



Improving lives of people with sight loss



Fundraising for Vista

www.vistablind.org.uk



Thank you for supporting Vista.

Vista changes lives. We are the leading local charity working with children and adults with sight loss.

We are passionate about providing the very best services; in hospitals, at home, in residential care and in the community.

Whether someone is newly diagnosed or has lived their whole life with reduced sight, Vista's specialist staff provide a vital lifeline to many local people.

Losing your sight can be frightening. Vista is there, enabling people to regain their independence and live fulfilling lives.

There are lots of ways you can raise money for Vista. This pack will get you off to a great start, with advice on everything from ideas to getting publicity for your event.

Remember, we're always here to help, so just get in touch if you need us!

Your support changes lives.

£25 could pay for a blind or partially sighted child to go on a day trip or experience an activity that, without specialist support, wouldn't otherwise be possible

£50 could recruit and train a volunteer to provide one-to-one support for an older person with sight loss both at home and in their local community

£100 could give visually impaired adults the chance to take part in a group social activity in their local area, helping them to feel less isolated and more involved in their community.

£500 would enable us to deliver fifteen specialist music therapy sessions for blind or partially sighted children with a range of complex needs

£750 could support an older person with sight loss and mobility problems living in one of our residential homes through the provision of specialist equipment

£1,400 could fund specialist computer software that provides a vital lifeline for a person with sight loss by helping them stay connected to the world around them



Max Hayden was born with sight problems. Cataracts and microphthalmia mean his eyes are not fully developed.

By the time he was three months old, Max had undergone several operations to remove the natural lenses in his eyes and he now has to wear external contact lenses. Max has made amazing progress, but there is still a long road ahead.

Vista's family support officer, Paula, has provided much needed help and reassurance to Max and his family throughout his treatment.

Paula has been brilliant, and has shown us the wide range of services the charity has to offer to young people. It's really encouraging to know that Vista will be there, helping Max as he gets older, and it's great to see the opportunities that will be available to him in the future. I recently took part in a Super Hero Fun Run for Vista, which was a great way of raising money as well as awareness for a really important charity that we are so pleased is there.

Rob Hayden (Max's dad)



Almost anything you enjoy doing can be an opportunity to fundraise for Vista. From running the Leicester Marathon to skydiving or holding a charity bake sale – the possibilities are endless. Here are just a few ideas to help you get started...

Hold an event

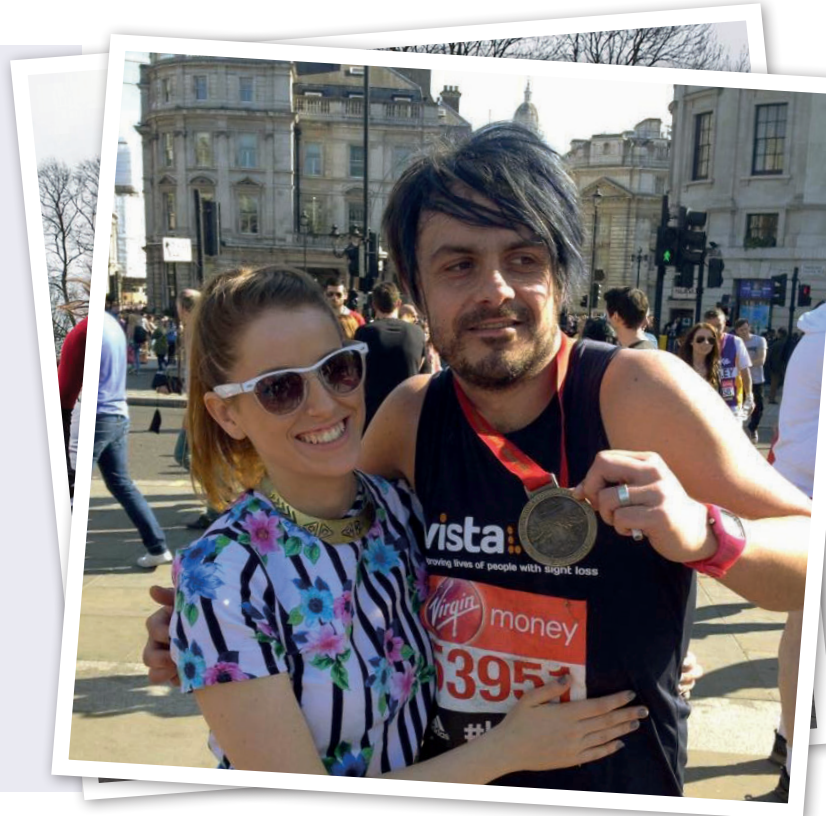
Quiz nights, family fun days, pamper parties, fancy dress days, auctions or balls are all excellent ways to raise money and get people involved.

Fundraising at work

If you think your employer would be interested in fundraising more for Vista, get in touch and we can send you our corporate fundraising pack for more information.

I ran a marathon in memory of my Grandpa, Eric Nurse, who passed away last July. His last few weeks were spent at the Kathleen Rutland Home, which provided amazing dignified care and enabled him to slip away peacefully. I wanted to repay some of the kindness the staff showed by doing something way out of my comfort zone. The day was amazing and I will never forget it.

Tom Nurse



Challenge yourself

Fancy running a marathon or tackling an overseas trek? Whether it is cycling from Lands' End to John O'Groats or scaling the 3 Peaks, challenges are a great way to raise money while doing something you love.

Bake a cake

Cake sales and coffee mornings are easy to organise and fun to do at home, work, school or in your local community. Get your friends involved to help you spread the word.

Volunteer your time

Donate your time and help out with activities like bucket collections, marshalling events, or collecting money from donation boxes in your local area.

Organise a sports day

Love football, rugby or cricket? Why not get everyone together and organise a tournament? You can charge for entry and encourage your teammates to ask for sponsorship. Skittles and bowling get everyone involved, no matter what age or ability

Planning your activity

We're here to help you step by step.

Fix a date and plan carefully

Pick a date that gives you plenty of time to prepare, and create a timeline to help you plan. Check that event doesn't clash with any other activities in your area – you don't want to be competing for the limelight! Create a budget to help you keep track of what you spend and set a target to aim for – it will feel amazing when you reach it!

Ask for help

Recruit a team of family and friends to help you. Give everyone a specific job so you know that everything is taken care of. Also, consider seeking sponsorship and donations in return for publicity or free tickets.

Get online

Set up an online giving page at justgiving.com/vista so that your family, friends and colleagues can support you. Don't forget to share your page with as many people as possible through email and social media.

Spread the word

Remember to mention Vista as

much as you can, and tell people why you're raising money for the charity. Social networks like Facebook and Twitter are a great way to promote your activity amongst family and friends, and you can also get in touch with your local newspaper and radio station to see if they will cover your event. We can send you posters, press release templates, event materials and provide advice to help you get your message out there – just get in touch.

Have fun

Enjoy yourself! Fundraising should be fun – the more fun you have the more people are likely to donate. Don't forget to take lots of photos – you can use these on social networks and in local media to raise a bit more money after the event.

Keeping it safe and legal

Simple things you can do to ensure everything runs smoothly. If you want to hold a public collection, you'll need to make sure you get the appropriate permission beforehand. For street collections, ask your local



authority, or get in touch with the owner if the collection will take place on private land.

Raffles have complex rules and regulations, so please contact us if you are thinking of organising one. If you're organising a raffle and selling tickets to the general public, you'll need to contact your local authority to secure a licence.

First aid is important to make sure your event is safe. Your local Red Cross or St John Ambulance can

The Leicester City Singers organised a special Carol Concert at St. James the Greater Church to raise money for Vista. Joined by celebrity soprano Denise Leigh and the Earl Shilton bell ringers, guests were treated to a fabulous evening of live music.

provide advice about the type of first aid you may need.

If your event involves the public, you'll need to make sure you have Public Liability Insurance. Your venue may have adequate insurance to cover your event, and household insurance is likely to cover an event at your home, but please check and contact us for advice if you're not sure.

Some venues will already have a license to sell or supply alcohol, and play recorded music. If not, you will need to contact your local authority to get one.

For further information and advice, call our fundraising team on **0116 249 8801** or visit **vistablind.org.uk/support**.

The money you've raised

Whenever you're counting and handling money, always try to make sure that two people are present. Take care when transporting money and try and bank cash as soon as possible. We can provide you with sealed collection boxes to help keep your money secure.

Send the money you have raised to Vista as soon as you can after your event. You can send a cheque payable to Vista to Fundraising, Vista House, 1A Salisbury Road, Leicester, LE1 7QR, or call us on 0116 249 8801 to arrange a card or bank transfer.



My Grandad, Sydney Whitford, was a service user at Vista for his last six months, and the charity made such a difference to his quality of life that I felt compelled to give something back. I trekked for six days across the Great Wall of China, for up to eight hours a day, which was a gruelling but hugely rewarding experience – and most importantly I raised over £3,000 for Vista, enabling others to benefit from the services which helped my Grandad have some enjoyment in his final days.

Dean Eldredge



vista

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The Vista Shop

Our brand new shop, on Hotel Street, acts as a city centre hub for anyone requiring information, advice or guidance about sight loss. The shop offers a wide range of specialist equipment and products for people with sight loss, from big print calendars, diaries and address books, daily living and mobility aids to talking clocks and watches, mobile phones and assistive technology. Our products include:

- ✓ Anti-glare Glasses and visors
- ✓ Lamps and daylight bulbs
- ✓ Stationery
- ✓ Kitchen Aids
- ✓ Personal Care
- ✓ Mobility
- ✓ Easy-to-see remote controls
- ✓ Clocks and watches
- ✓ Phones and mobiles
- ✓ Assistive Technology

For more information, please contact the Vista shop on **0116 249 8800** or email **shop@vistablind.org.uk**. The Vista shop is open **Monday to Saturday from 9:00am until 5:00pm** at Unit 3, 21 Hotel Street, Leicester, LE1 5AW.

We love to know what fundraising events are happening so please get in touch with our fundraising team on 0116 249 8801 or fundraising@vistablind.org.uk to let us know what you are planning.



For more information about how we can help, please contact

Vista Fundraising

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