



FUNDRAISING PACK

- ✓ Everything you need to make your fundraising a success
- ✓ Fun ideas to kick start your fundraising
- ✓ Access to Beacon's promotional materials
- ✓ Easy steps for success along with supporter stories

www.beaconvision.org

Charity Number: 216092





ABOUT OUR CAUSE

Everyone experiences the world in different ways. For people living with sight loss, everyday places, images and activities may appear very differently from what others expect.

For over 150 years, Beacon has supported people to navigate a world they may not see clearly, helping them live independently, confidently and with dignity.

The images on this page offer visual examples of how different eye conditions can affect sight. They are designed to support understanding and discussion, rather than to represent any one person's lived experience.



Normal Vision



Totally Blind



Diabetic Retinopathy



Macular Degeneration



Tunnel Vision



DID YOU KNOW?

It's estimated that **236,000** people in the West Midlands will be living with sight loss by **2032**, that's equivalent to almost the entire population of Wolverhampton.

We're here to ensure that no one has to face sight loss alone.

HOW I WILL BE MAKING A DIFFERENCE?

Your fundraising efforts are the lifeblood of Beacon, enabling us to continue making a profound difference in the lives of those living with sight loss. For over 150 years, we've been here because of the incredible support from our community. Your contributions help us offer vital services like health and wellbeing activities, digital training, and independent living support. By fundraising for Beacon, you're helping people to live well with sight loss, and you're helping us be there for another 150 years of hope, empowerment, and community.

Every penny you raise is a step toward a brighter future.



Health and Wellbeing People with sight loss are more than twice as likely to experience feelings of unhappiness or depression compared to the UK average as they can feel isolated and able to access fewer opportunities. We help tackle this with more than 70 specialised activity sessions each quarter, including bowling, swimming, cookery, and pottery. Our befriending service provided nearly 8,500 hours of calls and home visits last year, offering vital social support and helping people stay connected and engaged with their community.

Employment is an important area for us because only one in four people with sight loss of working age are employed. Last year alone, we took on over 180 employment and skills referrals, helping people find meaningful work and gain financial independence.

Our **transport service** is a lifeline for those who struggle with mobility. We can clock nearly 19,000 miles a year to provide a reliable door-to-door service. This makes a huge difference, helping blind and partially sighted people get where they need to go and stay connected to their communities. With four out of 10 blind or partially sighted people unable to make all the journeys they need, we're here to ensure they don't miss out on life's essential moments.



FUNDRAISING IDEAS

To help you get started on your fundraising journey, we've compiled a list of ideas and activities that you can use to raise money for Beacon. Whether you're fundraising solo or rallying a group together, there are plenty of ways to make a positive impact.

Sponsored Walk or Run - Organise a walk or run where participants collect sponsorships for every mile/kilometer they complete

Sponsored Readathon - Read a certain number of pages or books within a specified timeframe, collecting sponsorship for your reading efforts. Don't forget we have lots of books for sale in our charity shops!

Sponsored Swim - Host a swimming event where participants collect sponsorship for each lap or length swam.

Sponsored Challenge - Create a unique challenge or task (e.g. baking, crafting, gaming) and collect sponsorship for completing it.

Special Occasions - Celebrate a wedding, anniversary or birthday and choose to donate to Beacon rather than buying presents.

Group Fundraising Events

Charity Bake Sale - Organise a bake sale with friends, family, or colleagues, selling homemade treats to raise funds.

Quiz Night - Host a quiz night at a local venue and charge an entry fee, with all proceeds going to Beacon Centre for the Blind.

Themed Party - Throw a themed party or event and charge an admission fee, with proceeds going towards Beacon.

Charity Concert or Performance - Organise a music concert, talent show, or other performance event and sell tickets to raise funds.

Own Clothes Day - Whether in a school or workplace, let people come in their own clothes in return for a donation to Beacon.



BUSINESS AND COMMUNITY GROUP FUNDRAISING IDEAS

Bright for Sight - Get everyone to wear their brightest outfits for our annual Bright For Sight Day, which will take place on October 10th this year. You don't have to buy anything; just wear something colourful and make a donation to Beacon. We can provide a Bright for Sight pack to make your day even brighter.

Beacon's Family Fun Colour Run - We'd love you to take part in our annual event at East Park in Wolverhampton. This family-friendly event involves getting doused with coloured powder during a 5k run, providing a fun and memorable experience for all participants.

Santa Run - Join us at West Park in Wolverhampton on Sunday 8th December. This festive event is an excellent opportunity for your organisation to get involved and enjoy a fun-filled day while supporting a great cause or why not even make it your Christmas gathering?

Stamp and Foreign Coins Challenge - How many stamps can you donate? We are always extremely grateful for donations of stamps and foreign coins. This is a simple yet effective way for your organisation to support Beacon.

Loose Change Campaign - We have loose change boxes that anyone can take home to save their pennies, which all add up. Simply return the box once full and we'll do the rest.

Collection Box - Beacon can provide a collection box for your reception area, group base or canteen to encourage people to donate their spare change. We'll make sure you get a Certificate of Appreciation for you to proudly display.

Sponsorship Opportunities - Beacon is always looking out for generous companies to sponsor our events and campaigns. If this is something that you would like to know more about please contact the Fundraising Team.



EASY STEPS TO SUCCESS

Choose Your Activity

Select one or more fundraising activities from the list or come up with your own creative idea.

Set Your Goals

Determine how much money you aim to raise and make sure it's an achievable goal!

Create Your Fundraising Page

Utilise online platforms to create a fundraising page where you can share your story, set donation targets, and collect contributions.

Spread the Word

Promote your fundraising efforts through social media, email, and word of mouth to encourage support from friends, family, and your community. You may be able to use one of our templates to help promote your event and let our fundraising team know about your challenge so we can promote it on Beacon's social media channels.

Collect your donations or sponsorship money

Provide easy and secure ways for supporters to donate, whether online, through a sponsorship form, or at your fundraising event. You can use Beacon's sponsorship form to help collect your donations and we can also provide you with a collection box.

JustGiving Link

Creating your own Just Giving sponsorship link is quick and easy, you can fundraise for Beacon here: <https://www.justgiving.com/beacon4blind>



HOW YOUR FUNDS CAN HELP

£10.00

Could help provide a session of sight loss advice support for someone who has recently lost their sight.

£50.00

Could provide more than three-hours of sight friendly cookery classes to help someone be more independent at home.

£150.00

Could provide 11 hours of reception support where our team deal with thousands of calls a year helping people take their first step in their sight loss support journey.

£500.00

Could provide more than 30 hours of 1:1 digital support to help blind and partially sighted people get online.

£1,500

Could fuel our four minibuses enabling blind and partially sighted people to get out and about in their community for six months.



THE LEGAL STUFF

Thank you for choosing to fundraise for Beacon Centre for the Blind! Your efforts are crucial to our success, and we want to ensure that your fundraiser is not only fun and successful but also safe and legal. Don't worry, we've put together some simple guidelines to help ensure everything goes smoothly, so you can focus on having an amazing time!

Permissions and Licenses - Ensure you have the necessary permissions from the venue owner if you're hosting your event in a public or private space. Check if you need any special licenses, such as a public entertainment license, alcohol license, or a raffle license. You may need to contact us or your local council for guidance.

Storing Information - If you are taking people's names and contact details as part of your fundraiser please ensure that you store them securely and dispose of them in a safe way to maintain confidentiality.

Risk Assessment - Identify potential risks at your event and take steps to mitigate them. Consider hazards related to the venue, activities, and equipment.

Safeguarding - If your event involves children, consider DBS checks for volunteers.

Financial Guidelines - Use secure methods to collect donations. For cash collections, use sealed containers and keep the money in a safe place. Make sure money that you have raised is kept in a lockable box. Do not allow children under 16 to collect money unless supervised by an adult. You can find more information on this topic elsewhere in the pack.

Promotion and Publicity - If you want to use Beacon's charity logo or any marketing or publicity materials please email supportus@beaconvision.org and we will be happy to provide them.



THE LEGAL STUFF

Raffles and Sweepstakes - If you're planning a raffle to raise funds, it's important to know that some types of raffles need a license, while others, like those held at school fetes, don't. For advice and guidance, get in touch with our team.

Fundraising Challenges - If you're thinking of doing a fundraising challenge, please make sure you leave enough time to properly prepare and train for the challenge itself. Proper planning will help ensure your safety and the success of the event. Contact the fundraising team if you have any questions or need further guidance.

First Aid and Emergency Measures - If you are holding an event please make sure you have someone with first aid training present and an emergency plan in place, including first aid provisions and emergency contact numbers. If you are taking on a solo challenge ensure you have a plan in place to get help in case you are injured and lost.

Food Hygiene - If you are holding an event where there is food involved please follow food hygiene guidelines including proper food handling. Clear labelling and maintaining hygiene standards will help prevent foodborne illnesses and create a positive experience for all participants. It is the responsibility of each food vendor to ensure that allergen information is available upon request and information on common allergens must be easily accessible and visible to customers.

Respectful Collection - Be aware that everyone's situation differs in their ability to give, please do not put any pressure on anybody at your event or fundraiser to donate. Beacon does not support door to door collecting.

Contact Beacon's Fundraising Team - We hope this gives you a clear understanding of how to keep your fundraising activities safe and legal. If you need any support or advice please contact the fundraising team on **01902 880111** or email supportus@beaconvision.org and we will happily assist you in your fundraising journey.

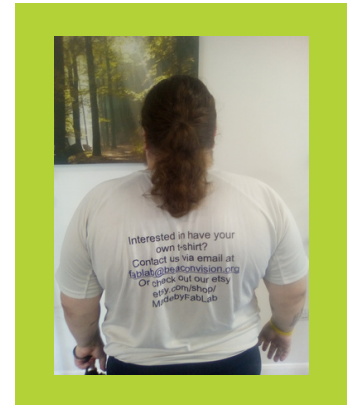
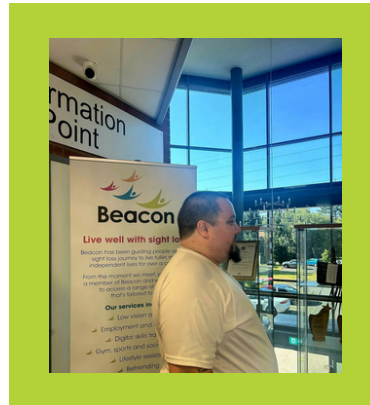


SUPPORTER STORIES



Eshani raised over £300 by taking part in Beacon's annual Family Fun Colour Run. This was her first fundraising activity and she smashed it! Eshani completed the 5k route in approximately one hour. She says this will not be her final fundraising activity and looking for her next challenge.

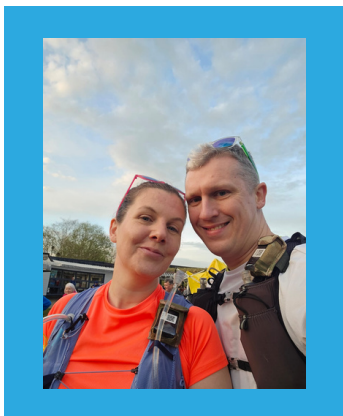
Kyle took it upon himself to do a 'Strip the Bonnet' fundraiser for Beacon. He managed to raise over £100 for our cause. That's some hair-raising stuff! What a legend!



Team Brosmit took on the Shropshire Way 80k and even experinced Storm Kathleen while completing the challenge. Their almighty fundraiser wasnt easy but they managed to raise over £700 for Beacon

For a long time it's been on Julie's bucket list to climb Snowdon, It was an early start as she set out at 1:00am in aid of Beacon.

Julie smashed her target and raised over £500 for Beacon, a charity close to her heart.





TOGETHER WE CAN SHINE A LIGHT ON SIGHT



“ I’m fundraising in aid of Beacon Centre for the Blind ”

What?



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SHOW YOUR SUPPORT FOR THE 42,770 PEOPLE SET TO BE LIVING WITH SIGHT LOSS IN THE BLACK COUNTRY BY 2032



Find out how your support can make a difference





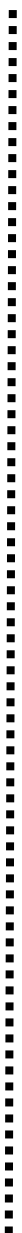
COLLECTION TIN WRAP

SUPPORT MY FUNDRAISER

In Aid Of



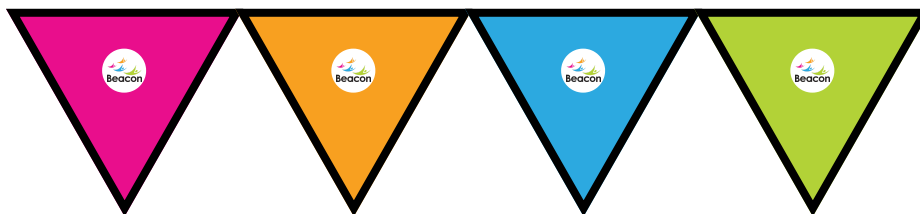
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Charity Number 216092

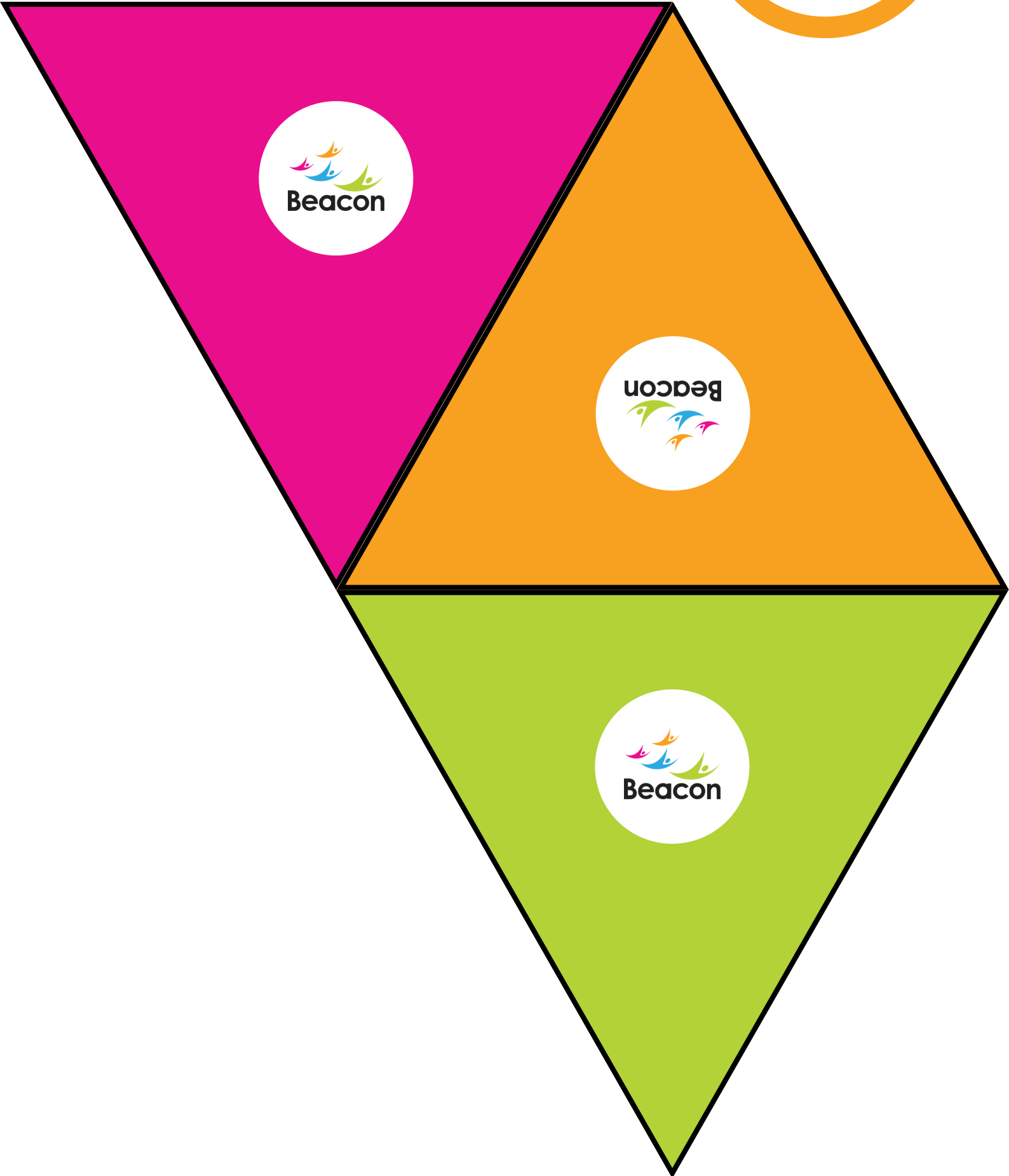


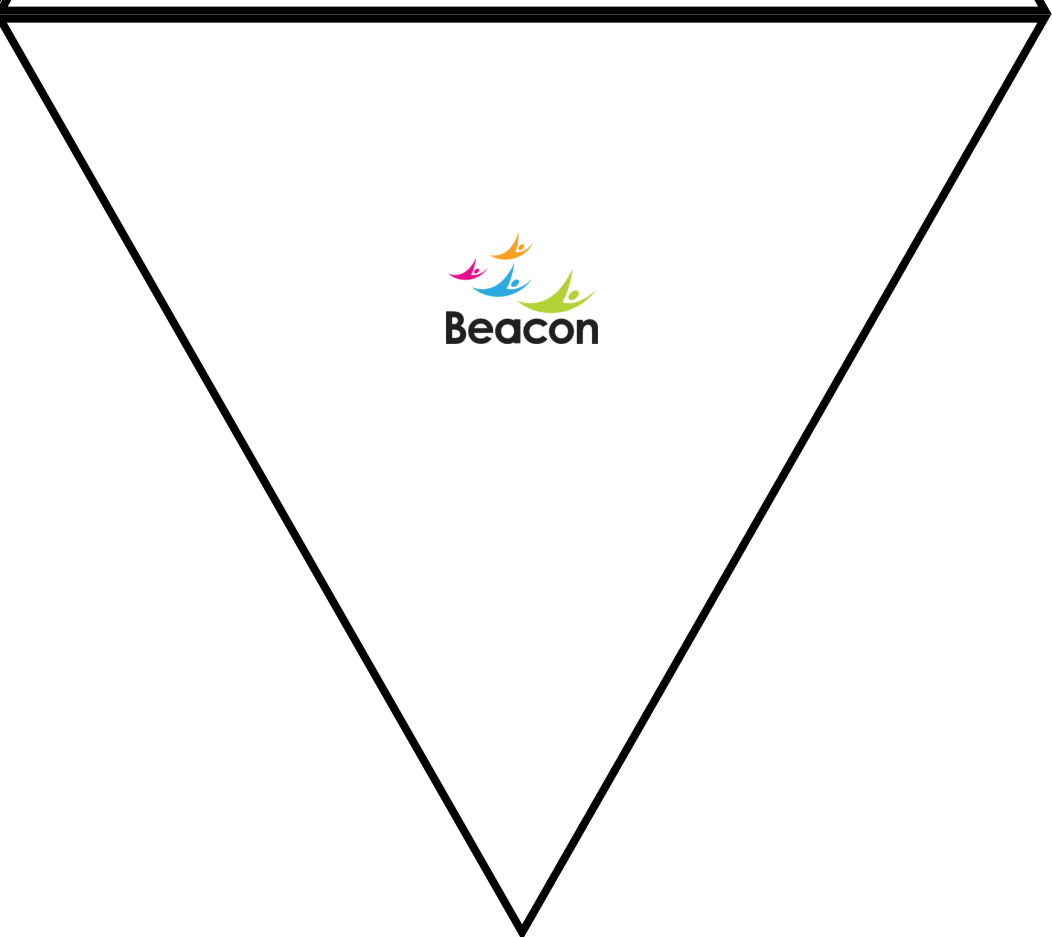
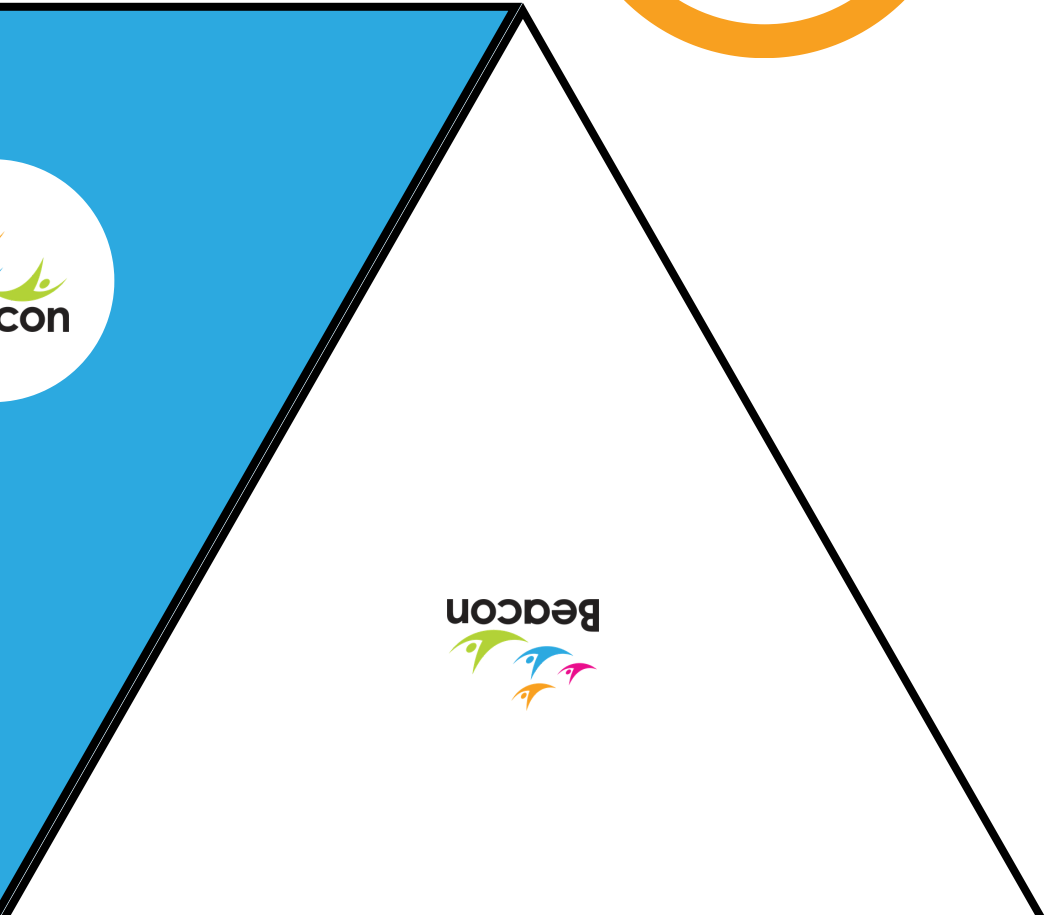
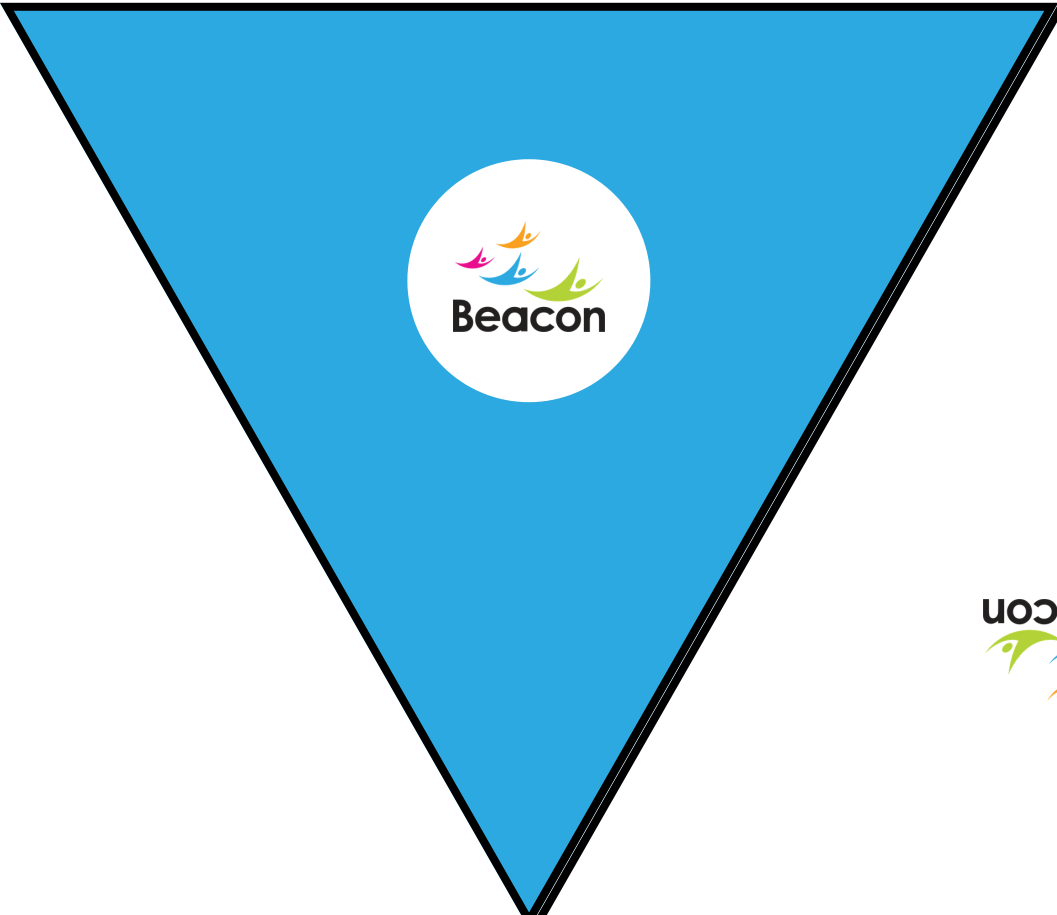
IT'S NOT A PARTY WITHOUT BUNTING!

How to make your own bunting

- 1 Print the party bunting template, each A4 sheet makes three bunting templates so print as many as you need.
- 2 Cut the triangles out.
- 3 Make two holes at the top corners of each triangle.
- 4 Thread a piece of string through the holes.
- 5 Repeat for each triangle to create your bunting.









LET'S TALK MONEY

Now that you've done all the hard work raising money, you can pay in the funds you've raised through various ways.



Online

Bank the money you raised and make a donation via our website:
www.beaconvision.org



Cheque

Send a cheque to: **Beacon Centre for the Blind,
Wolverhampton Road East, Wolverhampton, WV4 6AZ**

(cheque made payable to Beacon Centre for the Blind)

Please don't forget to provide your contact details along with the cheque



By Phone

Call the Fundraising Team on **01902 880111** we are happy to process your donation over the phone or discuss alternative banking methods that suit you



BACS

You can pay money straight into our account using online banking:

Sort Code: 560069

Account Number: 38276917

Please don't forget to reference your donation with your fundraiser details when making the payment. This helps us track and acknowledge your amazing efforts.





THANK YOU FOR BEING A PART OF BEACON'S LEGACY

“

I found it really beneficial to know what services are available at Beacon. I found it a big help just to be able to talk to someone about my sight loss and to meet others in my situation and learn how they coped was a real help.

Beacon Member

“

Blinded by the light but so desperate to see. Often saddened by living life in the shadows of who I used to be. Searching for equality in a society where my sight loss often defines me.

Beacon Member

”



Lisa Cowley

“Join us on our mission to help people live well with sight loss. Your support is crucial in providing essential services, resources and hope to the visually impaired community. Together we can help individuals regain their confidence and quality of life. Be a part of our journey and help us create a brighter future for everyone living with sight loss. Your generosity and commitment will make all the difference.”

Lisa Cowley CEO

“

The Support I have received has been excellent and the team at Beacon are always happy to go the extra mile for you. Attending the Beacon has helped me gain more confidence and independence and with support helped me gain back some skills that will help me get back to work and live a better life. I can't thank the team there enough for the help they have provided for me.

- Beacon Member



THANK YOU

We so appreciate everyone who is able to support Beacon. Your dedication and thoughtfulness mean the world to us.

Please continue to think of Beacon, as we need your help more than ever to provide the services and care that people rely on. Here are some other simple ways that you can support Beacon.

Volunteering at Beacon Please get in touch, there are lots of opportunities available, from our befriending service to volunteering in one of our seven charity shops. For more information about volunteering, please contact our team at people@beaconvision.org

Donate your unwanted Items by visiting one of our charity shops where we are happy to accept them. Don't forget to opt in for Gift Aid if you are eligible as it makes your donation go even further.

Join our Mailing List by emailing supportus@beaconvision.org to stay informed about our upcoming events and campaigns and find out how you can get involved.

