

2023-2024

# Fundraising guide



Registered with  
**FUNDRAISING  
REGULATOR**

**Macular Society**  
Let's Beat Macular Disease

# “There is only one way to Beat Macular Disease for good.”

Every day, around 300 people are diagnosed with macular disease. It’s the biggest cause of sight loss in the UK.

Macular disease is cruel and isolating. It steals your sight, your independence, and your ability to do the things you love. It can affect people of any age — even children — but not enough is known about why, and there is still no cure.

There is only one way to Beat Macular Disease for good. We must fund much more research now, until we find a cure, or find treatments that stop it in its tracks.

I hope this fundraising guide provides you with all the tools and ideas you need to join the fight in Beating Macular Disease.

Together we can fund the research that will find a cure for macular disease. Together we can make sure the next generation don’t have their sight, confidence, and love of life stolen from them. Together we will Beat Macular Disease.

Thank you.



**Cathy Yelf**  
Chief Executive



# Fundraising ideas to get you started



## Dining with a Difference

Do you love dinner parties? Who doesn't! Good food, perhaps a glass of wine... and how about raising funds to Beat Macular Disease at the same time? You can do just that by hosting a 'Dining with a Difference' dinner party! We can provide you with an information sheet, template menus and place cards.

**Find out more at [macularsociety.org/dining-with-difference](https://macularsociety.org/dining-with-difference), email [community@macularsociety.org](mailto:community@macularsociety.org) or call Susie on 01264 560 249.**

## Tea for MD

Everyone enjoys a get together over a cuppa and a piece of cake, and yours will be extra special because with every forkful, you'll be raising funds for people with macular disease. Whether you're fundraising with friends or family, at work or in a community group, you and your brilliant bakes will be helping to Beat Macular Disease.

**You may have held a Tea for MD or bake sale before, or perhaps you're planning your first one? We've got useful tips and colourful materials for you. Find out more at [macularsociety.org/tea-md](https://macularsociety.org/tea-md), email [community@macularsociety.org](mailto:community@macularsociety.org) or call Susie on 01264 560 249.**



## Donations in celebration

Are you planning a birthday, wedding, retirement, Christmas, or anniversary party? Dedicate your celebration to Beating Macular Disease and you'll enjoy your special day knowing you're making a difference. Your gifts will fund research to find a cure for macular disease and support people living with it now.

**You can ask us for materials to help you plan your upcoming celebration, or alternatively you can simply ask your friends and family to donate directly on our website. Find out more at [macularsociety.org/celebrations](https://macularsociety.org/celebrations), email [community@macularsociety.org](mailto:community@macularsociety.org) or call Susie on 01264 560 249.**



## Challenge events

You can join #TeamMacular in a variety of events: runs, cycles, walks and swims. Whatever your challenge, we can support you with a running vest or t-shirt and a sports fundraising pack. We have places in major sporting events around the country, or you could use your own place in an event to raise funds.

**Find out more at [macularsociety.org/challenges](https://macularsociety.org/challenges), email [community@macularsociety.org](mailto:community@macularsociety.org) or call Debbie on 01264 321 964.**

## Step Around the World (...from home)

Step out to Beat Macular Disease with a step challenge to suit you – in your own time, at your own pace, and even in your local community. Your Step Around the World (...from home) challenge is really simple to do. And for every 'step' you're sponsored for (walking, running, cycling or swimming), together we're moving a step closer to Beating

Macular Disease. 'Travel' wherever and whenever you choose to complete your step challenge. We've even got a Macular Society 'passport' and stickers for you to log your step challenges!



**Find out more at [macularsociety.org/step](https://macularsociety.org/step), email [community@macularsociety.org](mailto:community@macularsociety.org) or call Debbie on 01264 321 964.**



# Inspiring ideas

Need some more fundraising inspiration? You could try one of these activities:

## Swishing Party

Update your wardrobe and raise money to Beat Macular Disease at the same time. Hold a clothes and accessories sale where half the price of the clothes goes back to the original owner, and the other half to help Beat Macular Disease. This is a lovely way to recycle and raise funds at the same time.



## Quizzine

If you love a quiz and love food then this is for you! Get the evening started with supper, and then host an entertaining quiz with a donation to take part.



## Especially for gardeners



Show off your hard work with a garden or allotment party. Open your garden to paying visitors, or sell your surplus fruit, vegetables, plants and seeds.



## Make it for Macular

Whatever your crafty or baking talent, you can help Beat Macular Disease by selling your work. One of our members has raised more than £3,000 by making and selling beautiful knitted highland cattle and sheep doorstops!

## Wear Yellow Day

Could you persuade your club or workplace to Wear Yellow for a day and make a donation? You could even combine your Wear Yellow Day with a bake sale or raffle.



## Eye Ball

Have you ever thought of organising an Eye Ball? It could be formal or fun, large or small, evening dress or even fancy dress! You could also include a raffle or a casino to boost the amount of money you raise. We have posters and bunting and we can help with publicity for your Eye Ball. We'd be happy to offer you advice on raffles, licences and other regulations, if needed.



Or what about a golf day, a pizza party, a race night, a curry event, an auction, a street party or a car boot sale? There are so many ways to raise funds to Beat Macular Disease!

We can give you Macular Society labels to price up your clothes, garden produce, or craft goods; various template posters; and bunting for larger events. Find out more at [macularsociety.org/inspiring-ideas](https://macularsociety.org/inspiring-ideas), email [community@macularsociety.org](mailto:community@macularsociety.org) or call Susie on 01264 560 249.

## How can I spread the word?

It's best to publicise your event well ahead of time. Getting in touch with your local newspaper, radio station or 'what's on' guide is a great way to boost publicity, especially if you can supply a photo. Putting up posters about your fundraising event on notice boards in your local community can also help raise the profile of your event.

You're welcome to use our name and logo – please do give us a call to ask about this. We also have template posters for you to fill in with your own event details.

Remember you can use social media to let everyone know about what you're doing. You can share your online fundraising page if you have one, and post messages each week to let people know how your preparations are going. Share your photos and, if you tag @MacularSociety and @TeamMacular, we will share them too! We're on Facebook, Twitter and Instagram.



## How do I raise money?

Whether you're fundraising on your own or with friends and family, or as part of a club or workplace, we're so grateful for your support. You're making it possible for more research to be funded to find a cure for macular disease, and keeping our support services running for every person who needs them. When you fundraise for the Macular Society, you're Beating Macular Disease for everyone. Thank you so much.

Setting up an online fundraising page is quite straightforward, and you'll be amazed at how supportive and generous people can be. Using a platform such as [justgiving.com/macularsociety](https://www.justgiving.com/macularsociety), you can send the link to your online giving page to family, friends and colleagues. They can donate on your fundraising page, and the money raised will be recorded and sent directly to us without you having to collect it yourself. You can add photos and updates, and let people know why you're supporting people with macular disease.

**Top tip:** see if your company will match-fund your donation. It's an easy way to double your fundraising!



# The legal bits

Whether you decide to collect cash, sell goods, or sell tickets, please read through the following when planning your event:

It's your responsibility to make sure that your event is safe and legal. But don't let the red tape put you off! We recommend making a list and ticking off the tasks as you go. Here are a few things to consider:

## Insurance

Unless you are one of our Macular Society Support Groups, the Macular Society cannot accept liability for any loss, damage or injury suffered by you, or anyone else, as a result of your fundraising activity. You may need to check that you have sufficient insurance. This may be covered by the venue, or your own personal insurance if the event is in your home, but you should check well in advance.

## Health and safety

Make sure that safety precautions are taken and think about whether you need a first aid kit

on site. Visit [hse.gov.uk](https://www.hse.gov.uk) for more information. If you're organising a large event, please contact your local St John Ambulance for advice. It may be helpful for you to complete a risk assessment before organising your event – we can send you a sample form to get you started.

## Licences

If you're holding a collection in a public place you will need to obtain permission from your local authority, and a collection in a supermarket will require the store manager's permission. All collectors must be over the age of 16. You will also need to obtain permission from your local authority if planning to sell alcohol or have entertainment (if your venue does not already have a licence).

## Food and drink

If you plan to have food and drink at your event, you must make sure that food is prepared safely. Check [food.gov.uk](https://www.food.gov.uk) for information. Be sure to specify your food's ingredients because many people have allergies.

## The legal bits (continued)

### Raffles

A simple raffle (for example using cloakroom tickets where tickets are sold and drawn on the same day) does not need a licence. However, if you're selling tickets in advance (for example with specially printed tickets) then please check the regulations governing this at [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk).

### Data protection

We all need to comply with the Data Protection Act 2018 (see [gov.uk/data-protection](http://gov.uk/data-protection)). Everyone responsible for using personal data must follow strict rules called 'data protection principles'. They must make sure the information is: used fairly, lawfully and transparently. Examples of this are that it is unlawful to store details of individuals for longer than necessary, or to pass on details to third parties. Also, any individual's details must be kept secure and private.

## How to pay in your money

Thank you for fundraising to Beat Macular Disease. We kindly ask that you pay in all your fundraised money to us within four weeks of your event. Here are some ways you can do it:

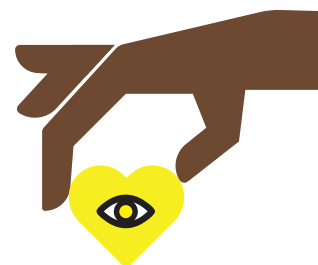
### Bank transfer

You can pay funds raised directly into our bank account:

**Account Name:**  
**Macular Disease Society**  
**Account Number: 60869090**  
**Sort Code: 20-46-73**

Please use the reference C&E, then your name (eg., **C&EJaneSmith**), otherwise we will not know who the money is from!

Please let us know once you've transferred your fundraising monies into our account so we can confirm receipt.



Fundraise to Beat Macular Disease:

**Macular Society**

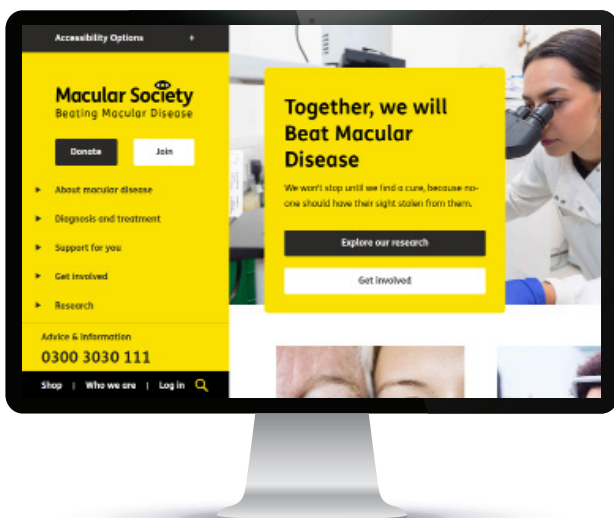
## Cheques

Please make your cheque out to Macular Society and send it with a note from you about your event to:

**Community & Events Team  
Macular Society  
Crown Chambers  
South Street  
Andover SP10 2BN**

## The Donate button on our website

Visit [macularsociety.org/donate](https://macularsociety.org/donate) or click the 'donate' button on the homepage and carefully follow the instructions to include all your details. Please tell us about your event in the text box so that we can connect your donation to your event.



## Telephone

Please call **01264 350 551** if you would like us to take a debit/credit card donation over the phone, but please explain that your donation is from your fundraising event, rather than a personal donation.

## Gift Aid

*giftaid it*

HMRC allows the Macular Society to claim an extra 25p for every £1 donated by UK tax payers of their own money. We love Gift Aid, but there are various qualifications as to what we are allowed to claim, so please ask us about this.

# Thank you and please send us your pictures!



Thank you for your fantastic efforts in joining us to Beat Macular Disease.

We love to see photos from your fundraising events around the UK, so please remember to photograph your event and send us your photos. We will then ask you to give permission from everyone in the photo that they are happy for us to use them.



If you need any more information, please visit our website [macularsociety.org](http://macularsociety.org), email us via [community@macularsociety.org](mailto:community@macularsociety.org), or call us on 01264 321 964.



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## Macular Society

Let's Beat Macular Disease

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