



# Fundraising guide



Registered with  
**FUNDRAISING  
REGULATOR**

**Macular Society**  
Let's Beat Macular Disease

# “There is only one way to Beat Macular Disease for good.”

Every day, around 300 people are diagnosed with macular disease. It's the biggest cause of sight loss in the UK.

Macular disease is cruel and isolating. It steals your sight, your independence, and your ability to do the things you love.

It can affect people of any age — even children — but not enough is known about why, and there is still no cure.

There is only one way to Beat Macular Disease for good. We must fund much more research now, until we find a cure, or find treatments that stop it in its tracks.

I hope that this fundraising guide gives you all of the tools that you need to join us and help Beat Macular Disease.

Together we can fund the research that will find the cure. Together we can make sure the next generation won't have their sight, confidence, and love of life stolen from them by macular disease.

Thank you.



**Cathy Yelf**  
Chief Executive



## How it works



### Think of an idea

See pages 3-5 for some examples



### Spread the word

See page 7 for useful information



### Plan your event

We can help you with practicalities and tips



### Get FUNdraising

Enjoy every second!



### Pay in your money

See pages 9-10 for ways you can do this



## Tea for MD



Everyone loves a get together over a cuppa and a piece of cake, so why not raise money with a 'Tea for MD' party? You can raise money by selling tickets to your party, selling the cakes, holding a raffle and playing a 'guess the weight of the cake' game.

**Top tips:** You may need tables and chairs, lots of cakes to sell, tea and coffee supplies, cutlery, napkins and plates. Don't forget to share out the responsibilities with your friends!

**We can help with:** A Tea for MD guide with useful hints and tips on getting started, promoting your event, fundraising and keeping things safe, and ideas and fundraising materials.

Find out more at [macularsociety.org/tea-md](https://macularsociety.org/tea-md)



## Wear yellow

Could you get your club or workplace to Wear Yellow for a day and make a donation? You could even combine your Wear Yellow day with a bake sale or a raffle.

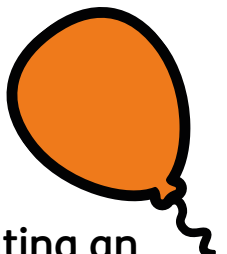
**Top tips:** Don't forget to get permission from your employers and ask whether they will match your funds to double your fundraising!

**We can help with:** Posters to publicise your event, and colourful items to promote your day.

Find out more at [macularsociety.org/wear-yellow](https://macularsociety.org/wear-yellow)



## Donations in celebration



Whether you are getting married, having a birthday or celebrating an anniversary, you can share your happy time and support others by inviting friends to make a donation instead.

**Top tips:** A party requires lots of planning, so get started early. You might want to set up a JustGiving page and share the link with all your guests.

**We can help with:** Place cards and donation envelopes.

Find out more at [macularsociety.org/organise-celebration](https://macularsociety.org/organise-celebration)



## Eye ball

If you are thinking of organising an evening event, this could be the idea for you. Make it as large or small as you like – there are lots of ways to raise funds.

**Top tips:** Decide on the size of your Eye Ball event, and decide whether you will sell tickets or just invite friends. Think about a theme — will it be formal or fun, evening dress or fancy dress? Then choose and book your venue! You might also include fundraising games, or a casino, to boost your income.

**We can help with:** Posters and publicity.

Find out more at [macularsociety.org/eye-ball](https://macularsociety.org/eye-ball)



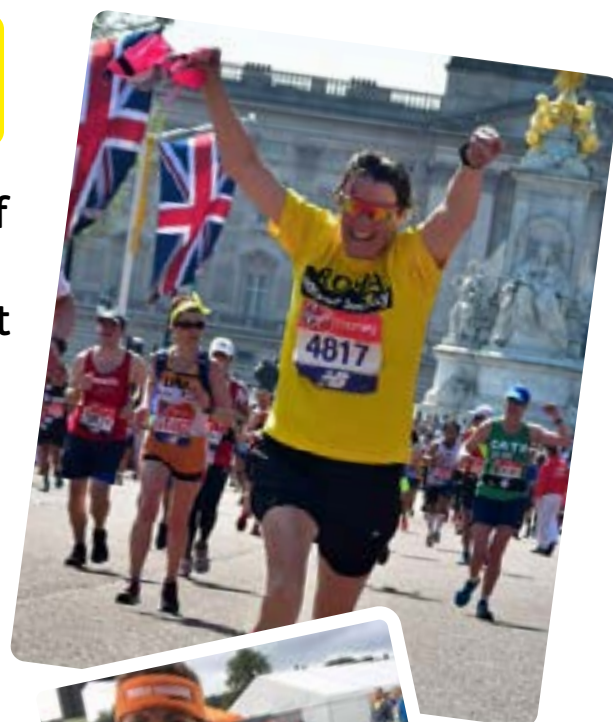


## Challenge events

You can join **Team Macular** in a variety of events — runs, cycles, walks and swims. Whatever your challenge, we can support you with a running vest or t-shirt and a special sports fundraising pack.

Or you can take part from the comfort of your own gym by joining one of our Virtual Challenges.

For more information, please contact [community@macularsociety.org](mailto:community@macularsociety.org), call **01264 321 964** or visit [macularsociety.org/challenge-events](https://macularsociety.org/challenge-events)



## Something else?

Our supporters have taken part in a variety of events, including golf days, quiz nights, pizza parties, bake sales, race nights, curry evenings, auctions, street parties, car boot sales and Monopoly challenges!

Whatever you choose to do, please read on for advice on planning, publicity, fundraising and how to pay in your hard-earned funds.

Find out more at [macularsociety.org/inspiring-ideas](https://macularsociety.org/inspiring-ideas)

## Boost your fundraising

### Fundraising online

Setting up an online fundraising page is very quick and easy to do. Just make sure you click to say you are raising funds for the Macular Society, then email the link to all your friends, family and colleagues for donations! Your page will record all of your sponsorship and the money raised will be sent directly to us. We recommend Just Giving ([justgiving.com](https://justgiving.com)) as the simplest platform to use, but you can also use Virgin Money Giving ([uk.virginmoneygiving.com/giving](https://uk.virginmoneygiving.com/giving)).

You'll be amazed at how supportive and generous people can be. You can add photos and updates and share your motivations for supporting the Macular Society. Are you fundraising with someone in mind or in memory of a family member? Spark people's emotions and they're more likely to donate.

### Offline sponsorship

You can also use paper sponsor forms for anyone who does not want to sponsor you online. Ask someone generous to be the first sponsor to encourage others, and carry your forms with you — you never know when you might meet a potential sponsor. You will find a sponsor form enclosed but please ask us for more copies.

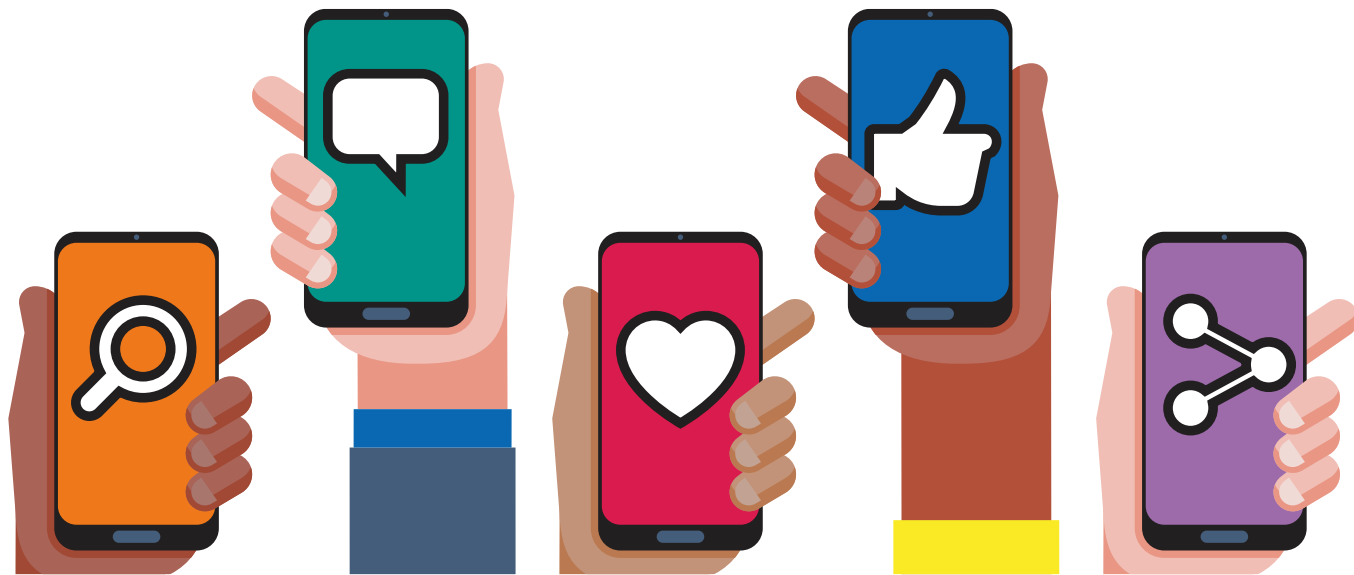
### We love Gift Aid

The government allows the Macular Society to claim an extra 25p for every £1 donated by UK tax payers but only if your supporters fill in the Gift Aid section of the sponsorship form, or tick the right boxes if they are donating online. Supporters need to provide their full name, home address and postcode for us to be able to claim this.

*giftaid it*

## Promote your fundraising event

Getting in touch with your local newspaper, radio station or 'what's on' guide is a great way to get publicity, especially if you can supply a photo. Also, putting up posters about your fundraising event on notice boards in your local community may raise the profile of your event.



### Social media

Don't forget to use social media to let everyone know what you are doing. It's free and it really works! Share your online fundraising page if you have one. Post messages each week to let people know how your preparations are going (or your training if you are doing a sporting event). Share your photos and, if you tag us, we will share them too.

### Logo and posters

We are happy for you to use our name and logo, so please contact us to ask about this. We also have template posters for you to fill in with your own event details. Make sure you publicise your event well ahead of time.

### Company support

See if your company will match-fund your fundraising. It's an easy way to double your fundraising and make the challenge even more motivating for you and your supporters.

## The legal bits

It's your responsibility to make sure that your event is safe and legal. The Macular Society cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of your fundraising activity. However, don't let the red tape put you off. Just make a list and tick off the tasks as you go. Here are a few things to consider.

### Insurance

You may need to check that you have sufficient insurance. This may be covered by the venue, or your own personal insurance if the event is in your home, but you must check well in advance.

### Health and safety

Make sure that safety precautions are taken and you have a first aid kit on site. If you are organising a large event, please contact your local St John Ambulance who can help you decide what and who you will need at the event. Visit [hse.gov.uk](https://www.hse.gov.uk) for more information. It may be helpful for you to complete a risk assessment before organising your event — please download a sample to get started.

### Licences

If you are holding a collection in a public place you will need to obtain permission from your local authority, and a collection in a supermarket will require the store manager's permission. All collectors must be over the age of 16. You will also need to obtain permission from your local authority if you are planning to sell alcohol or have entertainment (if your venue does not already have a licence).

### Food and drink

If you plan to have food and drink at your event, you must make sure that food is prepared safely. Check [food.gov.uk](https://www.food.gov.uk) for information. Be sure to specify if your food contains ingredients people may be allergic to.



## Raffles

A simple raffle (for example using cloakroom tickets where tickets are sold and drawn on the same day) does not need a licence. However, if you are selling tickets in advance (for example with specially printed tickets) then please check the regulations governing this at [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)

## Data protection

We all need to comply with the Data Protection Act 2018. Please do not store details of individuals for longer than necessary, and keep any details secure and private. Do not pass personal details on to third parties.

## Disabled access

Don't forget to plan for disabled access and facilities.

## How to pay in your money

Please make sure that another person is present when you are counting money, and we kindly ask that you pay in all your event money to us within four weeks of your event.

## Online

If your supporters have donated using your online fundraising page, the money is automatically transferred to the Macular Society. It's safe and secure.

## The Donate button on our website

The easiest way to pay in any offline funds is to go to the Donate button on our website and follow the instructions. Please add details of your event in the text box so that we can connect your donation to your event. Don't forget that you need to send us any sponsorship forms (preferably in one batch) so that we can claim any gift aid.

## Cheques

Please make your cheque out to 'Macular Society' and send it to the address below. If you have multiple cheques please send them together (and any sponsorship forms if you have been using them).

FAO Community & Events Team  
Macular Society, PO Box 1870, Andover SP10 9AD

## Bank transfer

You can pay in your money directly to our bank account. However, please use the reference C&E then your name (eg C&EJaneSmith), otherwise we will not know who the money is from! Also, please send us any sponsorship forms with a note, if you have been using them.

**Account Name: Macular Society**  
**Account Number: 60869090**  
**Sort Code: 20-46-73**

## Telephone

We are able to take credit/debit card donations over the phone. Please give us a call on **01264 350 551** and don't forget to tell us you have raised your funds through an event.





## Send us your pictures!

We love to see photos from all of your fundraising events around the country, no matter how big or small. Thank you for all of your fantastic efforts in joining us to Beat Macular Disease.

**If you would like any more information, please email [community@macularsociety.org](mailto:community@macularsociety.org) or call 01264 560 222.**



**Macular Society, PO Box 1870, Andover SP10 9AD**  
**Advice and Information Service 0300 3030 111 [macularsociety.org](http://macularsociety.org)**

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