

In aid of



Let the fundraising begin!

Your journey to powerful fundraising starts here.

What we do

Guide Dogs is here to help people with sight loss live the life they choose.



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

Samantha had no issues with her vision until she was 24, when a routine screening for her diabetes signalled a change. After a series of treatments that happened quickly, she was left with significant sight loss.

“

It was a time when my life was just beginning. I'd just married my college sweetheart, we were starting our new life in our new house together. I'd completed my degree and had a job I loved. And then, I felt like the rug was ripped out from underneath me.

I stopped going out and became quite lonely and depressed. Then one day I decided I didn't want to live like this anymore. I wanted to do more than just merely exist. I wanted to live my life to the full.

My guide dog Lizzie has massively changed my life. The freedom and independence she gives me is just incredible. Nothing is out of reach when I'm with her and we've done so much in our six years together.

Sight loss is part of who I am now, but with Lizzie by my side it doesn't have to define what I can do anymore.

”



How to fundraise

Raising money is easy when you tick off these simple steps:

- ☐ Pledge to make a difference
- ☐ Choose your fundraising activity
- ☐ Download all the tools you need
- ☐ Set your fundraising goal
- ☐ Share to get support and donations
- ☐ Have fun fundraising!
- ☐ Pay in the money you raise to get your exclusive invitation to visit Guide Dogs!

Download all your free fundraising tools

guidedogs.org.uk/fundraisingpack



Choose your activity

Fundraise any day, any way you like!

You may already have a plan, but here's a few of our favourites if you haven't decided yet:



Pounds in the pot

Cardboard money boxes and coin collectors are a great way to raise pounds quickly. Pop them at your till or on your reception desk where there's lots of footfall and watch the pounds roll in.



Sell like hot cakes

Whether you bake cakes, make homemade crafts, or are having a clear out. From the car boot to the staff room – start selling your goods for a good cause.



Happy hosting

From parties to coffee mornings, or even dining in the dark. Bringing people together can help raise more whilst having fun.



Sponsored challenges

Get sponsored doing something you love – or hate. The more unique and tough the challenge is, the more people donate.



£1 to take part

Organise a quick and fun activity that everyone can take part in for a one-off donation – like a dress down day or a guide dog themed fancy dress.



In it to win it

Gather your team and bring out a competitive edge to your fundraising. From a Guide Dogs themed quiz to a charity sports match, or even an office Olympics – let the games begin!



Eyes on the prize

Tempt the team with a tombola or persuade your pals to enter a Puppy Sweepstake. Incentivise everyone to part with their cash with a prize you know they'll love.



In celebration

Birthdays, anniversaries, weddings, or Christmas – whatever you're celebrating, ask for donations instead of cards or gifts, or even have a party to raise life-changing funds.



Find all our top tips for organising these activities at guidedogs.org.uk/fundraisingpack

6 Your fundraising guide

“

I loved raising money for Guide Dogs and supporting other children with sight loss through my 10km walk and run. Getting to visit Guide Dogs afterwards and meet the dogs was the best part.”

Charlotte, aged 10



“

We initially started out with de-stress days where Guide Dogs came in and we asked for a small donation from our colleagues to come and have a pat and a chat. We've done lots of online events too like tea parties and quizzes. It's just been so popular.”

Andrea, Nationwide



“

Our White Lodge students raised an incredible amount of money last year to name a guide dog puppy. The students organised events and activities including bake sales and jumble sales, as well as taking on individual fundraising challenges like helping out in the family business, selling pies and taking on extra chores.”

The Royal Ballet School



Set your goal

Your fundraising could make a big difference. By simply just setting a goal and sharing it, you'll raise more!

Choose a goal linked to our services:



£6

could support a guide dog partnership for a day.



£16

could buy a 'puppy in training' jacket for a puppy starting their journey to become a guide dog.



£27

could pay for an hour of specialist training for a guide dog.



£250

Every day 250 people start to lose their sight in the UK – why not aim to raise £250?

Choose a goal linked to your fundraising:



Walking 10km

Ask everyone to donate £10 each in sponsorship.



Celebrating your 50th wedding anniversary?

Set your goal at £50.

Don't forget

If you hit your goal early, you can always increase it!

Tips to help hit your goal



Puppy sweepstake



A puppy sweepstake could boost your total by a minimum of £30.

Coin collector



Your puppy coin collector could raise £25 every time it's filled and it's re-usable.

Matched Giving Scheme



Ask your employer if they will double the amount you raise through their matched giving scheme. Even if you fundraise outside of work, you could still be eligible.

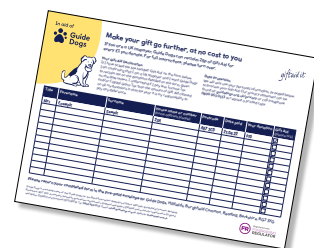
Go cashless

Lots of people no longer carry coins on them. So, make collecting your funds a doddle by setting up an online fundraising page via justgiving.com/guidedogs

You can even get a unique QR code to scan. For example, if your page is justgiving.com/fundraising/MrFundraiser simply add /qr code at the end and click enter. Print this code and place it by your money box for cashless donations.

Gift Aid

If you receive donations towards your fundraising from a UK taxpayer, Guide Dogs can reclaim 25p of Gift Aid for every £1 donated. This is done automatically on JustGiving, or for cash donations you can simply place our Gift Aid form next to your money box and encourage supporters to fill it in.



Familiarise yourself with what is and isn't eligible for Gift Aid using the form. For example, any donation being in exchange for an item such as a piece of cake, ticket, or sweepstake, is not eligible.

Setting a big goal?

Did you know if you raise £2,500 or more, you could use the funds you raise to **Name a Puppy** and be at the heart of their life-changing story? As well as providing a puppy with the special gift of a name, you'll follow their journey with personal updates as they aspire to become a life-changing guide dog.

guidedogs.org.uk/NameAPuppy



Sharing tips and tricks

To get those life-changing donations, everyone needs to know about the amazing things you're doing.



Spread the word

Plan how you'll share to family, friends, colleagues, neighbours – the more people you tell, the more support you'll get.

Tell your story

Be personal. Your friends and family support you, so they'll be more likely to donate if they know why you've chosen to support Guide Dogs.

Why Guide Dogs?

Use our downloadable tools to help share important Guide Dogs facts including how we rely on donations to fund our life-changing services.

Milestones

Halfway through your challenge, or just £50 left to hit your goal? Keep everyone up to date with your progress – the more you share, the more chances people have to donate.

Tag #GuideDogs when you post – we love to see your updates!



More than just words

Use photos, video, or even a livestream to bring your fundraising story to life. With just a few seconds to grab someone's attention, a good picture is worth 1,000 words.

Top tips for great pics:

- **Wipe the lens**
Avoid pics blurring from fingerprints – especially if snapping with your phone.
- **Be the star of the shoot**
Even if you're camera shy – everyone wants to see you having fun while fundraising.
- **Include Guide Dogs**
Make sure it's obvious you're part of the **#GuideDogs** family with your branded fundraising tools or t-shirt.
- **Before, during... and after!**
Tell your whole fundraising story with a mix of action and posed shots.
- **High resolution**
Ensure your pics are over 1MB so they can be used anywhere – even a local newspaper.



Don't use this logo



Please use this logo



Promotional tools

Download all your promotional tools including our 'in aid of Guide Dogs' logo if you plan to create your own promotional materials at guidedogs.org.uk/fundraisingpack

Say 'thank you'

A fifth of your donations could come in after your fundraising activity has finished because everyone can see how much effort you've put in. Be sure to follow up and thank your supporters, which encourages others to do good too.

Paying in your funds

You can pay in the funds you raised online at guidedogs.org.uk/payin



By card

Call us on **0800 953 0113**. Make sure to tell us you're paying in money from your fundraising so we can invite you to our Meet Guide Dogs event.



At the bank

Pay in at any Barclays bank with one of our paying in slips. Need a slip? Let us know and we'll provide you with everything you need.



By cheque

Send a cheque made payable to 'Guide Dogs' to **Guide Dogs, Hillfields, Burghfield Common, Reading, RG7 3YG**. Remember to include your details on the back of the cheque.



Fundraising page

By setting up an online fundraising page you can sit back and relax – all the funds will come to us automatically. Create your fundraising page now at justgiving.com/guidedogs

Our way to say 'thank you'

When you pay in the funds you raise, you'll receive an exclusive invitation to see behind the scenes at Guide Dogs.

Events are held throughout the year at our National Centre in Leamington Spa. You'll have the opportunity to follow the journey our guide dogs take from breeding to partnerships, with a behind the scenes day that includes a tour of where we breed our pups, demonstration of how our dogs are trained, and the opportunity to meet a guide dog partnership to hear first-hand the difference your fundraising makes.



We're with you all the way

Our team of expert fundraisers across the UK are on hand to make your fundraising a success.

We can help with:

- Bespoke fundraising advice tailored just for you.
- Answer any questions you may have about Guide Dogs.
- Request for additional fundraising tools or a t-shirt.



Keeping 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/fundraisingpack](https://www.guidedogs.org.uk/fundraisingpack)

Get in touch

For more information, help and support, please contact us:
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