squats a day for 20 days
- Read 20 books
- Learn 20 new words in different languages
- Do 20 good deeds in a month
- Plant 20 trees
- Auction off 20 promises
- Volunteer for 20 hours

- Visit 20 new places
- Organise a 20 hour dance-a-thon
- Learn to cook 20 new recipes
- Bake 20 cakes and host a bake sale
- Organise a wine tasting and taste 20 wines
- Have 20 dress down days at work or school
- Volunteer to do a bucket collection for 20 hours!
- Do a sponsored silence for 20 hours
- Host a coffee morning on the 20th of the month

Our fundraising team are here to lend you a helping hand, so please do get in touch - our details are at the back of this leaflet!
How your support can help

At Royal Blind we rely on donations from supporters like you and it is thanks to your generosity we are able to make a difference to people affected by sight loss. Here are some examples of how your support can help:

£135
Could buy a Communication Aid. These devices enable pupils at the Royal Blind School with complex additional support needs to communicate with classmates and teachers.

£100
Could buy a large print Bluetooth keyboard. For pupils and staff with vision impairments to use to enable them to utilise computers for study and work.
£21
Could buy a pocket magnifier. A small and lightweight magnifier to help people with vision impairment to read when they are out and about.

£10
Could buy a liquid level indicator. Ensuring blind people can fill their cup, pot or glass in the knowledge they will not spill or cause an accident.
After your event – ways to return your funds raised

Now you’ve done the hard work there’s only one thing left to do – pay in the funds you’ve raised.

If you have created an online fundraising page you don’t need to worry about your sponsorship money as that is forwarded directly to us.

There are a number of ways you can send us in your funds raised, here’s how:

**Phone**
You can give us a call with your credit or debit card details. Call 0131 446 3089

**Bank**
You can pay your funds raised directly into our bank account but remember to email us and let us know. Our Sort Code is 83-23-03 and Account Number is 00296906. Please use your name for reference.

**By Post**
You can send your monies raised to the address on the back of this booklet along with your completed money return form.
Gift Aid
If those donating to your fundraiser are UK tax payers, make sure they tick the box on the sponsorship form. For every £1 they donate we will get an extra 25p.

If you created a Facebook fundraiser it would be great if you drop us a line and let us know – they can be tricky to find!

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Contact Us

Royal Blind
Fundraising Team
50 Gillespie Crescent
Edinburgh
EH10 4JB

Telephone: 0131 446 3089
Website: www.royalblind.org
Email: fundraising@royalblind.org

facebook.com/royalblindcharity
@royalblind
@royalblind

We would love to share in your fundraising journey so make sure you let us know by connecting with us using the following hashtags:

#RoyalBlindCharity
#RaiseForRoyalBlind

Registered Charity: SC017167