

Let the fundraising begin!

Ideas and inspiration to help you change lives



★ ☆ ★ **Life Changers** ★ ☆ ★



**GUIDE
DOGS**

Why we need your help

Since 1931, our iconic guide dog service has transformed the lives of thousands of people living with sight loss, allowing them to be independent.

We rely on donations to continue our life-changing work. Every pound raised makes a difference to people in the UK living with sight loss.

It costs just under £55,000 to breed, train, and support one guide dog throughout its working life. That's why every penny you raise positively counts.



Our Vision



We will not rest until people who are blind and partially sighted can enjoy the same opportunities as everyone else.

Every hour another person in the UK goes blind. When someone loses their sight, the charity Guide Dogs is here to make sure they don't lose their freedom as well.



Meet Nathan



Would you believe that my eye condition originally started at the age of five with a pain in my knee? I was diagnosed with juvenile chronic arthritis. One day at school I couldn't make out what was on the board and I was scared. I was diagnosed with uveitis caused by the inflammation at the back of my knee moving to the back of my eye.

At 19 I was plunged into darkness. I was devastated

and felt so isolated. I didn't want my friends to think they had to be my carer so I hid away at home alone. I can't believe I've now got my independence back and am able to go on the train by myself. Not by myself exactly – with Hudson, my best friend: **Hudson is my guide dog and is the reason I am independent and free again, living a life and doing the things I want to do with my friends.**

**Living with sight loss is life changing,
but so is Guide Dogs!**



All you need to do is:

1

Pick a fundraiser



2

Plan your event



3

Have fun fundraising!



4

Bank your cash



5

Ta-da – you're a life changer!



It's people like you that make the difference!

From leads to lifelong partnerships, here are some examples of exactly what your fundraising for Guide Dogs can provide



£5

could support a working guide dog partnership for a day.



£25

could buy a white harness, the iconic symbol of a working guide dog.



£50

could buy an **Off to School Kit** for a puppy moving into its first stage of training – puppy walking with a volunteer.



£120

could buy a **Starter Kit** for a new guide dog owner, containing everything they need to start a life with their new guide dog.



Almost two million people in the UK are living with sight loss. By 2050 there could be nearly four million.



Coffee Mornings

Hosting a Coffee Morning is a great opportunity to catch up with friends and family over a cuppa and a slice of naughty cake! Not only will you have a tea-riffic time, but you will be raising money for a great cause.

Top Tip! Put your jam jar for donations in a prominent place and sell any leftover cake to your guests at the end.

You may need

- Tables and chairs
- Lots of cakes to sell
- Tea, coffee, milk, sugar, soft drinks, cutlery, napkins and plates
- Jam jar to collect donations



Raise some **cash** over a cuppa!



Quiz Nights

Organising a Quiz Night is easy, providing you have the correct answers and keep score on each round! Get a head start by visiting our website and downloading the quiz, including a special Guide Dogs round. You can charge per team and include beverages on the table. Alternatively you could ask your local pub to hold the quiz for you.

You may need

- Microphone and speaker system
- Tables and chairs
- Question and answer sheets
- Scoreboards
- Pens
- Prize for the winner
- Raffle book and prizes
- Jam jar to collect donations



Top Tip! Fine anyone who gets caught cheating on their mobile phones!





The Great Guide Dogs Tea Party

There is always time for a Great Guide Dogs Tea Party. Simply put the kettle on and serve delicious cakes and sandwiches to your friends. You can sell tickets to your party, hold a raffle, play guess the weight of the cake and sell any leftovers at the end.

If you would like to add balloons, bunting, a sweepstake and invitations to your Tea Party, then order our Great Guide Dogs Tea Party Kit! guidedogs.org.uk/fun4us

You may need

- Tables and chairs
- Lots of cakes to sell
- Tea, coffee, milk, sugar, soft drinks, cutlery, napkins and plates
- Jam jar to collect donations



Open Gardens

An Open Garden day is a fantastic way for your community to get together. This event allows admirers to wander around other people's colourful gardens and ask budding questions to the gardener. Each gardener can charge an entrance fee per person to view their garden. You can then collect their donations at the end of the event.

Make your Open Garden a winner by treating your guests to strawberries and cream.

Top Tip! Give your guests the chance to buy a piece of your garden by offering bedding plants for a donation.

You may need

- Street banners
- Posters
- Refreshments stall
- Suitable area for parking
- Jam jars to collect donations



Fundraising is a **piece of cake!**



Blooming **great idea!**





Chinese/Indian Nights

Meet with your favourite Chinese or Indian restaurant and ask them to hold an exclusive evening meal solely for Guide Dogs (usually a quiet night for them). Ask them to give you their best price per head for a buffet or 3 course meal.

For example you pay £5 per ticket, but you then charge £10 per ticket. You can sell tickets and invite friends, families, and local companies. You may want to hold a raffle as well.



You may need

- Jam jar to collect donations
- Raffle book and prizes
- Bunting - see our webpage [guidedogs.org.uk/fun4us](https://www.guidedogs.org.uk/fun4us)




Spice up your fundraising!



Pizza Party!

Get together with family and friends and host a Pizza Party at home. You can turn your kitchen into a pizza bar and ask guests to create their own pizza. You can either buy the bases or make your own!

Whilst the pizzas are cooking you can serve some sparkling bubbles or your favourite tippie.

Raising dough for Guide Dogs has never been so tasty!

Top Tip!

Turn your Pizza Party into a Pamper Party!

You may need

- Aprons
- Pizza ingredients and toppings
- Pizza cutters
- Drinks and salad
- Jam jar to collect donations




Eat pizza, **raise some dough!**



Bake Sale

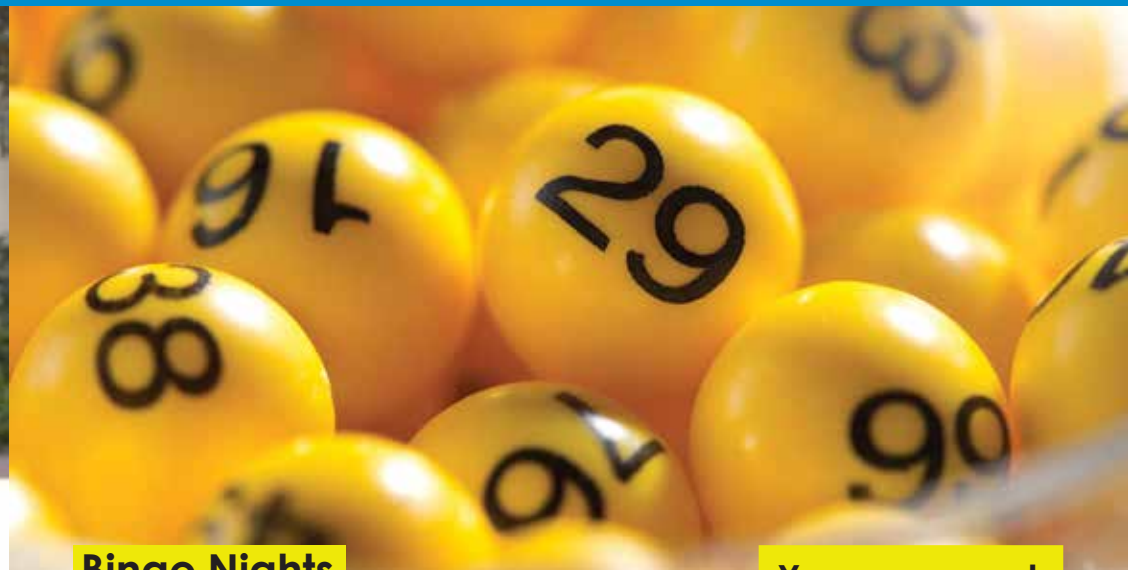
Tempt your friends with delicious cookies, mouth-watering sponges and gooey chocolate brownies – it might be the oldest trick in the book, but a bake sale is a great way to raise money and make some new friends.

You may need

- Lots of cakes to sell
- Cutlery, napkins and plates
- Rubbish bags for clearing up
- Jam jar to collect donations



Have your **cake** and **eat it!**



Bingo Nights

Eyes down ready, full house for a prize. Everyone wins at Guide Dogs Bingo Night! The game works by players having cards containing a set amount of numbers. If a number is called which matches their card, they can cross it off. The first to cross off all their numbers (called a full house) wins! You could charge your bingo players an entrance and a book fee. £5 in total is a reasonable price to charge. Prizes could be items that have been donated, for example, wine, chocolates, teddy bears, vouchers etc. If you have a venue that can cater for food and drink you may want to have an interval for your bingo players.

You may need

- Bingo cards
- Bingo sets
- Blobber pens
- A microphone and speakers
- Volunteers to check full houses
- Change box
- Tables and chairs

88

25

61

1

8

Jump and jive! It's fun-raising time!



Blindfold Challenge

Take part in a blindfold challenge at work, home, or in your community for 1 hour, 12 hours or 24 hours! Not only is this a great way to raise money for Guide Dogs, but it can also give you an understanding of some of the challenges faced by people living with sight loss.

Ask a trusted friend to guide you around and take in challenges such as shopping, eating, going for a walk or a visit to the pub.

How about getting your colleagues to join you by spending a sponsored hour doing everyday activities without their sight at work?

Top Tip! Keep it safe by visiting [guidedogs.org.uk/supportus/corporatepartnerships/blindfold-challenges](https://www.guidedogs.org.uk/supportus/corporatepartnerships/blindfold-challenges) for health and safety tips and more ideas.

You may need

- Blindfolds
- Sighted participants to keep your event and blindfolded challengers safe
- Sponsorship forms



Dine in the Dark

Can you tell an entrée from an appetiser? Would you be able to tell the difference in the dark? Serve dishes to your friends wearing blindfolds and get them to guess what they're eating, charging your guests a set menu price. How about challenging them to guess their Edam from their Emmental or their Port from their Pinot Noir? Test their taste buds with a sophisticated evening of cheese and wine tasting. Their senses of smell, taste, touch and hearing will take over and leave them with a new appreciation of how precious sight is.

You may need

- Tables and chairs. Or ask a local pub/restaurant to host your Dine in the Dark
- Bunting (visit [guidedogs.org.uk/fun4us](https://www.guidedogs.org.uk/fun4us))
- Jam jar to collect donations
- Raffle book and prizes
- Blindfolds





Race Nights

Race night kits can be found online, and by finding the right venue you will be sure to have a great time. See pack on how to use for more details. Alternatively contact your local events company who come in and host the event for you. You can sell tickets to the event, have a sweepstake on which horse will win, or ask local businesses to sponsor a race. The structure of how you want to run your race night is entirely up to you, and dependent on your venue size.



You may need

- Posters (visit guidedogs.org.uk/fun4us)
- Jam jars to collect donations
- Change box
- Guest list
- Agenda of the evening
- Raffle book and prizes



Casino Nights

This star studded night is a great excuse to dress up and place your bets for a good cause. Raise money by selling tickets and having a raffle with some donated prizes. Contact a local events company who come in and run your Casino Night. You just need to find a suitable venue and sell lots of tickets.



You may need

- Posters (visit guidedogs.org.uk/fun4us)
- Jam jars to collect donations
- Change box
- Guest list
- Agenda of the evening
- Raffle book and prizes



Give it Up! 🍰🍷🔪

for Guide Dogs



Give it Up

Do you have a weakness for chocolate? Are you always craving coffee? Get sponsored to give up your favourite (or worst) craving or donate the amount you would normally spend – you might even feel better for it.

You may need

- Our downloadable resources on our webpages [guidedogs.org.uk/fun4us](https://www.guidedogs.org.uk/fun4us)



Give cupcakes **the cold shoulder**



Donate a Birthday or Celebration

Whether you're getting married or celebrating an important birthday, you can avoid unwanted presents by inviting friends to make a donation instead. We couldn't do what we do without the support of our amazing donors and fundraisers – by donating to Guide Dogs, you will help to transform the lives of people who are blind or partially sighted by giving them the same freedom of movement as everyone else.



You may need

- To set up a JustGiving page and share the link with friends!
- Envelopes for your guests to pop their donation in
- A safe place for envelope donations
- Jam jars for your guests to make a donation on the day



Gifts that **keep on giving** 🎉



Stars in Their Eyes

This event is highly enjoyable. Ask a local DJ or Karaoke company to provide the music and sound equipment. You can then liaise with local residents, friends and family to perform and sell tickets to your event! We recommend holding your event in a location with a dance floor or stage. For instance your local golf club, rugby club, town hall, hotel or school, would be a perfect venue! Not only that, you can attract more people to your event by advertising directly with the venue and entice people with fabulous raffle prizes too.



Tonight Guide Dogs, I am going to be...



You may need

- Raffle book and prizes
- Posters to advertise your event
- An agenda of the night
- Changing rooms for your participants to get ready
- Jam jar to collect donations



Blind Skittles

Blind Skittles is a fun event, as everyone who participates has to wear a blindfold if they want to play. Visit your local tenpin bowling alley and request whether they would donate some bowling lanes to host a Blind Skittles event for Guide Dogs.

You can charge participants per team or per person and have a prize for the winners.

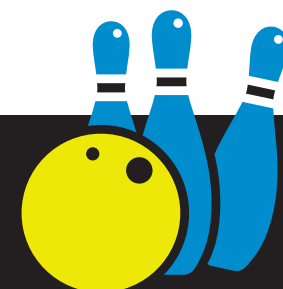


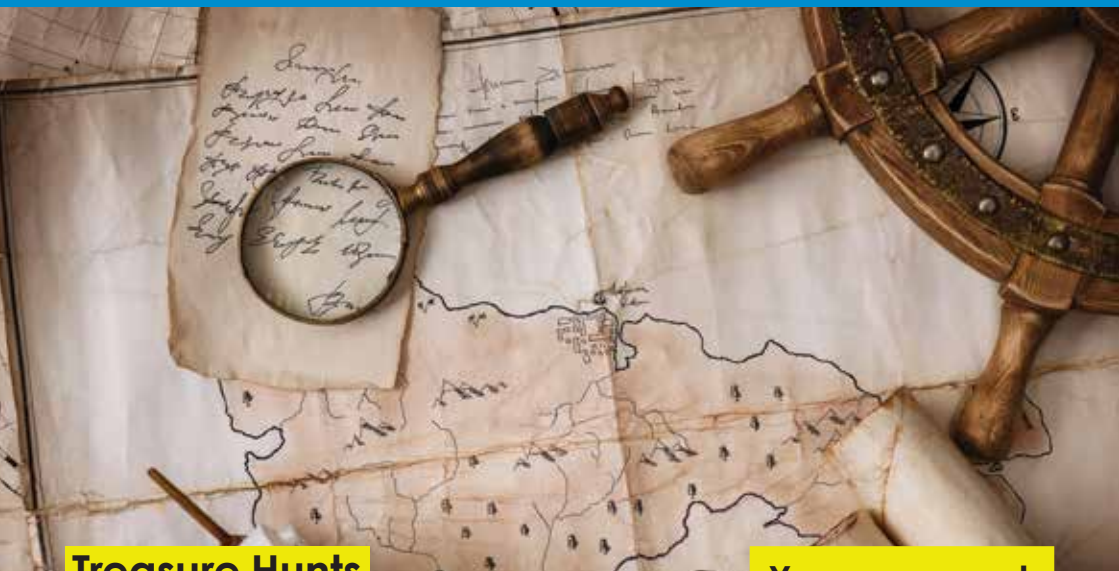
Rock and bowl!



You may need

- Advice from the bowling alley for guidance on how to set up the tournament and how many players you can have
- Jam jars to collect donations on each lane
- Blindfolds





Treasure Hunts

From your garden to your local park, it's fun to plan and organise a Treasure Hunt. Design a treasure hunt around your local area and get friends to form teams after donating an entry fee. You can plan the best clues or items that participants need to bring back.



You may need

- Maps
- Treasure to find
- Emergency contact numbers
- Specific start & finish time
- Stop watches
- Score board
- Pens
- Prizes



X marks the spot



Jumble Sale

Make your Jumble Sale the best bargain event in town! In advance, ask your friends, family and colleagues to donate all their unwanted jumble items. In addition, you can ask local companies whether they would like a stall in exchange for a small seller's fee.



You may need

- Tables and table cloths
- Clothes rails and hangers
- Change box
- Stickers and pens to price items
- Refreshments



«Rumble» in the jumble



Ghoulish Walk and Party

Do you live in an historic place which has spooky stories? If so, you could organise a Ghoulish Walk and Party in exchange for a ticket fee!

Compose some frightening facts and fiction, and get a good speaker who can walk your group around and tell eerie tales. You may want to place some ghostly volunteers to leap out en route. You can then end up at your Ghoulish Party! These 2 events can be done together or separately.



“**No tricks** here just lots **of treats** for me to eat”

You may need

- Maps of the walk
- Specific start & finish time
- Venue for party e.g. village hall, local pub etc
- Prizes
- Shopping list for food, utensils, games etc

Ideas for your Ghoulish party

- Carve a pumpkin
- Bobbing Apples
- Wrap a mummy
- Find the spiders in the goo
- Musical Monsters
- Pass the pumpkin
- Pin the tail on the black cat
- Brain digging (with spaghetti)
- Best dressed monster award



Hatty Christmas!

Whether you're at work, home or school, joining in with Hatty Christmas is so much fun and super easy! All you need to do is pick a date, and get everyone to wear their festive hats and donate!

Top tip:

If you already own a hat you could add baubles to your beanie or make your fedora festive!



You may need

- Jam jar to collect donations
- Spare festive hats
- Lots of festive spirit!

Hats off to you!



GUIDE DOGS WEEK

A date for your diary

**In the first week of October be
ready to Move it for the Money!**



Ask your friends, family or colleagues to do what they love and join in fun! Whether you decide to host a sporty dress down day or bake sale at work or get sponsored to do an active challenge, the money you raise makes a big difference for people living with sight loss.

Visit guidedogs.org.uk/fun4us in the run up to Guide Dogs Week for more information, tips, ideas and resources.

Name a Puppy – Change a Life

A name is the first gift that a guide dog puppy receives. Use your fundraising to Name a Puppy and help transform lives.

NAME
A PUPPY



Moreton



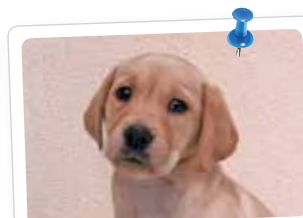
Tilly



Andrew



Douglas



Trixie



Ash

Our Name a Puppy scheme has four levels: Donate a Name, Walk, Learn and Guide. The first level has a fundraising target of £2,500.

Pick the level that suits you, fundraise, then name an adorable pup! You will also receive a birth certificate and photograph of the named pup. To follow the pups' journey and to meet the pup, choose the Walk, Learn or Guide level.

Which name will you choose?

Interested in finding out more?

Please email nameapuppy@guidedogs.org.uk
or call 0118 983 0190.

Let's get everyone talking about it!

Posters and invites are a great way to **promote your event**. We can help you make your own striking materials. It's simple to use the resources: choose your design, fill in your details and press print.



Decorate your work place in Guide Dogs colours. We have posters available to download from our site which you can edit for your particular event.

Visit **guidedogs.org.uk/fun4us**

Post a key message every day on Facebook and Twitter. Look out on the Guide Dogs Facebook and Twitter pages and be sure to share them.



Ask your company if they'll match fund your fundraising. An easy way to double what you raise!



If your friends and family want to donate to your fundraiser and are UK tax payers, ask them to download our **Gift Aid** form from our website.

giftaid it

Promote your fundraising event in the local media. Get in touch with your local newspaper, radio or television stations and tell them all about your event. Send them a press release - we've put together a press release to help you. Just fill in your details, and send. **guidedogs.org.uk/fun4us**

Many local radio websites also have events calendars where you can easily add the date and details.



Organising an event, contact any 'What's On' guides and event listings publications in your area.



Set up your **online fundraising page**. Email it to all of your friends.

Put a **poster or message** about your Guide Dogs fundraising event on notice boards in your local community.



The guide dog service does not receive any government funding.

For advice, health and safety and legal information, visit our website **guidedogs.org.uk/fun4us** or call **0345 143 0192**

You've raised your cash now there's just one thing left to do... Pay it in!

Here's how:



By phone - Credit or debit card? **Call 0800 953 0113.**



By cheque - make payable to 'Guide Dogs'. Include your details on the back of the cheque so that we can send a thank you letter. **Post to: The Guide Dogs for the Blind Association, Hillfields, Burghfield Common, Reading, RG7 3YG.**



HSBC bank - you can pay your cash in directly at your local branch (**sort code: 40-47-02, Account number: 11087231**). Remember to include your details.

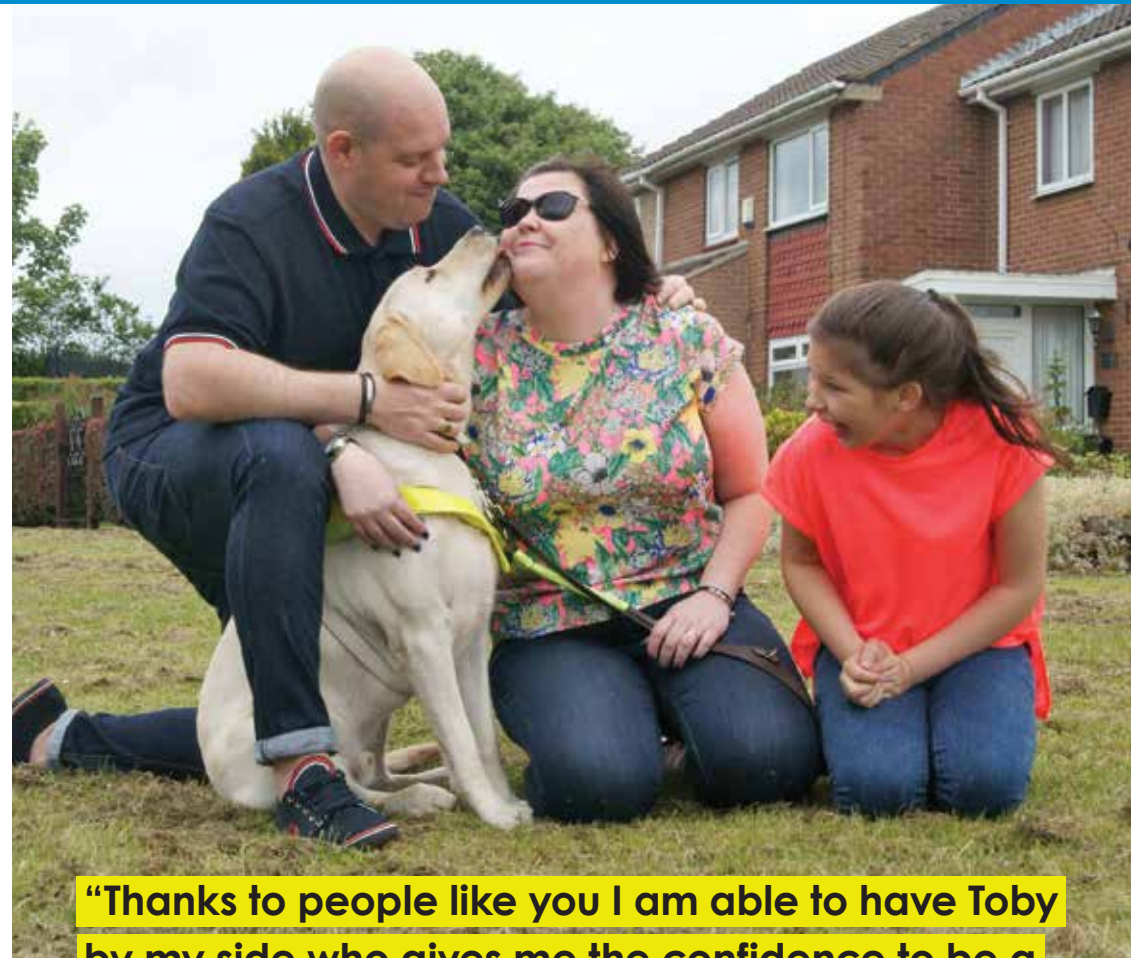


Online - set up an online giving page
justgiving.com/guidedogs or
uk.virginmoneygiving.com/charities/guidedogs.

Please use the code 'FR4US' when banking any money you have raised. If you are naming a puppy, please refer to your Name a Puppy welcome letter for paying in details (alternatively, please contact your local account manager). Thank you.

Gift Aid - If those donating to your fundraiser are UK tax payers, download our Gift Aid form for them from our **website guidedogs.org.uk/fun4us**. For every £1 they donate we will get an extra 25p!

giftaid it



"Thanks to people like you I am able to have Toby by my side who gives me the confidence to be a wife and mum again – I can take on the world."

Follow Guide Dogs Community Fundraising Team and Share Your Fun-Raising



facebook.com/teamCF4GDS



twitter.com/teamCF4GDS



If you need any fundraising help please call 0345 143 0192 or email fundraiseforus@guidedogs.org.uk



GUIDE
DOGS



Thank you

for being a life changer

A charity registered in England and Wales (209617) and Scotland (SC038979). 8321 08/16