



# Your fundraising guide



Rebuilding lives after sight loss

**DO IT!**  
FOR VETERANS

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## Thank you for choosing Blind Veterans UK

When you fundraise for Blind Veterans UK, you're showing your appreciation for the thousands of blind veterans we support.

All the money you raise will go towards the delivery of rehabilitation, training, equipment and support, both in their homes and local communities, and at our Centre of Wellbeing.

Whether you're an individual, part of our wider military family or from a school, local organisation or business, we hope this guide will inspire you and help keep things simple for your fundraising.



### Stay connected

Inspiring stories from our veterans and supporters:  
[blindveterans.org.uk/newsandstories](https://blindveterans.org.uk/newsandstories)

 [blindveteransuk](https://www.facebook.com/blindveteransuk)  
 [blindveterans](https://twitter.com/blindveterans)  
 [blind.veterans](https://www.instagram.com/blind.veterans)  
 [blind-veterans-uk](https://www.linkedin.com/company/blind-veterans-uk)

We're with you every step of the way.  
Visit [blindveterans.org.uk/fundraise](https://blindveterans.org.uk/fundraise)  
E: [fundraising@blindveterans.org.uk](mailto:fundraising@blindveterans.org.uk)  
T: 0300 111 22 33



# How you make a difference

## Rob's story: Living a remarkable life

Just weeks after landing in Afghanistan, Rob was seriously injured when his comrade unknowingly triggered a fatal explosive device.

One of his eyes was destroyed immediately while the other was so badly damaged it had to be removed later in hospital.

Rob says, "Everything I knew about how to live had just been ripped away from me. That was basically it for me."

We invited him for training and rehabilitation at one of our Centres of Wellbeing and taught him the skills he needed to be able to live independently.

Rob says, "They brought me back to the world and put me back in touch with everything a normal able-bodied, sighted person could do."

Rob was also spurred on by the other blind veterans he met at the Centre who were enjoying life, despite their sight loss.

"The banter and camaraderie felt like a breath of fresh air and to hear about their achievements was mind-blowing."

Rob gradually became more active again. Now a father, he loves that his kids can see him doing things for himself.

He says, "I used loads of little tips and tricks from the staff and other veterans to have fun with my kids in a safe way."

He also developed a new passion for martial art, Brazilian Jiu Jitsu, and, incredibly, has become a World Champion in the sport.

He says, "I've mostly entered able-bodied competitions and have an impressive record of winning. It's all thanks to Blind Veterans UK."



Blind veteran Rob in uniform with medals on his chest  
Photo credit to Richard Cannon

# How you make a difference

## Eddie's story: Finding new confidence

For years, Eddie had enjoyed regular video calls with his son and grandchildren. Living more than 100 miles away, it was the only way to keep in touch.

But when Eddie lost his sight, he lost his confidence too, and decided to give the tablet away.

Fortunately, he joined our charity and, as part of his introductory week, received an IT lesson from us on how to use adaptive technology on his phone and his tablet so he could resume the family video calls.

Tears streamed down Eddie's face as he was able to video call for the first time since he lost his sight and at the end of his introductory week.

He told us, "This week has been amazing. I feel that I'm slowly gaining confidence and can see a way forward. Life is getting better now!"

Read more inspiring stories about our blind veterans at [blindveterans.org.uk/stories](https://blindveterans.org.uk/stories)



Here are some of the essential services your fundraising could support:

- Bespoke rehabilitation, training, and wellbeing support.
- Respite, care, sport and themed activities delivered in our communities and at our Centre of Wellbeing.
- Support with specialist sight loss equipment and home adaptations.
- A network of support and camaraderie from community teams, clinical staff, expert advisors, and other blind veterans.



Blind veterans  
Terry and Dave

# Fundraising ideas and challenge events

If you want to support us and 'do it for veterans', there's a fundraising activity or challenge that is perfect for you - no matter what drives you, how much time you have to give or whether you're fundraising alone or with a group.



Many of our ideas are great for being more sociable and getting to know people in your community or organisation.

Others give you the chance to broaden your horizons, push your boundaries and try new experiences.

Our seasonal campaigns offer the chance to be part of national events, commemorations and celebrations during the year, such as Armed Forces Day and Remembrance. They also provide brilliant opportunities for young people, such as cadets or classmates, to work together to achieve a shared goal.



Visit our website to explore fundraising ideas and opportunities suitable for individuals and groups.  
[blindveterans.org.uk/fundraise](http://blindveterans.org.uk/fundraise)



## Did you know?

When you sign up to one of our fundraising ideas, we will give you access to a multitude of resources designed for each activity. Visit [blindveterans.org.uk/ideas](http://blindveterans.org.uk/ideas)



Challenge events can be as rewarding for you as they are for the blind veterans you're supporting.



All those who are taking part in a challenge to fundraise for Blind Veterans UK receive support and advice to ensure they are able to make the most of their efforts. They also get a branded sports top to proudly show they are part of our team. Most importantly, our challengers get the satisfaction of knowing they are making life easier for veterans struggling with sight loss.

Visit our website to apply for a place in an iconic national event such as the London Marathon, register to access our UK & Overseas Challenge Directory or sign up to receive information and support in planning your own challenge. [blindveterans.org.uk/challenge](http://blindveterans.org.uk/challenge)

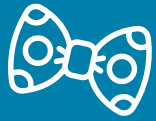
Already bought your own place in an event? You can still fundraise, receive support and be part of our team. Tell us about it at: [blindveterans.org.uk/ownplace](http://blindveterans.org.uk/ownplace)



## Did you know?

Your organisation could help raise funds and awareness by taking collection tins to venues in your local area. You could even work together to organise a street collection. Contact [fundraising@blindveterans.org.uk](mailto:fundraising@blindveterans.org.uk) to find out how.

# DO IT! FOR VETERANS



**#DressUp:** Plan a fancy dress day at your workplace or school and recruit as many people as possible to take part.



**#BrewUp:** Get baking and brewing to host a tea party, street party or break-room bake sale.



**#SwotUp:** Invite friends, family and colleagues to challenge their general knowledge while giving them a fun night out.



**#LuckUp:** From sporting events to baby birth times – make a guess and some funds for Blind Veterans UK.



**#LevelUp:** Take on a solo mission or get together with friends for a gaming challenge.



**#PowerUp:** Get in shape with our boot camp challenge while raising vital funds.



**#ShoutUp:** Put on a fun bingo night for friends, family and colleagues to raise money for blind veterans.



**#VirtualSightRun:** Take on a 5k or 10k challenge whenever and wherever suits you.



**#GiveltUp:** Could you give up a vice for a week, month or more? Kick a habit while raising funds.



**#PlanYourOwnWalk:** From laps of the local park, hillside treks or step out to visit your local war memorial.



[blindveterans.org.uk/ideas](https://blindveterans.org.uk/ideas)

## Planning your own fundraiser?

We can't wait to hear about it!  
[blindveterans.org.uk/do-your-own-thing](https://blindveterans.org.uk/do-your-own-thing)



# Supporter spotlights

## Sammy and Oakley

These two amazing nine-year-olds challenged themselves to walk for six miles along a coastal path in Suffolk, carrying everything they needed to survive for 24 hours.



Sammy, left, and Oakley having fun in the mud



Mark and his catch

## Mark

Veteran Mark, who served in the British Army for 30 years, organised a 48-hour charity fishing match in Essex to raise money for our charity.

## Adi

Army corporal, Adi, set himself the challenge of running his first ever Great North Run in a bid to support our veterans with sight loss.



Supporter Adi ahead of the Great North Run



Christine during her skydive

## Christine

Christine, who comes from a military family, was delighted to finally tick a skydive off her bucket list in aid of Blind Veterans UK.

To find out more about our supporters' experiences, visit [blindveterans.org.uk/supporters-stories](https://blindveterans.org.uk/supporters-stories)



# Fundraising as a business

Blind Veterans UK is incredibly grateful to receive generous support from all kinds of local and national organisations.

This support comes in many forms including a one-off donation, payroll giving, gifts in kind, placement of collection boxes and championing employee fundraising.

In turn, fundraising for us gives your organisation a great opportunity for team building, access to iconic national events like the London Marathon, and support for team members who are planning their own fundraising activity. We also celebrate your commitment to our veterans across our PR and social media channels.



You can find out more at  
[blindveterans.org.uk/business](https://blindveterans.org.uk/business)

# Armed Forces Covenant

If you're a member of the Armed Forces Covenant, supporting us gives you the chance to fulfil your pledge. As proud Gold Award Holders of the Defence Employee Recognition Scheme, we'd be happy to support any organisations looking to join.



Simply visit our website  
[blindveterans.org.uk/covenant](https://blindveterans.org.uk/covenant)  
Or contact [fundraising@blindveterans.org.uk](mailto:fundraising@blindveterans.org.uk)



Blind veteran Simon in his military uniform

## Be part of our extended military family

At Blind Veterans UK, we are a military family supporting thousands of ex-Servicemen and women for life.

We're here for our veterans when they need us and simply couldn't do our work without the support of our extended military family.

Fundraising for us offers **cadets** the chance to organise activities and events as part of their proficiency learning, and get involved in key national commemorations.

We know many **servicing personnel** relish the chance of taking on iconic challenge events on our behalf, pushing themselves to the limit to support their fellow veterans.

Meanwhile, our **veteran supporters** have found that fundraising can be a great way to help them transition from military to civilian life.

Find out more at:  
[blindveterans.org.uk/military-group-fundraising](https://blindveterans.org.uk/military-group-fundraising)



# Reaching your fundraising target

Smashing your target can sometimes feel daunting, which is why we're here to help you every step of the way.

## Tell us about it

Registering your fundraising will give you access to tailor-made resources and advice. No matter where you are in your fundraising journey, register via our website or email [fundraising@blindveterans.org.uk](mailto:fundraising@blindveterans.org.uk) with details of your plans.

## Get our support

Once registered, you can request all kinds of items from us, including collection tins, branded T-shirts and home collection boxes (perfect for loose change).

## Set up your fundraising page

A fundraising page helps you get the word out and easily collect donations and sponsorship. Many platforms transfer the money straight to us, saving you time and admin.

## Spread the word

The more people you tell, the more donations you'll receive. And you'll also help to raise awareness about Blind Veterans UK. For advice on how to promote yourself, visit our website.



### Did you know?

An average of 20 per cent of donations come in after a fundraising activity is complete. Be sure to do follow-up posts on social media and let everyone know how it went. And always include links to your online fundraising page.

### Did you know?

You can generate your own QR codes to collect donations via posters or business cards through JustGiving. Simply set up a page and follow the instructions.

## Getting your money to Blind Veterans UK

Once you've completed your fundraising activity, there are a few different ways you can get your money to us, including online or by calling us on **0300 111 22 33**.

Visit our website for more details and options.

## Continue your journey

For more information to help you at each step of your journey - and to access downloadable fundraising resources including sponsor forms, poster templates and bunting - visit our website. Other branded resources are available on request.

Visit: [blindveterans.org.uk/fundraising-help](https://blindveterans.org.uk/fundraising-help)

Or contact: [fundraising@blindveterans.org.uk](mailto:fundraising@blindveterans.org.uk)



## Keeping safe and legal

It can be great to raise money for a worthy cause like Blind Veterans UK, but there are a few things to bear in mind to ensure your event or activity is safe and legal. Our website answers frequently asked questions about raffles, street collections, insurance and licencing.

## Other ways to keep giving

There are many ways to support Blind Veterans UK. Simply visit our [blindveterans.org.uk/support-us](https://blindveterans.org.uk/support-us) to find out more about the following or call our team on **0300 111 22 33**.



### Volunteering

Our volunteers are vital to the work that we do. You could make a huge difference to a blind veteran's life by volunteering with us.

### Gifts in Wills

Blind Veterans UK relies on gifts in Wills to support five in ten of our blind veterans. These gifts are crucial for our charity.

### Online shop

Help us provide vital support for blind veterans through purchasing our range of products.

### Raffles and lottery

Win up to £15,000 and support blind veterans at the same time! Help us rebuild lives after sight loss by playing our raffle and lottery.

### Make a donation

To make a one-off donation today, scan the QR code.





# Not ready to end the fun?

## Supporter email updates

Don't worry, we have loads more fundraising ideas and challenge events for you. For the latest news about our work and how you can support us, sign up to our email updates.

[blindveterans.org.uk](http://blindveterans.org.uk)  
[#email-updates](https://twitter.com/blindveteransuk)



## Organisation email updates

Sign up to receive regular updates especially for organisations that celebrate our work together and the incredible difference your support is making to the lives of our veterans. Visit

[blindveterans.org.uk](http://blindveterans.org.uk)  
[#groupfundraising](https://twitter.com/blindveteransuk)



Rebuilding  
lives after  
sight loss



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**FUNDRAISING  
REGULATOR**