



Registered with
**FUNDRAISING
REGULATOR**



Fundraise for us

Vista supports over 13,000 people affected by sight loss in Leicester, Leicestershire and Rutland

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 and in the community. 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. Vista's services enable people affected by sight or dual sensory loss to improve:

- Independence and choice through meeting you at diagnosis in hospital, providing low vision aids and specialist cane training that gets you out and about with confidence.
- Social connections and community links through our community of 13,500 people affected by sight loss.
- Health and wellbeing through answering your concerns via our helpline 0116 249 8839 and building your tech skills with our Tech Together Service.

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!



Vista's Children & Young People's Service

Vista's Children and Young People Service provides a comprehensive suite of support for young people aged 0-18 and up to 25 for those in education, and their families who are also impacted. Discovering a child has sight loss is a difficult and emotional experience. We support from the moment a condition is detected, through to the education setting, care journey and transition to adulthood.

Our Family Support Service provides practical and emotional support for families, working closely with Special Education Needs Disability (SEND) teams to ensure children have everything needed at home and school, to remove barriers and help them thrive.

Our Paediatric Eye Clinic Liaison Officer (ECLO), based within Ophthalmology teams at local hospitals, enables timely support. Our Children's Activities Programme promotes fun, inclusion and connection with others through a wide range of recreational opportunities.

“We as a family are not lost or lonely because we know we can call Vista for advice and support, and they are there for us”.



Fundraising ideas

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...

Challenge yourself

Fancy running a marathon or tackling an overseas trek? Whether it is completing a skydive, or scaling the 3 Peaks, challenges are a great way to raise money while doing something you love.



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.

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.



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.



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. For further information and advice, call our fundraising team on 0116 2498839 or visit <https://www.vistablind.org.uk/contact-us/>



Once you have chosen your fundraising activity, we are here to help.

We can provide Vista branded collection boxes, leaflets and signposting to our vital services, sponsorship forms as well as support setting up your fundraising page. Our fundraising team is also here to help you reach your fundraising target!



We love to know what fundraising events are happening so please get in touch with our fundraising team to let us know what you are planning.

For more information about how we can help, please contact Vista Fundraising

T: 0116 2498839

fundraising@vistablind.org.uk

Click [here](#) to visit our website for more information

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