



**SIGHT SUPPORT  
CALDERDALE**

# **Fundraising Pack**

**We are delighted that you are considering Sight Support Calderdale as your fundraising recipient.**

**Your fundraising efforts will help us to continue to support those living with sight loss in Calderdale and the surrounding areas by:**

**Enabling us to reduce isolation by strengthening social networks through groups and activities.**

**Increase independence by accessing our Sight Centre which offers adaptive technology, daily living aids and equipment.**

**Increase awareness of sight loss by providing information and collaborating with partner organisations.**

**Our staff are specially trained and able to offer practical and emotional support to those adjusting to or living with sight loss.**

# Jackie's Story

Jackie had difficulties from a young age. She struggled to read and faced challenges at school.

She didn't let this hold her back and found herself a role she loved in the local hospital. Jacky's sight deteriorated significantly until she reluctantly gave up her position. This was a very difficult time for Jackie and she struggled to adjust.

Jackie received statutory support from the Rehabilitation Team who provided long cane training, an assessment of her home and sign posted Jackie to Sight Support Calderdale, formally known as Halifax Society for the Blind.

Jackie was apprehensive about coming along as she was not ready to acknowledge her new situation but she reluctantly agreed and it turned out to be one of the best decisions she ever made. Jackie has made a whole host of new friends, received advice and guidance around daily living aids and technology. Jackie is now one of our amazing volunteers which has boosted her confidence and allowed her to shine again.



## Fundraising Support

Planning a fundraising event can be daunting. We hope to ease the workload by providing you with a simple checklist to help you get started.

### Planning and Preparation

#### **Define Objectives**

Clearly state what you aim to achieve

#### **Set a Budget**

Determine all potential costs and establish a fundraising goal that covers expenses and ideally exceeds them

#### **Choose a venue**

Consider factors like accessibility, capacity and ambience when choosing a venue.

#### **Pick a Fundraising Method**

There are a lot of options available and we have some suggestions on the next page.

#### **Secure Sponsors**

Approach local businesses for potential sponsorship or providing prizes

#### **Develop a Marketing Plan**

Promote the event through social media, local media and other relevant channels to reach your target audience

#### **Plan Logistics**

Coordinate details like catering, entertainment, decorations and necessary permits

## Event Day Execution



### Welcome Guests

Ensure a welcoming atmosphere



### Manage Activities

Keep the event running on schedule and ensure all planned activities are executed effectively



### Handle Donations

Make it easy for attendees to donate through various methods



### Engage Sponsors

Acknowledge sponsors and provide them with opportunities showcase their involvement

## Post Event Follow Up



### Thanks

Remember to thank attendees and sponsors



### Share Results

Publicly announce the events success

# Fundraising Ideas

Are you willing and ready to fundraise for us but unsure what fundraising activity you should organise? Whether you want to start small or aim big, we some ideas for you!

## Team Fundraising Ideas

- Non Uniform/ Dress Down Days
- Coffee Morning
- Walking Challenge
- Car Wash
- Fun Run
- Talent Show
- Charity Pub Crawl
- Quizzes
- Race Night



## Extreme Fundraising Ideas

- Skydive
- 3 Peaks
- Tough Mudder
- Marathon
- Cycle rides



## Traditional Fundraising Ideas

- Bake Sale
- Book Sale
- Skill based Workshop
- Pledge Challenges



# Donation!

The final stage of your fundraising journey is getting the money to the charity. This can be done in several ways.

## Online

If you have chosen to raise money for us through JustGiving, then there is no need to worry. All of your donations are automatically sent to us.

## Face to face

Call into our office at 7 Southgate, Halifax, HX1 1DL. You can bring cash or a cheque in to donate. We would love to see you!

## Bank Transfer

If you would like to donate via bank transfer, please call the office on 01422 352383 for the details.

Alternatively, you can email us on  
[info@halifaxblindsociety.org.uk](mailto:info@halifaxblindsociety.org.uk)

However you choose to get your donation to us, we definitely want to be able to thank you for all your efforts so please do not forget to send us your details.