



SEE ABILITY

Live. Love. Thrive. Belong.

SeeAbility

Fundraising guide

Contents

- 3** Introduction
- 4** Fundraising Superstar
- 5** Why fundraise for SeeAbility?
- 6** Every penny you raise counts!
- 7** Seasonal fundraising ideas
- 10** Planning your event
- 11** Promoting your event
- 12** Resources
- 13** Keep it legal
- 15** How to bank your money
- 17** Gift Aid - boost your donation by 25% at no extra cost to you



Introduction

Dear supporter,

My name is Scott Watkin and I'm the Head of Engagement at SeeAbility.

Thank you for supporting our charity by raising valuable funds that will enable people with learning disabilities, autism and sight loss to live, love, thrive and belong as equals in society.

Growing up with a learning disability has not been easy. You see, my teacher told me I would never get a job, live independently, or have a family of my own.

Since then, I've broken down every single one of those barriers and today, I live independently and have a beautiful daughter.

I have built a career I am extremely proud of - advising government and challenging peoples' perceptions of disability. Now I'm part of SeeAbility's Leadership Group, empowering the people we support to have their own voice and leading our work on engagement.

I'm living proof of what can be achieved when a person with a learning disability is given the same opportunity as everyone else to live, love, thrive and belong in society.

Whether that be through forming friendships, learning new skills, or finding meaningful employment, whatever you raise for SeeAbility will enable us to continue to empower and support more people with disabilities to challenge what they expect from life, from themselves and from wider society.

Many thanks once again for your support and good luck with your fundraising.



Scott Watkin BEM

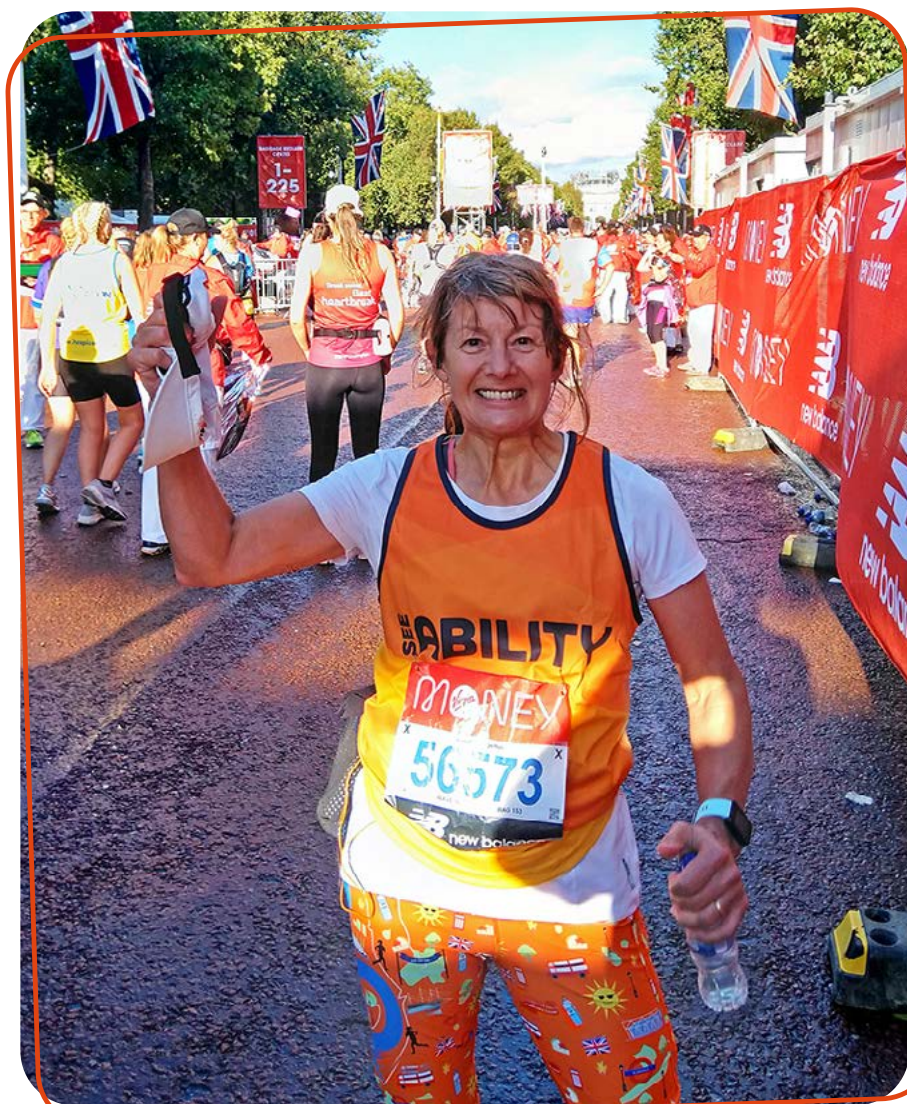
Head of Engagement



Fundraising Superstar



"From a young age, I realised that the traditional mother/daughter occasions I wanted to enjoy with my daughter Lizzie were going to be very limited due her complex needs. In 2021, I ran the London Marathon for SeeAbility on behalf of Lizzie and her friends in Tadley to say a big "Thank you" to the SeeAbility team for the love and support they give to my daughter every day." - **Ann, Lizzie's mum**



Why fundraise for SeeAbility?

SeeAbility empowers people with learning disabilities, autism and sight loss to live ambitious lives – achieving things they never thought possible.

Whether it's forming more friendships and relationships, enjoying new experiences, or finding employment, our aim is for inclusive communities where people with disabilities like Kayleigh can live, love, thrive and belong as equals in society.

Kayleigh's story

Like many young women, Kayleigh wants to be independent and do the things she loves. However, at an early age, Kayleigh was diagnosed with Alström Syndrome, a rare degenerative condition affecting different body systems.

Kayleigh has already lost her sight and over time will start to lose her hearing too, meaning that communication will soon become more challenging.



Thanks to the generosity of kind supporters like you, over the past few years, SeeAbility has worked with Kayleigh to develop new ways to communicate through Makaton, a simplified form of sign language. With support from our specialist Vision Rehabilitation Team, Kayleigh has also progressed her walking cane skills. This means she can now confidently get around safely and independently.

One of Kayleigh's close friends said: **"I'm amazed at how Kayleigh's confidence has grown. I'm so proud of everything she's achieved."**

Every penny you raise counts!

The people we support challenge us all to rethink disability and inclusion. With your help, we know we can make inclusion a reality by ensuring every voice is heard and that no one with a disability is left behind or alone.



Adults with a learning disability are **10x more likely** to have serious sight problems.

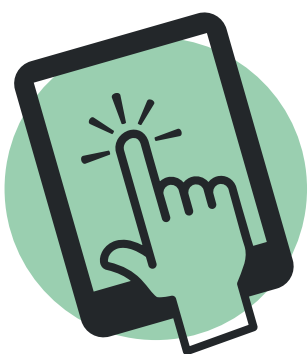
£50

could provide sensory activities for someone living with sight loss so they can experience the world in their own unique way.

Did you know, **65% of people** with learning disabilities want to work, but only 6% are in paid employment?

£70

can support someone with a disability to gain a meaningful career through our supported employment programme.



£20

could go towards a communication device to promote choice and independence.

£100

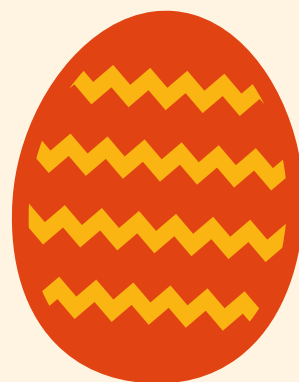
could help someone with a life limiting condition have exercise therapy to live life to the full.



Seasonal fundraising ideas

Spring

- 1 Spring cleaning:** use this time at home to declutter your house and get rid of anything you don't use anymore by selling it on Facebook Marketplace, eBay or at a local car boot sale. Why not donate the profits to SeeAbility?
- 2 Give something up for Lent:** want to break a bad habit? Get sponsored to give up something you love for lent.
- 3 Easter egg hunt:** get everyone involved in an Easter egg hunt. Why not also get creative to see who can paint the best egg?
- 4 Come dine with me:** pick a theme and host your own charity dinner party. Ask everyone coming to donate what they'd pay at a restaurant for a meal, or you can set your own donation amount.



Summer

- 1 Host a BBQ:** fire up the grill for a charity BBQ Day with your friends, family and neighbours. Boost your fundraising by asking your guests to bring unwanted gifts that you can raffle off. Remember someone's trash is often someone else's treasure.
- 2 Car Wash:** help shine up local cars in a community car wash event.
- 3 Outdoor movie night:** enjoy the long summer nights by holding an outdoor movie night in your garden. Ask everyone attending for an entry fee. Boost your fundraising by selling popcorn and treats on the day.
- 4 Sports day:** get nostalgic with a school sports day themed event. Boost your fundraising by selling picnic food.



Autumn

- 1 Halloween fancy dress party:** dressing up is always fun despite the season. This way you can do it to help others whilst celebrating Halloween.
- 2 Harvest:** are your fruits and vegetables ready to harvest? Why not sell them to your local community or make a delicious dish in support of charity.
- 3 Dress up day:** bring in a pound or two, by dressing up in your fanciest or silliest outfits. Perfect for offices and schools.
- 4 Pasta party:** love pasta? Who doesn't? Cook up an array of hot or cold pasta dishes in support of charity. Perfect for offices, gatherings with friends and family.



Winter

- 1 Murder mystery party:** find out who done it at a murder mystery night. You can buy murder mystery games online that you can reuse with different people.
- 2 Christmas party:** get into the festive spirit by organising a charity Christmas party. Boost your fundraising by asking your local shops to donate a few items you can auction off.
- 3 Film night:** keep snug this winter season by hosting your own film nights. You can even get creative with themes.
- 4 Pancake Day:** host a pancake party on Shrove Tuesday or on a day that suits you, and ask for a suggested donation for your sweet and savoury creations. You could hold a pancake-flipping contest, or challenge people to a pancake race! Perfect for schools, office, friends and family, in a group, universities.



All year

- 1 Bake sale:** get your local community baking to sell some delicious treats.
- 2 Quiz night:** an easy one to host for an evening of relaxed entertainment, ask family and friends to pay an entry fee and find your quiz questions online. To get you started, why not try our London Landmarks Pictionary quiz.
- 3 Afternoon Tea/Coffee morning:** get together and enjoy a cuppa while raising money for charity.
- 4 Cocktail night:** mix up your favourite drinks in a charity cocktail evening.
- 5 Wine tasting:** enjoy some delicious drinks at your own wine tasting event. Boost your fundraising by selling food on the side.
- 6 Guess how many:** challenge people to guess how many items are in a jar. The person closest to the number wins the items in the jar.
- 7 Sponsored silence:** are you a chatterbox? Ask friends, colleagues or family to sponsor you for an hour (or more!) of silence.
- 8 Sweepstake at work:** you can hold a sweepstake on lots of things, from 'guess my finishing time', if you're taking part in a race, to 'guess how many sweets are in the jar'.



Planning your event

Would you like to organise a fundraising event but are stuck for ideas on where to start or what to do? Follow our 7 steps to planning a successful fund-raising event.

- 1 Decide what type of event you'd like to do.** From summer BBQs to cosy winter movie nights, get the inspiration you need for the theme of your event by looking at our seasonal fundraising ideas.
- 2 Pick your location, date and time.** Decide early on the location, date and time of your event so that you can let your guests know in good time. Include an RSVP date to make sure you have confirmed numbers before your event.
- 3 Create your guest list and send them out.** Download our editable invite here www.seeability.org/get-involved/fundraise/do-your-own-thing
- 4 Need fundraising materials?** Download your fundraising pack today by visiting www.seeability.org/get-involved/fundraise/do-your-own-thing
- 5 Start prepping.** If you need food/drinks for your event, now is the right time to come up with your menu list. Remember to keep your food options cost effective so that you can maximise your fundraising. Do you want to boost your fundraising with a raffle? Email our fundraising team at events@seeability.org to request for a letter that you can approach local businesses with for raffle prizes. Remember to keep it legal by checking out our legal section on pages 13-14.
- 6 Have a great time!** (Oh, don't forget to let us know how you get on by tagging us on social media or emailing events@seeability.org).
- 7 Pay in your fundraising** (it's super easy – find out more on page 15).



Promoting your event

Online fundraising

Setting up an online fundraising page is the easiest way to get people to support you for your event from anywhere around the world. You can set up your fundraising page easily by visiting www.justgiving.com/seeability

- 1 Upload a profile picture** to make the page feel more personal.
- 2 Add a description** about the event and explain why you're supporting SeeAbility.
- 3 Add an event date** and set a fundraising target to boost donations leading up to the big day itself.
- 4 Share your page** with loved ones.
- 5 Post regular updates** about your training and fundraising.

Local press

Local newspapers are always in search for people like you doing amazing things in their community. Download our press release template that you can edit and send to your local newspaper. Want some support with this, why not email our communications team at media@seeability.org

Social media

If you're active on social media, it's a great platform to share your fundraising event far and wide with your followers to get them to support you. If you're planning a big community event, you can join and advertise your event in your local community Facebook groups.

Are many of your supporters on Facebook? Why not set up your SeeAbility fundraising page on Facebook? You can do this easily by scanning the QR code on this page or by following our easy steps below:



- 1** On your phone or tablet, open the Facebook app.
- 2** In the bottom right, tap Menu.
- 3** Tap Fundraisers (If you don't see this option, don't forget to expand the list by clicking more).
- 4** Tap Raise money.
- 5** Search for SeeAbility.
- 6** In the top right, tap Create.

Resources

Request your fundraising pack

Below are the items in our fundraising pack. To request your fundraising pack, please visit www.seeability.org/get-involved/fundraise/do-your-own-thing and we'll ensure to get this to you in good time for your fundraising event.

Fundraising Items	Digital	Physical
A4 empty belly poster	✓	✓
A4 SeeAbility poster	✓	✓
A5 invites	✓	✗
Social media banners	✓	✗
Fundraising guide	✓	✓
T-shirts*	✗	✓
Flatpack collection boxes	✗	✓
Plastic collection tins	✗	✓
Collection buckets**	✗	✓
Balloons	✗	✓

*If you can, please do consider kickstarting your fundraising by donating £5 to help us cover the production of the t-shirt and postage.

**please note, these are for large scale events only.



Keep it legal

Fundraising is really good fun! However, you choose to raise vital funds for SeeAbility, we can guarantee that you will have an amazing time. Depending on the activity you have planned there may be some extra things to consider. If in doubt, email us on supportercare@seeability.org or call us on **01372 755042** and we can help with any queries you have.

Public collections

The key with a public collection – either on the street, a busy place like a shopping centre or live event – is getting permission.

If you're out on the street, you will need permission from your local council. Give yourself plenty of time for this!

For other locations, any private land or inside buildings such as supermarkets, sports venues and theatres, you will need to ask the owners if you can collect. Depending on the location, you may be able to speak to them directly, for others you will need to contact a central team who will share out the collection slots they have available.

Once you have your collection booked in, please do tell us about it so that we know where you will be, and when.



Raffles

Including a raffle in your fundraising is an excellent way to boost the amount you raise. However, because the win is based on luck, it is classed as gambling – meaning there are rules which must be followed.

Let's start with the fun bit... getting the prizes. You've got two choices here: either providing the prizes yourself or approaching local companies to ask them to contribute a prize. If you're asking companies, make sure you highlight the total amount you're hoping to raise and the impact this will make. You could also invite them to your fundraising event! If you need a letter to approach local businesses with, please email events@seeability.org with details of your event.

To keep your raffle in line with the rules, you can only run it in one place (your fundraising event) on the single day your event is taking place. If you want to run a raffle that people can join remotely (e.g., by buying tickets online), you will need to contact us by emailing supportercare@seeability.org so that we can chat through your plans and advise you appropriately.

Alcohol

If your fundraising event is going to include the sale or serving of alcohol, please make sure your venue has an up-to-date alcohol license. Have a good chat with your venue about this to make sure everything can proceed smoothly.

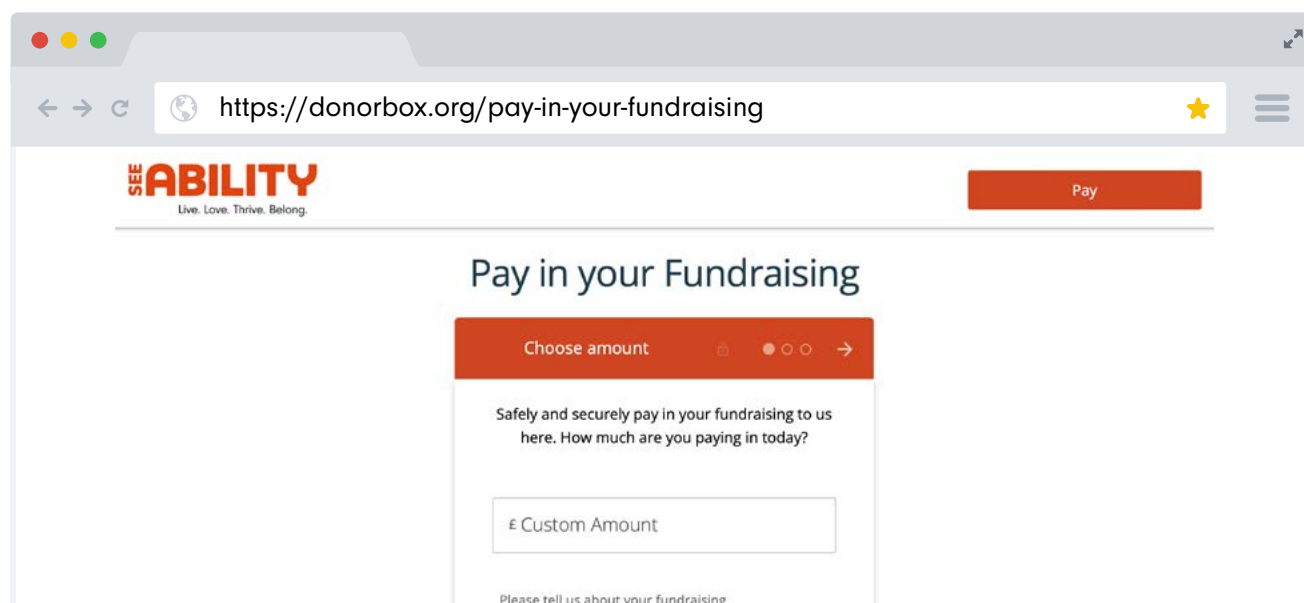
GambleAware[®]



How to bank your money

Online

You can pay in money you've raised offline to us safely and securely by visiting www.donorbox.org/pay-in-your-fundraising. Please make sure you tell us about your event in the text box provided so that we attribute your efforts to you properly!



Cash

For any cash donations, the easiest and safest way to pay this to us is online or by writing us a cheque. You can do this by following these two easy steps.

- 1 Count the cash and bank it into your personal account.
- 2 Write us a cheque or pay it online by scanning the QR code on this page.



If you've got your own fundraising page, don't forget to keep your total up to date by adding the money raised offline as an offline donation.

Phone donations

If you'd like to speak to us and pay over the phone, that's absolutely fine too. Please call our friendly supporter care team on **01372 7550142** who'd be more than happy to help you.

Cheques

Please make all cheques payable to **SeeAbility** and send them to:
SeeAbility, Newplan House, 41 East Street, Epsom, KT17 1BL

Don't forget to include a note detailing your fundraising so that we can count it towards your total. For example, this is my fundraising income from [event name].

CAF Vouchers

Many companies and individuals may favour CAF vouchers as they are a tax-efficient way of giving. Please ask them to make them payable to SeeAbility and send them to:

SeeAbility, Newplan House, 41 East Street, Epsom, KT17 1BL

Sponsorship forms

Do you need sponsorship forms for your event? You can download yours today by clicking here www.seeability.org/get-involved/fundraise/do-your-own-thing. Use the instruction on the form to send your donations back to us. If your sponsors are UK taxpayers, don't forget to ask them to tick the Gift Aid box.

Gift Aid income Sponsorship Form

To qualify, donors must write their name, full home address and postcode. If we don't have this information, we cannot make a Gift Aid claim. Ensure they tick the Gift Aid column on the sponsorship form.

Sponsorship form

Use Gift Aid to make your donation worth up to 25% more.

If I have ticked the box headed 'Gift Aid' I confirm that I am a UK taxpayer, Capital Gains taxpayer, I would like SeeAbility to reclaim tax on the donation (as shown, I understand that if I pay less Income Tax than the current tax year then the amount of Gift Aid claimed will be limited to my tax liability).

How your support will help

- £10 could go towards a communication device to provide choice and independence.
- £20 can support someone to gain a meaningful career through our supported employment programme.
- £50 could help someone with a life limiting condition have exercise therapy to live life to the full.

Title	Full name	Home address	Postcode	Amount	Gift Aid	Date Collected
Mr	Sample name	8 sample address, London	M1 1D2	£10	<input checked="" type="checkbox"/>	DD/MM/YY

Your name: _____
contact number: _____
Please return forms to: SeeAbility, Newplan House, 41 East Street, Epsom

About SeeAbility

SeeAbility is a charity that empowers people with learning disabilities, autism and sight loss to live ambitious lives - achieving things they never thought possible.

Whether it's forming more friendships and relationships, enjoying new experiences, or finding employment, our aim is for inclusive communities where people with disabilities can live, love, thrive and belong as equals in society.

Why your support matters

- 28x more likely**
Children with a learning disability are 28 times more likely to have serious sight problems.
- 10x more likely**
Adults with a learning disability are 10 times more likely to have serious sight problems.
- 65% of people**
with learning disabilities want to work but only 6% of those known to their local authority are in paid employment.

How to return your funds

Online: www.seeability.org/donate
By phone: 01372 755042
By post with cheques made payable to 'SeeAbility':
SeeAbility, Newplan House, 41 East Street, Epsom, KT17 1BL

SeeAbility is the trading name of The Royal School for the Blind Registered Charity Number 202210

Scan to donate

Gift Aid boost your donation by 25% at no extra cost to you.

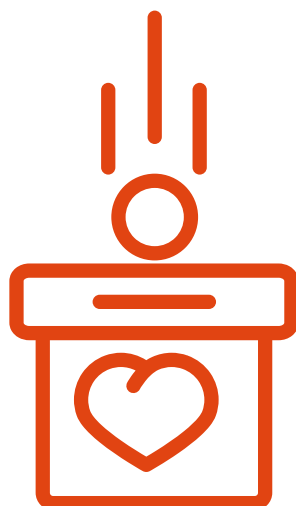
What is Gift Aid

Gift Aid is a scheme that allows charities to reclaim tax on a donation made by a UK taxpayer, which means your sponsors' donations will be worth 25% more to us at no extra cost to them. For example, if they sponsor you £20 their gift will be worth £25.

To qualify for Gift Aid each donor must be a UK Income or Capital Gains taxpayer and pay more Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on donations.

If your sponsors are retired or don't work, they probably pay some form of tax on their savings or pension, so may still be eligible to claim Gift Aid. Encourage your sponsors to donate using Gift Aid and help us to increase the donation given.

giftaid it



SeeAbility

Newplan House, 41 East Street, Epsom, Surrey, KT17 1BL

t: 012372 755 000 e: enquiries@seeability.org w: www.seeability.org

Registered Charity Number 255913

SeeAbility is the operating name of The Royal School for the Blind.

Patron: HRH The Duchess of Gloucester GCVO.

