



Fundraising for

Sightsavers Ireland

Tips, tools and **inspiration**
to help you get started



Sightsavers



Thank you!

We're overjoyed that you've chosen to fundraise for us, and we want to support you all the way.

This pack contains helpful advice, useful tips and essential materials to help you plan your fundraising. If there's anything else you need, or anything we can do to help, check out our fundraising pages at www.sightsavers.ie/fundraise or email us at info@sightsavers.ie

It doesn't matter what you choose to do or how much you raise. What matters is that you want to make a difference. Whatever you raise will help restore sight, empower people with disabilities and change lives around the world.

Thank you, good luck and happy fundraising!

Fundraising impact

With your support, we've helped provide more than **5 million** sight-saving cataract operations since 2003

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Why fundraise for us?

You're doing something amazing

We prevent avoidable blindness in some of the poorest parts of the world and promote equal opportunities for people with disabilities. It is people like you who help us make a difference.

€38

could help pay for an adult cataract surgery

€111

could help pay for an advanced trachoma operation

€368

could provide a year's inclusive education for two students

€82

could help treat or protect a community of 400 people against trachoma

€324

could help pay for three children to have cataract surgery

€2,000

could help to provide a motorbike so health workers can travel to remote areas



Lovemore's life-changing story

Nine-year-old Lovemore lives in a remote village in Zambia with his grandmother. But he was struggling to focus and constantly squinting: he suffered with headaches and became withdrawn and isolated. Eventually, his sight got so bad that he couldn't play with his friends or walk without help. Thanks to Sightsavers, Lovemore had sight-restoring cataract surgery, and can now play with his friends and go to school. Your support can help thousands of children like Lovemore.

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How to organise your charity event in three easy steps

Step 1: Choose a fundraising idea

Calling all crafters, walkers, bakers, knitters, swimmers, singers and anyone else in between! Whether you're going it alone or joining forces with friends, family or colleagues, everyone has something they love doing that could raise money for Sightsavers. Here's some inspiration to get you started.

At work

Show off your singing skills at a karaoke event, or channel your inner superhero at a fancy dress day. Alternatively, organise an office sweepstake based on a sports event or a reality TV show, or host a quiz to see which colleagues are the smartest!

If your business is interested in supporting Sightsavers' work at a substantial level, please contact info@sightsavers.ie.

With friends

Organise a coffee morning and ask friends to donate in exchange for a slice of your classic sponge cake. Or why not hold a raffle and ask shops to donate prizes?

Outdoors

Grab your trainers for a sponsored walk, run or cycle ride, or dust off the bunting and organise a street party: ask your neighbours to donate food or drinks to sell.

Don't want to organise your own event?

Want to join an existing event? Visit www.sightsavers.ie/fundraise for a list of existing events to take part in.



Step 2: Decide how to collect money

Your money makes a vital difference. Make sure the money you raise for Sightsavers gets to us as quickly as possible, so we can use it where it's needed most. Here's how...

Pay in online via our website

If you've received cash or contributions to your own bank account, email us at info@sightsavers.ie to see how we can help.

Cash donations

If you've received cash donations during your fundraising, email us at info@sightsavers.ie or call **(0)1 663 7666** to find out how to send them to us.

Pay in via your online fundraising page

If you've set up an online fundraising page but have received cash or contributions to your own bank account, you can pay these in via your online fundraising page: just make the donation to your page as if you're making a donation to yourself.



Keeping in touch

We'll contact you from time to time using the details you provide, but we'll never sell or share your data. If you'd rather not hear from us, let us know by emailing info@sightsavers.ie or calling **(0)1 663 7666**. To read more about how we use the data we collect, see www.sightsavers.ie/terms-and-conditions/supporter-promise-and-privacy-policy/

Step 3: Promoting your event

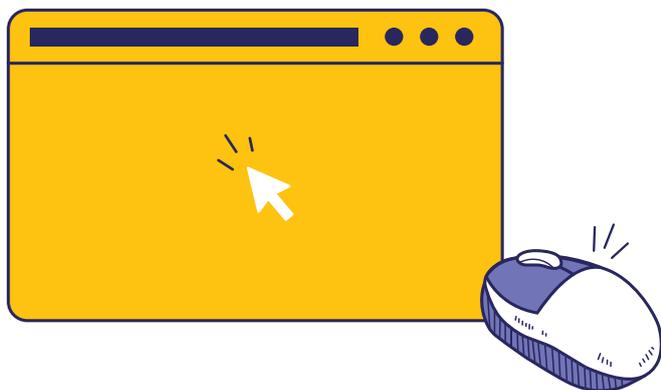


Once you've chosen what to do, you'll need to spread the word to make your fundraising as easy and effective as possible. Got any questions? Email info@sightsavers.ie and we'll do our best to help.

Online fundraising

Using an online giving page is a simple way to collect donations: friends, family and colleagues can donate directly. You can use the **Enthuse** online fundraising platform: just select Sightsavers as your charity of choice.

1. Go to <https://sightsaversie.enthuse.com> and select 'Fundraise for us'.
2. When you create a page, upload a profile picture to make it feel more personal.
3. Add a description about the event, then explain why you're supporting Sightsavers. For more information on our work, see www.sightsavers.ie/about-us
4. Add an event date to boost donations leading up to the event.
5. Post regular updates about your training and fundraising.
6. Set a fundraising target to help you track your progress.



Social media

Sharing your online giving page on social media is a great way to tell potential sponsors about your fundraising. You can also follow Sightsavers' accounts and tag us in your posts. We'd love to interact with you, which could help you gain extra exposure.

See page 9 of this pack to read more.

 Facebook @SightsaversIreland

 Twitter @SightsaversIE

 Instagram @sightsaversie

 LinkedIn @SightsaversIreland

Local news coverage

Send a press release to your local newspaper for a chance to be featured online or in print. Want to contact local news stations for a chance to feature your challenge online or in print? Contact us on info@sightsavers.ie and we'll help you draft your press release.

Fundraising impact

In 2022, we examined

8.79 million

people for a range of eye conditions

Fundraising impact

19,700 children with disabilities were supported in school in 2021

Branded merchandise

There are lots of eye-catching ways to spread the word, from branded T-shirts and baseball caps to collection boxes, stickers and flyers. We can provide many of these items for free, subject to availability. Please email info@sightsavers.ie

If you need any more printed literature, such as larger posters or leaflets, email info@sightsavers.ie

Items we offer

- T-shirts (sizes: S, M, L and XL)
- Running vests (sizes: S, M, L and XL)
- Beanie hats
- Pens
- Pins
- Posters (print at home, or order printed copies)



Meet one of our fundraisers

Owen Campbell is a business owner based in Limerick. He took part in the First Light for Sight Arctic Challenge in January 2023, hiking across Norway to watch the first sunrise of the year, and raised more than €10,000.

He said: **“When I was fundraising, a lot of people already knew about Sightsavers Ireland. Family and friends were a great support. I found the adventure brilliant and life-changing. I was running on adrenaline the entire time. It’s only when looking back that I realise how extreme the environment was. I would go back there tomorrow if I could!”**

Essential info

We want you to enjoy your fundraising experience, which includes making sure everything is safe and above board. Questions? Email info@sightsavers.ie

Health and safety

Your safety, and that of others, is paramount. Use common sense: follow the advice of equipment manufacturers and facility managers. If you're holding an event at work, ask your HR department for guidance.

Insurance

Make sure any venue or gear you hire has public liability insurance (often included in the hire price). For some events, you may need insurance to protect you against claims for injury or property damage.

Food hygiene

Cooking or baking to raise funds? Take great care when handling food for public consumption and follow the rules for safe preparation, storage, display and cooking. For details, see www.bordbia.ie

Raffles and prize draws

A raffle can be a great way to raise money, although there are strict rules governing raffles, lotteries and prize draws. For details, visit www.gov.ie and familiarise yourself with the Gaming and Lotteries Act 1956, or email info@sightsavers.ie

Alcohol and public entertainment

If your event involves selling alcohol, playing live or recorded music, dancing, screening a film or showing a sporting event, you may need a licence. Contact your local council or Garda station, if needed.

Collecting money

You don't need permission to collect donations using money boxes in private venues, but you'll need to ask whoever owns the premises (a local supermarket or pub, for example). When carrying cash around, keep it in a lockable box. For large amounts, have someone accompany you.

Data protection

Don't keep information about your sponsors for longer than you need to, and never share data about someone without their permission. Read more about how we use the data we collect at sightsavers.ie/privacypolicy

Fundraising tips for social media

We recommend the following tips for boosting your fundraising efforts and letting people know what you're doing to raise money for Sightsavers Ireland.

- Write posts to tell your followers what you're doing for Sightsavers, and why
- Share a link to your online fundraising page on your social media accounts
- Tag the official Sightsavers social media accounts in your posts
- Communicate with people outside of your followers by using a hashtag. Make hashtags relevant and always use your local area (such as #Dublin)
- If you're hosting an event, create an event on Facebook to invite friends and followers
- Follow relevant people, local businesses and important people in your community. If they follow you back, it might open up new opportunities for help with your fundraising for Sightsavers
- Post photos of your training or event prep, the event itself and fundraising efforts to social media – don't forget to wear your Sightsavers merchandise for your photos!



Request these by email: contact info@sightsavers.ie

