

2026-2028

Fundraising guide



Registered with
**FUNDRAISING
REGULATOR**

Macular Society
Let's Beat Macular Disease

Thank you for joining our fundraising community. Together we will Beat Macular Disease.

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 - including children - but not enough is known about why, and there is still no cure.

But together, we will Beat Macular Disease. Together we will continue to transform the lives of people with macular disease by providing them with the best advice and support. Together we will fund much more research until we find a cure for macular disease or discover treatments that stop it in its tracks.

By joining our fundraising community, you're playing a selfless and heroic part in the fight to Beat Macular Disease. Whatever you choose to undertake, be it a sporting challenge, opening your garden to the public or holding a bake sale, it's wonderful that you're giving your time and energy to help people with macular disease. I hope this fundraising guide provides you with all the tools and ideas you might need.

Together, we will make sure the next generation doesn't have their sight, confidence, and love of life stolen from them.
Together we will Beat Macular Disease.

Thank you - and wishing all the very best in your fundraising endeavours.



Ed Holloway
Chief executive, Macular Society



Fundraising ideas to get you started



Catch-up with Cake!

Whatever the season, who doesn't enjoy a catch-up over a cuppa and a delicious slice of cake? Whether you love to bake or you love to buy cake, you can fund sight-saving research and life-changing support for people with macular disease by organising a Catch-up with Cake!

Find out more and discover mouthwatering recipes at macularsociety.org/cake or call Susie on 01264 560 249.

Fun Night In

Do you love spending a Fun Night In with friends and family? Why not turn it into something even more meaningful – and raise money to fund vital research and support for people with macular disease?

Whether it's karaoke, quizzes, games, crafts, or movie marathons, your Fun Night In will make a significant impact. Every pound you raise funds groundbreaking research, provides essential support services, and brings a cure closer for every person diagnosed.

Find out more macularsociety.org/nightin or call Susie on 01264 560 249.



Donations in celebration

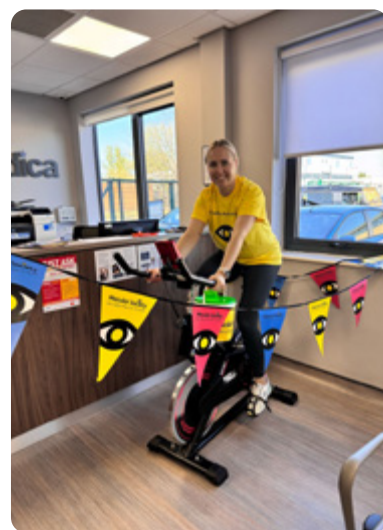
Are you planning a birthday, wedding, retirement, Christmas, or anniversary party? Dedicate your celebration to Beating Macular Disease and you'll enjoy your special day knowing you're making a difference. Your gifts will fund research to find a cure for macular disease and support people living with it now.

You can ask us for materials to help you plan your upcoming celebration, or alternatively you can simply ask your friends and family to donate directly on our website. Find out more at **macularsociety.org/celebrations**, email **community@macularsociety.org** or call Susie on 01264 560 249.



Step Around the World (...from home)

Step out to Beat Macular Disease with a step challenge to suit you - in your own time, at your own pace, at home or perhaps in your local community or workplace. Your Step Around the World (...from home) challenge is really simple to do. And for every 'step' you're sponsored for (walking, running, cycling or swimming), together we're moving a step closer to Beating Macular Disease. 'Travel' wherever and whenever you choose to complete your step challenge. We've even got a Macular Society 'passport' and stickers for you to log your step challenges!

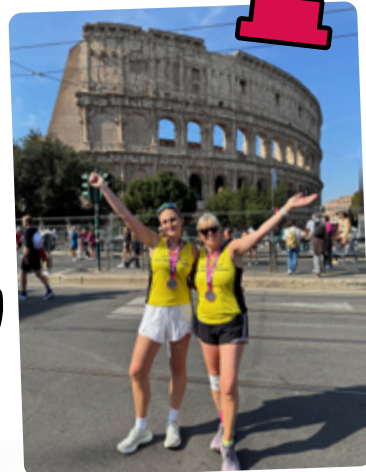


Find out more at **macularsociety.org/step**, email **community@macularsociety.org** or call Tricia on 01264 560 194 or Debbie on 01264 321 964.

Challenge events

Up for a sporting challenge to raise funds to Beat Macular Disease? You can join **#TeamMacular** 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 sports fundraising pack. We have places in major sporting events around the country, or you could use your own place in an event to fundraise.

Find out more at macularsociety.org/challenges, email community@macularsociety.org or call Debbie on 01264 321 964 or Tricia on 01264 560 194.



Inspiring ideas

Need some more fundraising inspiration? You could try one of these:

Swishing Party

Update your wardrobe and raise money to Beat Macular Disease at the same time. Hold a clothes and accessories sale where half the price of the clothes goes back to the original owner, and the other half to help Beat Macular Disease. This is a lovely way to recycle and raise funds at the same time.



Quizzine

If you love a quiz and love food, then this is for you! Get the evening started with supper and then host an entertaining quiz with a donation to take part.



Especially for gardeners



Show off your hard work with a garden or allotment party. Open your garden to paying visitors, or sell your surplus fruit, vegetables, plants and seeds.



Make it for Macular

Whatever your crafty or baking talent, you can help Beat Macular Disease by selling your work. One of our members has raised more than £3,000 by making and selling beautiful knitted highland cattle and sheep doorstops!

Wear Yellow Day

Could you persuade 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 raffle.



Eye Ball

Have you ever thought of organising an Eye Ball? It could be formal or fun, large or small, evening dress or even fancy dress! You could also include a raffle or a casino to boost the amount of money you raise. We have posters and bunting, and we can help with publicity for your Eye Ball. We'd be happy to offer you advice on raffles, licences and other regulations, if needed.



Or what about a golf day, a pizza party, a race night, a curry event, an auction, a street party or a car boot sale? There are so many ways to raise funds to Beat Macular Disease!

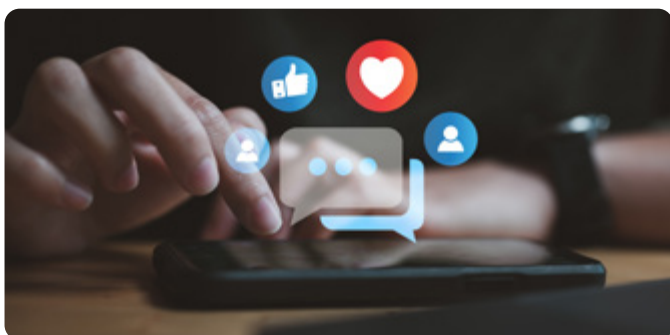
We can give you Macular Society labels to price up your clothes, garden produce, or craft goods; various template posters; and bunting for larger events. Find out more at macularsociety.org/inspiring-ideas, email community@macularsociety.org or call Susie on 01264 560 249.

How can I spread the word?

We recommend publicising your event well ahead of time through your local newspaper, posters, radio station or 'what's on' guide. Personal stories inspire donations and help people to understand the impact of supporting macular research and support services, particularly if you have a visual impairment yourself.

You're welcome to use our name and logo – please do give us a call to ask about this. We also have template posters for you to fill in with your own event details.

Remember you can use social media to let everyone know about your fundraising; sharing your online fundraising page if you have one and posting regular updates. For sporting events, you could link your fundraising page to your Strava or preferred fitness app. Let people know your progress in real time because it's motivating for them and you!



How do I raise money?

Whether you're fundraising on your own or with friends and family, or as part of a club or workplace, we're so grateful for your support. You're making it possible for more research to be funded to find a cure for macular disease and keeping our support services running for every person who needs them. When you fundraise for the Macular Society, you're Beating Macular Disease for every person diagnosed. Thank you so much.

Setting up an online fundraising page is quite straightforward, and you'll be amazed by how supportive and generous people can be. Using a platform such as [justgiving.com/macularsociety](https://www.justgiving.com/macularsociety), you can then send the link to family, friends and colleagues. They can donate without you having to collect funds yourself. And why not create a WhatsApp family and friends group especially for your event?

Keep sharing your page to give people every chance to support you. You could also use the other ideas in this guide to top up your fundraising.

Top tip: see if your company will match-fund your donation. It's an easy way to double your fundraising!

The legal bits

Whether you decide to collect cash, sell goods, or sell tickets, please read through the following when planning your event.

It's your responsibility to make sure that your event is safe and legal. But don't let the red tape put you off! We recommend making a list and ticking off the tasks as you go. Here are a few things to consider:

Insurance

Unless you are one of our Macular Society Support Groups, 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. 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 should check well in advance.

Health and safety

Make sure that safety precautions are taken and think about whether you need a first aid kit on site. Visit [hse.gov.uk](https://www.hse.gov.uk) for more information. If you're organising a large event, please contact

your local St John Ambulance for advice. It may be helpful for you to complete a risk assessment before organising your event – we can send you a sample form to get you started.

Licences

If you're holding a collection in a public place, such as a street, 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 your food's ingredients because many people have allergies.

Disabled access

Remember to plan for disabled access and facilities.

The legal bits (continued)

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're 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 legislation (see [gov.uk/data-protection](https://www.gov.uk/data-protection)). Everyone responsible for using personal data must follow strict rules called 'data protection principles'. This means when collecting anyone's personal data you must do so fairly, lawfully and transparently. You must also ensure that what you collect is kept accurate and up to date, used only for the specific purpose it was collected for, not passed on to third parties, not kept longer than necessary, and stored securely.

How to pay in your money

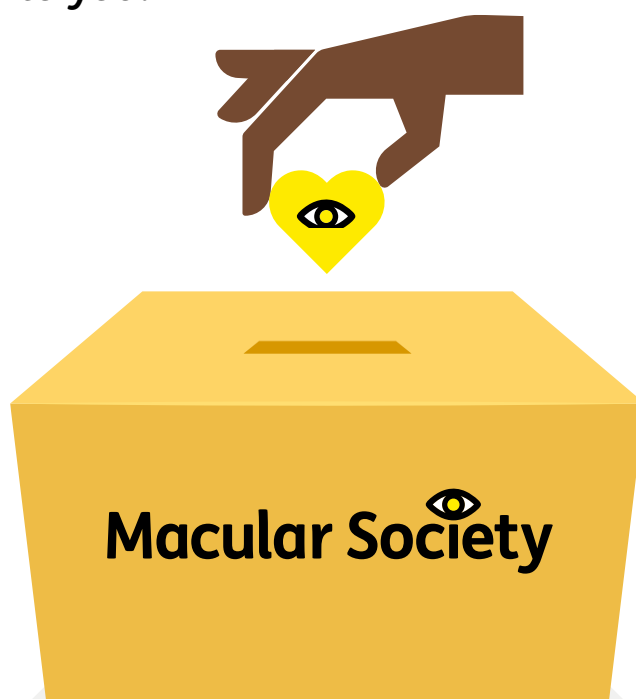
Thank you for fundraising to Beat Macular Disease. We kindly ask that you pay in all your fundraised money to us within four weeks of your event. Here are some ways you can do it:

Bank transfer

You can pay funds raised directly into our bank account:

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

Reference: Please contact us for this reference so that we can connect the fundraising donation to you.



Cheques

Please make your cheque payable to Macular Society and send it with a note from you about your event to:

**Community & Events Team
Macular Society
Crown Chambers
South Street
Andover SP10 2BN**

The 'donate' button on our website

Carefully follow the instructions to include all your details. Please tell us about your event in the text box so that we can connect your donation to your event. When you see three suggestions – Make a Single Donation, Make a Regular Donation, Pay in Fundraising – please choose the third option (**Pay in Fundraising**).



Telephone

Please call 01264 350 551 if you would like us to take a debit/credit card donation over the phone, but please explain that your donation is from your fundraising event, rather than a personal donation.

Gift Aid

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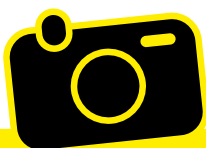
HMRC allows the Macular Society to claim an extra 25p for every £1 donated by UK taxpayers of their own money. We love Gift Aid, but there are various conditions linked to what we are allowed to claim, so please ask us about this.

Thank you so much!

Thank you for your fantastic efforts to Beat Macular Disease.

If you need any more information, please visit our website macularsociety.org, email us via community@macularsociety.org, or call us on 01264 321 964 or 01264 560 194.

We'd love to hear from you, and we're here to help!



We love to see photos from your fundraising events. We will always ask you to get permission from everyone in the photo that they're happy for us to use them. Do share your photos on your fundraising page/social media and, if you tag **@MacularSociety** and **@TeamMacular**, we'll share them too! We're on Instagram, Facebook, Bluesky and LinkedIn.



Macular Society

Let's Beat Macular Disease



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