



Guide
Dogs

90
Years



Help make a real change to the lives
of people living with sight loss.

Celebrate 90

#GuideDogs90

1931
2021

Guide Dogs
90 Years

It was 1931 when Muriel Cooke and Rosamund Bond started training dogs to support servicemen who had lost their sight in the First World War. Inspired by projects in America, Germany and Switzerland, these remarkable women organised the training from a humble lock up garage in Wallasey, Merseyside. Back then, the idea was pretty radical, but the impact was immediate.

Within six months of meeting Flash, Folly, Meta and Judy, their new owners reported finding a freedom and independence they had not known since before the war. Three years later, the Guide Dogs for the Blind Association was formed.

This October, we celebrate 90 years since our first four dogs changed those first four lives. Since then, we've been there for people with sight loss and those around them – every day and every step of the way.

Today, we lead the world in breeding and training working dogs, creating unique and carefully matched partnerships that provide life changing support. But there's so much more to us than that.

Two innovative women, and a lock-up garage



As we've grown, so have our services, provided by brilliant and dedicated people working alongside our fantastic dogs. We create partnerships with sighted guides, and connections with trusted advisors, who can offer support to people with a vision impairment, their family, and their friends. And when needed we can partner people with buddy or companion dogs and bring people together to support each other and share their experiences.

We will be there for the next 90

Guide Dogs is working to give more people with sight loss the confidence and skills they need to live the life they choose. In 2021, just under 100,000 people will be told they are losing their sight. Our expert staff, volunteers and life-changing dogs will be there to support them. Without help, people with sight loss are likely to encounter unemployment, depression, loneliness, and financial insecurity. But with help, they can be who they want to be.

As sight loss increases, we need to step up to double the number of times we provide support to our service users.

four incredible dogs in Merseyside

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Fundraising for the Guide Dogs 90 Appeal is easy!

- 1 Pick your 90-themed fundraiser
 - 2 Set up an online fundraising page
 - 3 Plan your event
 - 4 Have fun celebrating 90 with us
 - 5 Pay in the funds you raise
- Ta-daa! You're a life-changer!**

Pick your 90-themed fundraiser

Choose any
90-themed activity
you like. If you are
having fun and raising
life-changing funds,
then anything goes!

Walk 90

Whether you're a regular
rambler or more of an ambler,
raise funds at your own pace by
walking 90km throughout the
month of October. This is a great
way to get the whole family doing
something active together for a
great cause. .

Why not team up with your
dog and take on our walking
challenge together?

Don't forget to join our Walk 90
Facebook group at [facebook.com/
guidedogsuk](https://facebook.com/guidedogsuk)



Bake 90

If you learned to bake or perfected your skills during lockdown, use your talent to turn cakes into cash with some guide dog themed baking.

Whether selling in person or online, use our printable suggested donation labels for your doggy themed treats. Host a bake sale, offer doorstep delivery, or go all out with your own bake-off challenge. Don't forget to snap and upload a photo of your guide dog bakes using **#GuideDogs90**



Celebrate 90

It's about time we all got together again for a party. Get your 90's rave outfits on and the glow sticks out or travel back 90 years for a 1930s themed bash.

If you're more glamour than grunge, why not host a glittering dinner party with 1930s fancy dress. You could channel your inner Poirot and hold a murder mystery, or maybe a classy cocktail hour is more your thing. An afternoon tea party with tunes from the 1930s might be just your cup of tea!

On your own

Join the 90th celebration

Ask for donations instead of gifts by setting up a Facebook birthday fundraiser at facebook.com/fund/guidedogsuk

Give it up for 90 days

Challenge yourself to go without sugar or your favourite takeaway. Donate some of the savings you make by not giving into temptation.

Livestream for 90 minutes

Music, cooking, gaming or fitness. Stream your passion and skills for a small donation.

As a group

Guide Dogs 90 Quiz

At the pub or from your sofa, our quiz pack even includes a Guide Dogs 90 history round.

Play 90 Tournament

Play a 90—minute charity football match or gaming tournament. Ask for an entry fee to take part and pick a prize for the winner.

At work

Dress down for 90p

Organise a simple dress down day and ask everyone who takes part for a donation to ditch the suits and ties.

90 themed sports day

Pick lots of 90 themed activities for a long overdue team day. Will your team be crowned the champions of the 90m egg and spoon race?





At school or with the kids

Learn about 90

Our free downloadable learning resources suitable for KS2 and KS3 now feature a new lesson plan about Guide Dogs history

90-minute talent show

Whether it's music, dance or drama. Sell tickets to watch the competition, showcase your school and build young people's confidence.

£90 enterprise challenge

Set groups a challenge to turn £5 into £90 by making cakes or crafts and then sell them on and donate your profits.

Your fundraiser can be any 90 themed activity you like.

If you're still stuck for ideas – then get in touch on **0345 143 0192** or email **guidedogappeal@guidedogs.org.uk** and our team will help find the activity that is right for you.



Top tip – Spread the word

From sweepstakes to bunting, quizzes to posters. You can download all the extra resources you might need to make your fundraising a success at **guidedogs.org.uk/appealfundraisingpack**

Feeling inspired?



Let the fundraising begin!



Share Offline

Display posters in locations you know people are sitting around waiting and are more likely to spot them.

Hosting a coffee morning? Brighten up the room in advance with our colourful bunting. Everyone will soon want to know what is happening.

Want to promote your fundraising in the local press or a newsletter? Let us know.



Share Online

Send an email or group message on payday – people are more likely to donate. Don't forget to add our email signatures.

Ask your employer if they will share your fundraising on the intranet. It might even inspire your colleagues or company to get involved with fundraising too!

Add our cute puppy Zoom background to your next video call.



Social Media

Be personal. Your followers support you, so will be more likely to donate if they know why you've chosen to support Guide Dogs.

Be sure to let everyone know when you are getting closer to your fundraising target too.

Use our Facebook profile frames to let everyone know you are fundraising for Guide Dogs.

#GuideDogs90

On 6 October, we will be celebrating the exact date that marks 90 years since our first guide dog partnerships were created. To celebrate we'll be asking the Guide Dogs family to share their photos.

Whether it's a selfie of you and your dog taking part in our 90km walk, an insta-worthy shot of your guide dog themed bakes, or a throwback of your involvement in our 90-year history – we want to see them all.



How your fundraising helps



Terry

Terry, from Baildon in Yorkshire, was registered as blind (severely sight impaired) in 2019. Since being partnered with his guide dog Spencer, he's regained his confidence and independence.

“

I thought my sight loss meant I couldn't do anything that I enjoyed doing. But I started to find out that losing your sight doesn't mean losing your life. I can have a full enjoyable, fulfilling and wonderful life and achieve the things I want to do, just by learning to do it differently.

”

How to raise £90 in just one week

Monday

Lead by example and kicking off your fundraising by donating £5 to your online fundraising page.

Tuesday


Ask three of your closest friends or family to match your donation of £5 each.

Wednesday

Leave your sponsorship form in full view – in the office, on the table at the pub or at a family gathering aiming to get five more people to sponsor just £2 each.

Thursday

Bake a dozen tasty treats – maybe from one of our celebrity recipes? Nobody will be able to resist when you turn up with Friday treats tomorrow. Be sure to ask for a suggested donation of £1 each.



1 in 5 people
will live with
significant sight
loss in their
lifetime.



£26

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

£90

could help pay for an
afternoon of a guide
dog's training

£250

could buy two Starter
Kits for new guide dog
owners, containing
everything they need
to start a life with
their new guide dog.



Friday

Use your fundraising
pack sweepstake and
ask for £2 per guess
of the puppies' name.
Encourage people
to get involved by
offering half of the
proceeds as a prize
and put the rest
towards your total.

Saturday

Share on social with
a video of why you
are fundraising. Add a
donate button or link
to your fundraising
page and challenge
six followers to
donate £3.

Sunday

**Put your feet up – because you've
already smashed it and raised £90!**

Before you pay in your funds, ask your boss
or workplace if they can match what you have
raised and turn your £90 into £180 with no
extra work!

Paying in your fundraising

Big or small, returning every penny you raise helps us continue to be there for people with sight loss now, and in the future.



Set up an online fundraising page at justgiving.com/campaign/guidedogs90 or Facebook.com/fund/guidedogsuk. You then don't need to do anything else – all the money you raise will come to us.



Call us on **0800 953 0113** and make a card payment over the phone with our Supporter Care team.



Take your paying-in slip included in your pack to your local **Barclays bank**. Lost your slip? Let us know and we'll provide you with everything you need.



Send a cheque made payable to 'Guide Dogs' to Guide Dogs, Hillfields, Burghfield Common, Reading, RG7 3YG. Don't forget to include your details on the back of the cheque with the code **FR4US** so that we can send a thank you letter.

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If you are collecting donations offline, please ask your supporters to fill in their details on your sponsorship form and give permission for us to claim Gift Aid on their donation. If they are an eligible UK tax payer, Guide Dogs can reclaim 25p of Gift Aid for every £1 you donate. Find out more at guidedogs.org.uk/faq

Use the funds you raised to start your Name a Puppy journey

What name would you choose? Find out more at guidedogs.org.uk/nameapuppy

Request a speaker

Bring the Guide Dogs story to life with one of our free speakers, who can join you face-to-face or virtually. Book online at guidedogs.org.uk/speaker

Keep it safe and legal

We want all our supporters to stay safe and legal when fundraising for Guide Dogs. Find out more at guidedogs.org.uk/appealfundraisingpack



Need any help?

We are here to help through every step of your fundraising journey.

guidedogsappeal@guidedogs.org.uk
0345 143 0192



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REGULATOR



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