



Join Vista's £50 challenge!

How it works

Take £50 and make it grow - be part of the business challenge that's changing lives.

For example:

Your business, Trump Towers, signs up to Vista's £50 Club and your Marketing and Sales Teams decide to take up the challenge. This is a great opportunity for team building and to bring out their competitive nature.

You give each team £50 and the challenge begins!

The Marketing Team

Betty heads up the marketing team and starts the ball rolling. She's very busy and hasn't got much time, so she takes the £50 and buys items off eBay, then re-sells them for a profit and they now have £120 in the pot.

Betty then uses that £120 and gives Elizabeth £40, Peter £40 and Davinder £40

Elizabeth uses her £40 to buy ingredients to make cakes and holds a bake sale raising £240.

Peter uses his £40 to buy ingredients for a barbeque whilst watching the footie. The tickets are £15 each and 20 people turn up.

Davinder likes an adrenaline rush and Vista organises a sponsored Skydive for him and 8 of his mates. They each raise £250 in sponsorship and as it was always something they wanted to do, they pay for the jump themselves.

Meanwhile, Rhiannon has been inspired and decides to do a sponsored trek up Mount Snowdon in her beloved Wales. She asks two friends to go with her and they each raise £400, as no costs were incurred it all goes into the pot.

But hey, Davinder still has his £40 so he gives it to Mary who uses it to buy craft materials to make cards and sells them on Facebook making £385 profit.

The Sales Team – John, Ed, Susan and Barry.

John heads up the very competitive Sales team. There has always been some friendly rivalry between the Sales and Marketing Teams and are seriously up for the challenge and out to win!

John likes fixing things and has four old bicycles in his shed, so he takes the £50 and buys parts to fix them up. He then sells them for £150 each, making a profit of £550.

Susan now takes £50 from the pot to buy raffle prizes and persuades her local pub to host a quiz. The quiz raises £300 (£15 per team x 20 teams) and the raffle tickets raise another £180.

Inspired by Ed and Susan's success, and as keen cyclists and members of several cycling clubs, John's team decide to do a sponsored bike race. They involve all their club members, a total of 35 and each raise £250 in sponsorship, all of which goes into their pot. However, they take £350 out of the pot to buy t-shirts and medals.

Meanwhile Barry, the king of parties, has a fantastic idea. He uses £3,500 from the pot to put on an award ceremony and Black-Tie Ball. He involves his colleagues and contacts and calls in some favours.

As it's an award ceremony, Vista and all the other teams that have signed up to the challenge help to sell tickets. It's a knockout event, with 250 tickets sold at £50 each – after all we haven't been out for so long and it is for charity!

The team gather raffle prizes from local businesses, friends, colleagues and contacts, which raises an additional £3,000 through an auction on the night. John's team has surely got it in the bag!

So, at Trump Towers Inc, Betty's Marketing team has taken the £50 and turned it into £4,665, whilst Ed's Sales Team has taken the £50 and turned it into a massive £21,380.

But there's more, Trump Towers Inc runs a charity scheme where they match fund all the money their employees raise for charity.

With one organisation who understands the importance of supporting local charities, two enthusiastic, competitive, caring teams and £100, Vista now receives a cheque for a whopping:

£52,090

With the support of businesses like yours, it's that easy to make it happen.

The Benefits

It's a fantastic team-building opportunity that will bring out that competitive but friendly nature, especially after we have been isolated for so long. It's also a chance to get creative and have some fun.

But, most importantly you'll be making a real difference to the lives of children, adults and their families in your community who have or are affected by sight loss. We'll support you every step of the way!

Vista's experienced fundraising team will be there to support you. We'll give you t-shirts and promote your activities on our social media platforms and you'll be featured on our website. We'll even come and cheer you on when we can. We've also included an A-Z of popular activities below, to give you some ideas to get you started.

Getting Started

Throw down the gauntlet and rally your troops.

Now is the time to get creative, be competitive, think **big**, be **bold** and go for it, but stay legal.

Let's get this show on the road.

Remember, every pound you raise makes a difference!