



Fundraising Guide

for schools and youth groups



How your fundraising could help

We provide life-changing services to people living with sight loss and their friends and family, here are a few of their stories.



"It wasn't until Guide Dogs became involved with Caitlin that we realised how much more they could offer than just the guide dog. We've been to their family experience days and they've made us aware of additional education support that Caitlin could receive. They really have been a lifeline." Claire, Caitlin's mum.

Guide Dogs was appointed by the local authority to support Caitlin from the age of five, starting with using mental mapping to find her way around school and eventually progressing to long cane training.

"It's difficult to summarise what having a guide dog means to me. I feel incredibly fortunate to have had Hudson, my first guide dog, who pulled me from darkness back into the world where I could be free to live my life just like anyone else. Nathan, guide dog owner.

We rely on donations to continue our life-changing work. Every pound raised makes a difference to people like Nathan and Caitlin.



Nathan and his guide dog Abby

Fundraising for Guide Dogs is easy! ★

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!



Fantastic fundraising ideas

There's loads of things you can do, but here are a few ideas to get you talking.

Bake Sale

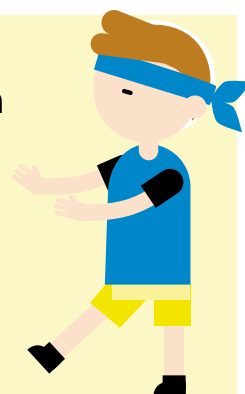
Tempt your friends with delicious cookies, mouth-watering sponges and gooey chocolate brownies – it might be the oldest trick in the book, but a bake sale is a great way to raise money.



Blindfold Challenge

Get everyone involved in this event, set up a series of indoor or outdoor challenges, such as a smell test or assault course and ask for a small donation to enter.

You could give prizes for the fastest time around the course, or for the most smells correctly guessed.



Dress down day

Or dress up, have a special themed day such as become your favourite TV character or a non-uniform day. It's easy to organise and everyone loves not wearing their uniform.



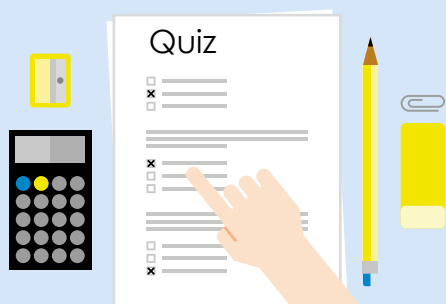
Readathon

Hold a sponsored reading event, it can last a day or over a few weeks, it's up to you. There are many ways you could run your event, gain sponsorship for how many pages you read in a day, or for reading a whole book by the end of a week. Add a twist such as reading one book aloud as a group relay.



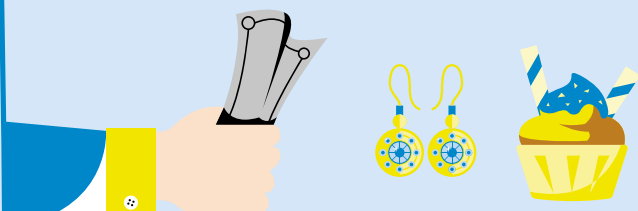
Quiz

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.



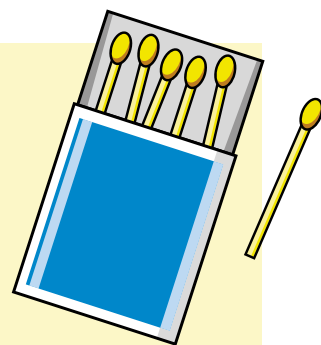
Enterprise challenge

Set groups a challenge to turn £5 into £100. Turn £5 into products such as cakes or jewellery and then sell those on and donate your profits. See how much you could make in a few weeks.



Matchbox Challenge

Give each person in your group a craft matchbox (without the strike) and sponsorship form. The challenge is to gain the most sponsorship and fit the most objects in the matchbox, we suggest coming up with a set of rules such as only one of each item allowed and what's not allowed such as no food or body parts like bogies.



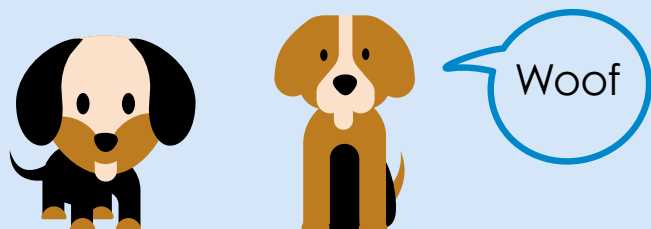
Sports day

Why not hold a sponsored bike ride, run, or swim, or try a triathlon where you do all three? You could choose to get sponsored for how many minutes, miles, or laps.



Guess the name of the puppy

All you need is a picture of a cute puppy, we have a few you could use. Ask people to guess the name of the puppy for a small donation and offer a prize for the correct answer.



Talent Show

Put on an event and sell tickets, it's a chance for you all to shine and involve the whole community.



Create your own event, like Bosmere Junior School



Bosmere Junior school in Hampshire's relationship with Guide Dogs started in 1972, when guide dog owner Judy joined the school's first charity walk, which was organised by one of the students.

From this initial meeting over 40 years ago, Judy was invited to the school regularly to give talks. She spoke about her life with guide dogs and the school has supported Guide Dogs with fundraising events and activities ever since. Every other year the school held a sponsored walk on Hayling Island beach to fundraise for Guide Dogs and Judy and her dog always joined them up until she passed away.

"With Judy passing away at the amazing age of 93, the children wanted to make this year's fundraiser bigger than ever, so that they could Name a Puppy in her memory". Mrs Morgan, Bosmere Junior School Teacher

The student council members set about planning the task and decided on a whole range of activities that would take place over a week, including cake sales, inter house competitions, games and prizes for the most funds raised. They decided on a main event, a sensory adventure trail that every student got to go through, blindfolded! This was no easy task, students were blindfolded at the start of the course and with only their buddy and a rope to guide them they had to make their way along the wooded trail, through tunnels, over obstacles, crawling in muddy puddles and getting tested physically and mentally.

The week's events were a huge success and the students raised an amazing **£6,211.59**, enough to Name their Puppy in Memory of Judy.

Thank you Bosmere School, with your support and that of other schools and youth groups, we are able to help more people who are blind or partially sighted live independently.

If you would like to fundraise to Name a Puppy please contact us and we'll be happy to register you and help you get started.

Shopping list

£8

Could feed a guide dog puppy for 10 days, keeping them happy and healthy.



£13

Could pay for a child's cane, enabling them to get out and about independently.



£25

Could buy a white harness, the iconic symbol of a fully qualified guide dog.



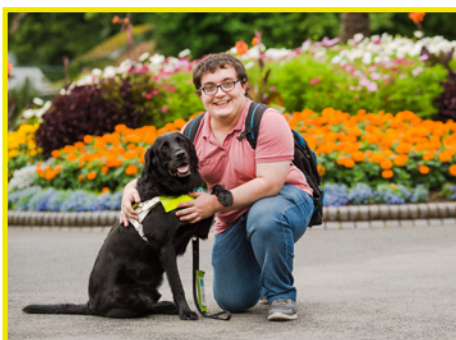
£50

Could pay for fun, tactile creative activities to help visually impaired children to co-ordinate their muscles and movements.



£140

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





Getting started

Invite your young people to get involved with picking and planning their fundraising. If you are a school, perhaps members of the school council could come together and choose the activity they would most like to do. If you're a youth group, planning a fundraising event as a group could help to complete a few badges or skill sessions.



Arrange the date

Make sure you have enough time to get everything ready and that people will have enough notice if you are inviting them to join you.



Start your promotion

Posters and invites are a great way to promote your event or activity. We can help you make your own striking materials. It's simple to use the resources, download them from our [fundraising page](#), fill in your details and press print. You could involve the whole family not just your young people, or why not invite your whole community!



Running a safe event

As the organiser of an event, you're responsible for keeping everyone who's involved in your event as safe as possible at all times. Don't worry, it's not as daunting as you might think. For further information and food handling advice, please visit the [Health and Safety Executive website](#) and the [Food Standards Agency website](#).

We have put together a [Licensed to Fundraise](#) document where you will find all the information required to ensure you and the public are safe. For more information please email your questions to learning@guidedogs.org.uk



Have fun fundraising

You've got everything ready, now have fun running your event or activity.



Puppy Graduation Scheme

Raise £300 and be part of our Puppy Graduation Scheme.

Celebrate the amazing achievement of three recently qualified guide dogs. Follow their journey from tiny pup to graduate partnership and being matched with their owner. You'll receive a class year book, scrap book, celebration poster, three graduation posters and a thank you certificate.



Name A Puppy

Your school or group has the opportunity to gift a name to a very special pup who can grow up to change someone's life. Your donation will help Guide Dogs transform the lives of people who are blind or partially sighted. There are 2 levels to choose from, Donate a Name and Walk.



Donate a Name

Raise £1500 and you can name a guide dog puppy. You'll receive a birth certificate with your chosen name and a beautiful photograph of your pup.



Walk

For a minimum donation of £2500, you can name a guide dog puppy and receive a birth certificate, three personalised updates and photos throughout their first year, until they enter training school when you'll receive a framed photograph. You even get to meet the puppy you've named.



Well done, it's now time to bank your funds

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

By cheque - make payable to 'Guide Dogs'. Include your groups 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.

Barclays bank you can take your cash or cheque to any branch and quote our Barclay's banking details: **Sort code 20-65-82 Account 43870731**, remember to include **your details**.



Online - set up an online giving page justgiving.com/guidedogs.

Please use either the code 'GDAS' for donations, or if you are interested in our Puppy Graduation Scheme, please use the code 'PUPPYGRAD' when banking any money you have raised. If you are interested in Naming a Puppy please contact us. If you have already started your Name a Puppy fundraising, please refer to your Name a Puppy welcome letter for paying in details, or contact us using the information below.



Gift Aid it

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



Tell everyone about your success

Promote your success on your groups Facebook page or send the story in to a local newspaper. Let us know, we'd love to hear what you've been doing.

Thank you

Contact us

If you need any fundraising help please contact us on **0345 143 0192** or email learning@guidedogs.org.uk
guidedogs.org.uk/learning
facebook.com/teamCF4GDS
twitter.com/teamCF4GDS



Registered with
**FUNDRAISING
REGULATOR**

the amount of Gift Aid claimed on all my donations to all charities and CASCs in that tax year it is my responsibility to pay any difference. I understand that taxes such as VAT and council tax do not qualify. Please let us know if you no longer pay sufficient tax on your income and/or capital gains or you want to cancel this declaration or if your name or home address changes. Thank you.

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GUIDE
DOGS



Guide Dogs is a working name of The Guide Dogs for the Blind Association. Registered Office: Hillfields, Burghfield Common, Reading, Berkshire RG7 3YG. A company limited by guarantee registered in England and Wales (291646) and a charity registered in England and Wales (209617) and Scotland (SC038979). J0356 08/19