



Fundraise.
Have fun.
Change lives.



Join our 220th Anniversary Fundraising Challenge
and help support people through sight loss

FUNDRAISING PACK



Thank you for **supporting us**

For 220 years, Vision Norfolk has been supporting people with sight loss across the county – and we couldn't do it without incredible people like you!

Fundraising like yours helps us provide life-changing services including assistive technology, social groups, outreach support, and practical advice for people living with sight loss – to help them live more fulfilled, independent lives.

This Fundraising Pack is full of ideas, inspiration, and practical tips for making your fundraising efforts a real success. Whatever you choose to do, and whether you raise £2.20 or £220, every single penny will make a difference.

We're thrilled you want to be part of our 220th Anniversary Fundraising Challenge, and we're here to help you in any way we can. If you have any questions or need any further information or advice, please email us at fundraising@visionnorfolk.org.uk

Thank you.

Andrew Morter
Chief Executive

Why we need your help

Did you know that there are an estimated 38,000 people living with sight loss in Norfolk? It may surprise you to know that this figure is set to double by 2050.

Experiencing sight loss at any stage of life can be a really difficult, confusing and sometimes very lonely time. That's why we're here, from first diagnosis onwards, providing practical advice, emotional support and all the tools needed to help people living with sight loss to lead fulfilled and independent lives.

But because we're a charity, we rely on the support of donors, volunteers and fundraisers like you, to help us continue our work.

And there's a lot to do. Across Norfolk, **only 17 per cent of those living with sight loss are receiving the emotional support they need.** Your support can help bring our vital services to everyone who needs us – you can help us to ensure we're here for the next generation.

The numbers are startling

- ➔ An estimated **38,000** people are living with sight loss across Norfolk
- ➔ This figure could be as many as **75,000** by 2050
- ➔ Only **17 per cent** of those living with sight loss receive the emotional support they need

Your fundraising changes lives



Life after diagnosis **Rick's story**

First diagnosed with glaucoma in 2014, Rick had experienced 80 per cent sight loss by 2022. After a successful career and a busy retirement, the diagnosis came as a major blow.

“ I had lost my independence; my world had got narrower. I felt frightened, angry, helpless. I had faced challenging times in my life, but nothing compared to this. Meeting other vision impaired people for the first time made me realise I wasn't alone. The support I've received has shown me that there is life after sight loss.”



Life with regained confidence **Denyse's story**

Denyse had been living with dry macular degeneration for some time. Too scared to go out, Denyse lost her self-confidence and independence – until she received a visit from one of our Community Outreach Workers who introduced her to a number of activities run by Vision Norfolk, including craft sessions, the audio book club, coffee mornings, and cookery sessions.

“ I was too scared to go out. I was so depressed, I felt I couldn't deal with life. The community outreach service has introduced me to so many friends and people who have shared my experience of sight loss. It has given me my life back, my confidence back. I feel like I'm living again.”

Every penny counts

You may raise a little or a lot, but you can be sure that whatever you're able to achieve through your fundraising efforts, you'll be supporting people living with sight loss in Norfolk, helping them lead happier, more fulfilled, independent lives.

Here's what your support could achieve:

£22

...covers the cost of an outreach visit to help someone living with sight loss to access benefits, assistive equipment and health-related support so they can live independently at home.

£220

...can fund an exciting social activity for children and young people, like karate or tubing – an opportunity for them to get together, have fun and make friends in a supportive environment.

£2,200

...could provide a full year's funding for our weekly crafting sessions, giving people with sight loss the chance to socialise and learn new skills like weaving, pottery and rug-making.



Take the 220 challenge!

It's our 220th anniversary, so why not try a 220-themed challenge? You'll not only be raising funds; you'll be raising awareness of Vision Norfolk's history. Here are a few ideas to get you thinking!



The 220-minute challenge

Walk, dance or sing for 220 minutes continuously. Or try a sponsored silence!



The 220-mile challenge

Hiking, rollerblading, rowing – team up with friends or go solo to complete the distance.



The £220 challenge

Whatever your challenge, set a target of £220 and see if you can beat it.



The 220-repetition challenge

Do 220 reps of your favourite exercise – press-ups, skipping, squats or whatever you can manage!



Register your event today

at [justgiving.com/campaign/visionnorfolk220challenge](https://www.justgiving.com/campaign/visionnorfolk220challenge)

Take it easy

You don't have to go to the ends of the earth when fundraising; there are so many simple ways to get involved.



Get baking

Everyone loves cake. Why not try making 220 muffins and sell them at your workplace or local club?



Dress down days

Embrace the onesies and unleash the wacky shirts. Dress-down days can boost morale and raise funds in one go.



Do a car boot

Go to a local car boot sale and sell your pre-loved stuff, with the proceeds going to Vision Norfolk.



Special occasions

Do you have a birthday coming up? Why not simply ask for donations to Vision Norfolk, instead of a gift?



Register your event today

at [justgiving.com/campaign/visionnorfolk220challenge](https://www.justgiving.com/campaign/visionnorfolk220challenge)

Take some exercise

Why not combine raising funds for Vision Norfolk with working up a sweat?



Get on your bike

See how far you and your friends can cycle in 220 minutes – get sponsored by the mile.



Make a clean getaway

A little bit of hard work never hurt anybody, so why not offer to wash cars (for cash) at your workplace or school?



Jump right in

Try getting a relay team together at your local pool and see how far you can swim? More lengths = more cash!



Let's clean up Norfolk

Why not do some litter-picking around your local area and get sponsored by the bin bag?



Register your event today

at [justgiving.com/campaign/visionnorfolk220challenge](https://www.justgiving.com/campaign/visionnorfolk220challenge)

Take time out with friends

Combine your fundraising efforts with the enjoyment of spending time with friends and family.



Fire up the barbecue

Get your friends and family round, get those sausages sizzling, and get the funds flowing.



Get quizzical

Host your own pub quiz at home with friends. Charge an entry fee for a few drinks and snacks, and away you go.



Put the kettle on

A few biscuits, a pot of tea or coffee, and as many friends as you can fit in your sitting room – just make sure they make a donation!



Be a karaoke king (or queen)

Whether your party piece is Bohemian Rhapsody or My Way, why not host your own karaoke night? Maybe your friends will pay you not to sing!



Register your event today

at [justgiving.com/campaign/visionnorfolk220challenge](https://www.justgiving.com/campaign/visionnorfolk220challenge)

Meet some super-fundraisers



Just Financial Planning A heroic effort

Dressed as superheroes, the Just Financial Planning team raised nearly £3,000 by climbing London's O2 Arena alongside three vision impaired people from Norfolk. Karen, one of the vision impaired climbers, said:

“ Climbing the dome was a real challenge. The walkway is suspended, so it's like walking on a trampoline. I suspect it was scarier for those who could look down and see how far the ground was!”



Clare McCarthy A brave swim for sight loss

Born with albinism, vision impaired fundraiser Clare McCarthy swam the entire length of Coniston Water, braving the cold and unpredictable conditions to raise an amazing £1,661! Vision Norfolk Chief Executive Andrew Morter commented:

“ I never fail to be amazed at what people living with sight loss can achieve - Clare's determination is a really good example.”

Take it to the next level

We know you want to raise as much as you can – so here's a step-by-step guide to help boost your fundraising success.



Make a date

Once you have your idea, choose a date when your friends are available or when your family can be around to support you.



Register your event and set a target

Go to our JustGiving page and follow the instructions – it's really easy to set up and share your plan! <https://www.justgiving.com/campaign/visionnorfolk220challenge>

Alternatively you can register by emailing your name, address and details of your event to fundraising@visionnorfolk.org.uk. If you're getting sponsored, we've also enclosed a sponsorship form in this pack.



Make some noise

The more people you tell, the more money you'll raise. Tell everyone you know and share the link to your fundraising page on social media using the hashtags **#220Challenge** and **#VisionNorfolk** to reach even more sponsors.



Match that

See if your employer operates a Match Funding Scheme where they agree to match every penny you raise for charity.



Gift Aid it

Donating through Gift Aid means Vision Norfolk can claim an extra 25p for every one pound you give – at no extra cost to you! Just tick 'Yes' to Gift Aid in JustGiving or on the sponsorship form we've provided in this pack.



Keep sharing

Even after your event is over, keep sharing your story on social media – you'll be surprised how many people keep giving. Remember to use the hashtags! **#220Challenge** **#VisionNorfolk**



Say thank you!

Showing appreciation goes a long way.



Get the look!

If you pledge to raise £220 or more for our 220th Anniversary Fundraising Challenge, we'll send you a free T-shirt for you to wear while fundraising. T-shirts are available in sizes from small to XXL, and we hope it will make you feel even more a part of the Vision Norfolk community!

So claim your T-shirt today – just drop us an email with the following details:

- Your full name
- Your full address and postcode
- Details of your fundraising event
- Your target fundraising amount
- Your size selection (S,M,L,XL or XXL)



Get in touch

If you need any help, or advice about a fundraising idea, just email fundraising@visionnorfolk.org.uk

Be careful out there!

When you plan your event, please make sure you consider risks, and any regulations you need to follow. For example, you may need a licence for public collections or selling in public, so check with your local council. If your event is on private property or at work, you'll need to get permission from the owner or employer. Always assess risks, arrange first aid if needed, and follow food hygiene laws if serving food. Small raffles held during an event don't require a licence, but street collections do. If you're unsure, please get in touch.

Send it safely

So you've completed your fundraising – what next? If you have registered your event and raised money online with JustGiving, you do not need to do anything else. We will be able to find your event and JustGiving will automatically pay the money you've raised to Vision Norfolk.

If you didn't register your event with JustGiving, please drop us an email with the details plus your full name and address. You can pay us via the donate button on our website visionnorfolk.org.uk or directly to us at any bank using the following details:

Bank: Co-Operative Bank PLC

Account Name: Vision Norfolk

Sort Code: 08-92-99

Account Number: 67337622

When making a payment, please use the reference **[YourName]220**
e.g. JohnSmith220

Other things to remember



Please don't send cash, cheques or postal orders in the post



Just tick 'Yes' to Gift Aid in JustGiving or on the sponsorship form we've provided in this pack.

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Thank you, your support changes lives

Fundraising for Vision Norfolk means you'll help people like Max, who has had glaucoma since birth and has very limited sight. He moved into our supported accommodation at Hammond Court in 2023, enabling him to take his first steps towards independent life as an adult.



“Moving here has given my family peace of mind that I’m living in a safe environment with people who understand the challenges I face. Having a home here is enabling me to start life as an independent young adult and hopefully grow that independence. It’s given me a great platform to work out what I want to do with my life.”

Max Champion



Good luck with your fundraising

Thank you for supporting people in Norfolk through sight loss.
And we're here to support you too, in your fundraising efforts.
If you have any questions, please get in touch.

Email: fundraising@visionnorfolk.org.uk

visionnorfolk.org.uk

