

# THE ORBIS FUNDRAISING PACK



Raise funds, save sight, transform lives.





# THANK YOU...

...so much for considering holding an event for Orbis; you'll be playing a vital part in transforming the lives of blind and visually-impaired people around the world.

Organising a fundraising event can be a lot of work, but it's also lots of fun and hugely rewarding.

Later in the pack, you'll find some useful practical advice, but first of all, we've come up with some event ideas to get your creative juices flowing.

**SO...WHAT KIND OF FUNDRAISER ARE YOU?**

# THE ORBIS A-Z OF FUNDRAISING

## A

### *is for Auctioneers*

Go through those old drawers and draw in the highest bidder.



## D

### *is for Dinner party*

You host, your guests donate, we save sight!



## B

### *is for Bingo-callers*

Get a full house in and help raise big numbers for Orbis.

## E

### *is for Easter egg hunt*

What better way to save sight than hunting down chocolate?



## C

### *is for Car-owners*

Well, car-boot owners to be exact. Clear out your clutter and have a car-boot sale.



## F

### *is for Fancy dress party*

The fancier the better – run a competition with proceeds going to save sight.

## **G** *is for Garden party*

If it's good enough for the Queen, it's good enough for you!



## **H** *is for Hairy people*

...who dare to shave their heads to raise vital, sight-saving funds.



## **I** *is for Internationalists*

Hold an event with an international theme - raise cash to save sight all over the world!

## **J** *is for Jmeblu Isae*

Oops, we mean Jumble Sale...  
Unpack your jumble for sight-saving cash.



## **K** *is for Karaoke singers*

'Money, money, money'... put on your best ABBA impression to save sight and transform lives.

## **L** *is for Left-handers*

Or right-handers. Whichever your hand, get sponsored to switch for the day.



## **M** *is for Music*

Pop, jazz, folk, classical... could you orchestrate a night of musical fun?

## **N** *is for Not wearing your school uniform*

What better incentive for your kids to raise money and save sight?



## **O** *is for Odd jobbers*

Help out people where you are, raise money to help people all over the world.

## **P** *is for Pyjamas*

All day, for one day. Come on... you don't even need to get dressed!



Q

*is for Quiz-master*

What's a brilliant way to raise money for Orbis?  
A. Stage a quiz!



R

*is for Raffle*

No-one can resist a good fundraising raffle.

S

*is for Swearers*

Because it's you lot who will have to put  
lots of ----y cash in an Orbis swear-box.



T

*is for Talented*

So talented in fact that you'll stage your own  
talent contest!

U

*is for Underwear day*

Or if you're very nice, we'll allow you  
to wear your clothes (underneath).



V

*is for Variety acts*

Just a little idea for your talent contest...



W

*is for Walkers*

With every step, you could be raising vital cash to save sight.

X

*is for X-factor*

Another idea for that talent contest of yours...



Y

*is for Yoga-thon*

Stretch your suppleness to the limit to save sight.

Z

*is for Zip-up!*

No, not your anorak, your mouth!  
Have an Orbis sponsored silence.



# HINTS AND TIPS

## PLAN AHEAD

### ▶ HOW?

Make a big list of everything you need to do and tick things off one by one. Think about whether you need to make a contingency plan too. A timing plan can also be helpful – good organisation is the key to a successful and rewarding event.

### ▶ WHEN?

Think about a time that suits everyone. Perhaps not during the Cup Final, or a Royal wedding. Unless you want to theme your event around a special time!

### ▶ WHERE?

Pick a suitable venue and make sure you agree everything in writing, up front.

### ▶ WHO?

Who are your 'target audience'? Think about who you want to get involved, then think about the best way to tell them about it.

## RAISE SOME MONEY

### ▶ SET YOURSELF A TARGET

Give yourself something to aim towards, and don't be afraid to aim high. It's a great motivator for everyone, and you might be surprised just how much you can raise.

### ▶ CUT COSTS

Always let suppliers, venues etc. know what your event is for. Lots of people will offer discounts, or even waive charges altogether in aid of a good cause.

### ▶ GIFT AID IT

We can increase the donation by up to 25% by claiming gift aid on donations from UK taxpayers. Please get in touch so we can send you gift aid forms.

### ▶ SET UP AN ONLINE PAGE

It's fairly straightforward to set up a fundraising page at [www.virginmoneygiving.com](http://www.virginmoneygiving.com) or [www.justgiving.com](http://www.justgiving.com). It makes it easy for people who would like to donate online, and you can also share the link on social media. We prefer Virgin Money Giving as they have the lowest admin costs meaning more money for our sight-saving work!

## TELL PEOPLE!

And tell people to tell people. The more people get to hear about it, the more people will want to get involved.

▶ Tell all your Facebook friends and Twitter followers. Encourage them to share your event with all their contacts, and be sure to keep everyone posted with regular updates and reminders.

▶ If you're at school, make an announcement in assembly, use the school noticeboard.

▶ If you're at work, see if you can send an all-staff email, use the staff noticeboard, put flyers in pigeon holes.

▶ We have lots of materials to help you promote your event, both in advance and on the day, such as posters, T-shirts and collection boxes.

## TELL EVEN MORE PEOPLE!

Local press and radio stations love local stories, so don't be afraid to approach them about your event. Try to give them lots of information and be sure to follow up afterwards to tell them how it went and how much you raised.

Photos always help too.

## AND MOST IMPORTANTLY... ENJOY IT!

Planning and holding a fundraising event for Orbis is fun and rewarding, so make sure amidst the hard work, you remember to enjoy yourself along the way. If you have any questions, or would like to order any Orbis materials, please call us on 020 7608 7289 and we'd be only too pleased to help you out.

# HOW TO FUNDRAISE FOR A CHALLENGE EVENT

For Challenge Events and the London Marathon you'll have to hit a fundraising target for Orbis. Raising money can seem like a challenge in itself, but the trick is to plan carefully and have fun. Lots of our participants are surprised by how much they exceed their targets! A big target may sound intimidating at first but here are some top tips to help get you started...

- Open an online fundraising page straight away! You can choose which website to use but Virgin Money Giving has the lowest admin costs.

- Try breaking your target down into bite size chunks by planning a number of different fundraising activities.

- Take a look at our A-Z of fundraising ideas and mix larger events with some small ones in between.

- Ask others for help – do you know someone in a band who could help you organise a gig, a family member who could do a sponsored event, or a local pub that could organise a quiz for you?

- Matched Giving - find out if your employer has a matched giving scheme and ask them to match all or part of what you have raised.

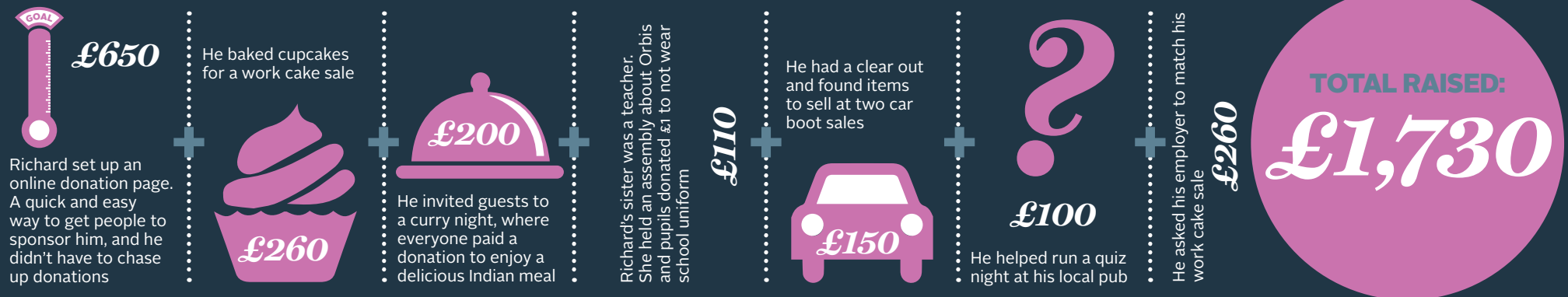
## ONLINE FUNDRAISING TIPS:

- Remember the earlier a page is set up, the more you raise.
- Aim high, achieve more – set a target and be savvy, keep increasing your target as you get closer to reaching it.

- Make sure your first sponsor is generous and others will follow.

- Personalise your page – say what you're doing, add photos and explain how people can help support you. Those that take the time to personalise their page raise 33% more on average.

## CASE STUDY: RICHARD RAN THE LONDON MARATHON FOR ORBIS



# BE SAFE

If you're going to have lots of fun and raise lots of money, it's important to have peace of mind. It's your responsibility to make sure your event is safe and legal. Please read the check list below, and do give us a call if you have any questions.



## HEALTH AND SAFETY

Remember to complete a health and safety check on the day/night of your event. Visit [www.institute-of-fundraising.org.uk/guidance](http://www.institute-of-fundraising.org.uk/guidance) for advice on how to do this.



## FIRST AID

Ensure that there is someone on site who can practise first aid. Or if you are organising a large event, contact your local St John's Ambulance branch to see if they can attend.



## LICENCES

Some events may require a licence (to sell alcohol, for example). It's better to be safe than sorry, so if you're in any doubt check with your local council well in advance.

You may also require a licence for public raffles and lotteries – please give us a call if you're unsure, or visit [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk) or [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) for more information.



## COLLECTIONS

We love people collecting money on our behalf, but you should be aware that you need permission from your local council before collecting money for charity in a public place. Collections on private property are acceptable with the property owner's permission.

**PLEASE NOTE:** we cannot accept funds raised from 'door to door' collections.



# ABOUT ORBIS

## WHY VISION?

There are 285 million people in the world who are blind or visually impaired, yet 80% of visual impairment can be avoided or cured. At Orbis we believe that no-one should be blind due to lack of quality eye care. That's why we're committed to providing treatment for all those in need.

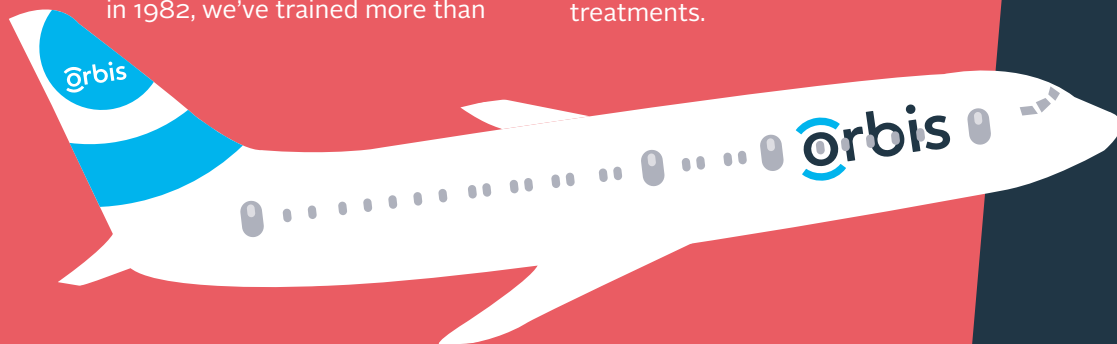
## WHAT WE DO

We provide vital eye-care treatments and expert training in countries all over the world, creating long-term sustainable solutions to combat avoidable blindness. Since Orbis began in 1982, we've trained more than

325,000 medical professionals and carried out over 23 million treatments, in 92 countries.

## THE ORBIS FLYING EYE HOSPITAL

On the outside, it looks like a typical passenger aeroplane, but inside there's a state-of-the-art operating room with audio-visual equipment that transmits live surgeries to students in a 48-seat classroom. And over the years it's helped us to reach hundreds of communities around the world, training doctors and nurses and providing thousands of life-transforming treatments.



Orbis EMEA, Fourth Floor, Fergusson House, 124-128 City Road, London EC1V 2NJ | Registered charity no. 1061352

# THE MONEY YOU RAISE!

## WHAT THE MONEY YOU RAISE COULD DELIVER:

- ▶ £10 could buy antibiotics for 60 children with eye infections
- ▶ £24 could buy three sight-saving cataract kits
- ▶ £300 could buy an ophthalmoscope to diagnose eye conditions early

## CONTACT US

If you have any questions, or if you'd just like to talk through your ideas, we'd love to hear from you.

Please give us a call on 020 7608 7289 or email us on [community@orbis.org.uk](mailto:community@orbis.org.uk).

## HAPPY FUNDRAISING!

## PAYING IN THE MONEY YOU HAVE RAISED

When you're ready to pay us the money you've raised, please:

- ▶ Send a cheque, made payable to 'Orbis' to the address below
- ▶ Pay with a credit or debit card over the phone
- ▶ Ask us for details if you'd like to pay by bank transfer



[www.facebook.com/orbisuk](https://www.facebook.com/orbisuk) | [www.twitter.com/ukorbis](https://www.twitter.com/ukorbis)  
[www.orbis.org.uk](http://www.orbis.org.uk) +44 (0)20-7608-7260 | [icare@orbis.org.uk](mailto:icare@orbis.org.uk)

 orbis

**THANK YOU  
AND HAVE FUN!**

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