



Corporate Fundraising

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.

There are always lots of different projects we are looking to fund. If you would like to support a specific activity, please get in touch and we can put together a bespoke offering for your business.

£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 could 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.

£1,500 could pay for a child to go on an outward bound residential holiday, giving them a new experience that, without specialist support, might not be possible.

£5,000 could cover the cost of a weekend residential trip to Lincolnshire for 6 families (up to 28 individuals), supported by specialist staff. There are always lots of different projects we are looking to fund. If you would like to support a specific activity, please get in touch and we can put together a bespoke offering for your business.

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)





Working together

We work with businesses across Leicester, Leicestershire and Rutland. Whether you are just starting out or are part of a multinational organisation, our fundraising team are here to create a partnership tailored around you, playing to the strengths of your business while making a positive difference to people with sight loss and their families.

Whether you want to take part in fundraising activities, volunteer your time or donate through sponsorship, matched donations or payroll giving, we will work with you to develop the perfect package for your business.

Staff from Nelsons Solicitors became decorators for the day when they volunteered their time to help Vista redecorate the Kathleen Rutland residential home. We organised a cake sale in order to raise money for the paint and equipment needed for the decorating. We all really enjoyed helping a charity in the midst of our local community and the fact that Vista is Nelsons nominated charity of the year for our Leicester office makes projects like this all the more meaningful.

Nichola Faith, Nelsons Solicitors

The benefits to you

- ✓ Working with an established charity who have built a respected reputation across Leicester, Leicestershire and Rutland over the past 150 years
- ✓ Improving staff and team motivation, retaining staff and boosting morale
- ✓ Enhanced PR opportunities within your local community
- ✓ Enhancing your company values as one that cares about and supports its local community
- ✓ Unique sponsorship opportunities, allowing you to increase your brand awareness across the city and county
- ✓ Making a huge difference to a local child or adult with sight loss.



How to get involved

Charity of the year

Choosing Vista as your chosen charity partner is a great way to focus charitable efforts and encourage staff, customers and clients to work together. We can help you to organise a programme of fundraising activities and publicity to maximise your benefits.

Organise an event

Run, walk, hike, cycle or even skydive for Vista, hold a dinner, dance, ball or quiz night for colleagues, family and friends.

Corporate challenges

Corporate challenges are a fantastic way to encourage team building, networking and get your colleagues involved in a charity partnership. We could help you to organise an overseas trek or enter a team into a UK challenge, raising funds for Vista.

Staff volunteering

Donate your time and help out with activities like bucket collections, marshalling events, or even working in the gardens at our residential homes.

Many of our store colleagues live in the local area and want to help make a positive difference in the community. Supporting Vista as a charity partner has given us the opportunity to work together with our customers to support a cause close to our hearts.

Nick Gaunt, Deputy Store Manager, Sainsbury's, Melton Road

Our relationship with Vista is a longstanding one, and we've organised a host of staff and customer fundraising activities over the years. Vista is so supportive to our patients with sight loss. It is great to be able to give something back to a local charity that makes such a difference to people's lives.

**Kay Chotai, Director
Specsavers, Wigston**



Cause related marketing

This is a great way for your company to boost sales while also giving back. For example, why not donate something to Vista for every new customer you receive?

Staff fundraising

There are so many great ways to fundraise in or out of the office, including raffles, auctions, dress down days, sports events, coffee mornings and cake sales.

Payroll giving

Payroll giving is one of the easiest ways for employees to give regularly to Vista, plus it's both flexible and tax efficient. Employees can give as much or as little as they like, and because the donation is taken from their pay before tax, it actually costs them less.

Matched donations

If staff raise money for Vista, your company could consider matching what they make.



How we will support you

Our fundraising team have a wealth of experience of working with companies to make a positive difference to people with sight loss and achieve great results for your business. Here's what you can expect from us:

- ✓ A dedicated fundraiser who will work with you to support and maximise your fundraising
- ✓ Publicity and thanks for your fundraising on our website, social media and supporter communications
- ✓ Help and advice to make your business more accessible to people with sight loss, including guidance on printed materials and awareness training for staff
- ✓ Access to fundraising materials and promotional literature



Office bake off
Collection

Sports Tournament

Coffee Morning 

Mountain Climb
Fun Run



It's a Knockout

Quiz Night

Easter Egg Hunt

Chest wax

Run a Marathon

Go Karting

Company Ball

Dress Down Day

Fancy Dress

Raffle

Pampering Event

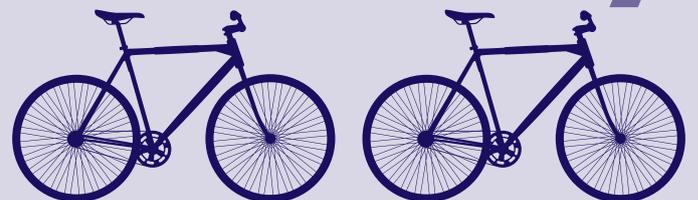
Head Shave

 **Wine Tasting**

Cake Sale

Race Night

Golf Day



Sponsored Bike Ride

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

16 New Walk

Leicester

LE1 6UB

T 0116 249 8801

E fundraising@vistablind.org.uk

www.vistablind.org.uk

Registered charity number 218992