

In aid of



# Let the fundraising begin!

Your journey to powerful fundraising starts here.

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# Welcome to #TeamGuideDogs

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

Thank you so much for getting involved to support Guide Dogs. Fundraisers like you help more people with sight loss live the life they choose.

By signing up to be a part of **#TeamGuideDogs** and raising vital funds, you'll be helping to change lives. Every mile you run, kilometre you walk, length you swim, road you cycle and penny you raise gives people the support and freedom they need.

This guide has everything you need to help raise money for Guide Dogs. It's packed full of handy hints, answers to common questions and great ideas to put the fun into fundraising.

Our team are here to support you every step of the way. We'd love to get to know you better and hear your story, you could even inspire other fundraisers too.

We're always here for you.

Email [events@guidedogs.org.uk](mailto:events@guidedogs.org.uk)

Phone **0345 143 0200**



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





# Setting up for success

Now that you have signed up to your challenge, here are some quick and easy steps which will help to set you up for fundraising success:

## Fundraising online



Head to [justgiving.com/guidedogs](https://www.justgiving.com/guidedogs) to set up your fundraising page. Fundraising online is easy, quick and secure. Best of all, the donations are automatically sent to Guide Dogs meaning less admin for you (and us!). Plus Gift Aid can be claimed, making your sponsorship go even further.

You can personalise your page too with pictures, stories and more. We'd recommend including a little about your event and why you've chosen to support Guide Dogs.



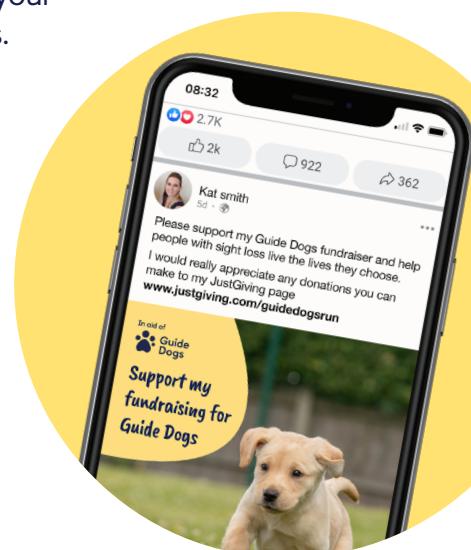
## Set a target - aim high!

Setting a target is a great way to keep motivated and it also helps to encourage your sponsors to help you reach your goal.



## Share your story - don't be shy!

Tell your friends, family, neighbours, colleagues about the incredible challenge you are undertaking. Share by email, text, on your social platforms, via posters or word of mouth. Sharing your fundraising page far and wide will help you smash your target!



## Hero the mascot

What better way to raise the bar for your challenge and encourage extra sponsorship by wearing one of our Hero the Guide Dog mascot suits.

To enquire and reserve your suit, simply email us at [events@guidedogs.org.uk](mailto:events@guidedogs.org.uk)



# 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, plus 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.



## #TeamGuideDogs

Join our events group on [Facebook @guidedogsevents](#) to share your stories, updates and support with other members of our challenge community.



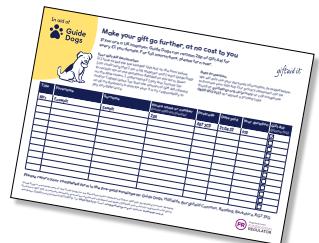
## Go cashless

Some people no longer carry coins on them. So make collecting your funds a doddle by setting up an online fundraising page at [justgiving.com/guidedogs](http://justgiving.com/guidedogs).

You can even get a unique QR code to scan. For example, if your page is [justgiving.com/fundraising/MrFundraiser](http://justgiving.com/fundraising/MrFundraiser) simply add /qrcode 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.

# Meet Murray

Murray and his dad Stewart are a guided running pair who crossed the finish line first at the Guide Dogs Run in Glasgow.

Murray was nine years old when he started losing his sight due to a condition called optic atrophy, and over two years lost his sight in both eyes. He has adapted amazingly well and challenges himself every day. He loves to keep fit and takes part in judo three times a week at both his club and Judo Scotland, as well as being part of the GB Para Potential Team.

Guide Dogs Specialists from Guide Dogs have supported Murray with mobility and habilitation training, helping him be confident enough to travel on the bus to neighbouring towns on his own.

“

Guide Dogs are great, they really helped me improve my independence. It was good to give something back by doing the Guide Dogs Run. I really enjoyed the run and the guide dog demonstration was really interesting. It's made me think about getting a guide dog in the future.

”

**Murray**

“

It was great to do the run in Glasgow and raise money for Guide Dogs, our sponsors were so generous, and we raised over £900. I need to find a faster guide runner for Murray though, he's too fast for me!

”

**Stewart**



# Guide runners

Please do let us know by emailing [events@guidedogs.org.uk](mailto:events@guidedogs.org.uk)  
We also have guide runner hi-vis jackets available should you want one.

# Choose your activity

Fundraise any day, any way you like!



## Pounds in the pot

Cardboard money boxes and coin collectors are a great way to raise pounds quickly. You could ask your sponsors to donate their morning coffee fund and pop it in your pot instead.



## 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.

## Aim for the stars!

All our fundraisers are amazing, and we know many of you will go above and beyond. So, we're awarding every participant who raises 150% of their target with a prestigious star fundraiser technical top to wear proudly.





## Sponsored challenges

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



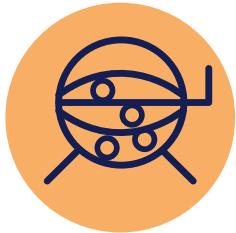
## £1 to take part

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/eventresources](https://www.guidedogs.org.uk/eventresources)

# Every penny counts

Your fundraising makes a big difference. By sharing your story and your sponsorship goal, you'll raise more!



**£26**

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



**£80**

could buy a puppy raising kit for the volunteers who look after our puppies during their first year.



**£250**

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



**£1,800**

could buy a young person a laptop kit, complete with assistive technology such as Supernova magnifier and speech.

Choose a goal linked to your fundraising:



**Walking 10km**

Ask everyone to donate £10 each in sponsorship.



**Running a marathon?**

£26 per sponsor could go a long way.

**Don't forget**

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

## 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 **#TeamGuideDogs** 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](https://guidedogs.org.uk/fundraisingpack)

## Say 'thank you'

Up to a fifth of your donations 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 everyone who donated so they know how much their support means to you.

# Paying in your funds

When the time comes, paying in your fundraising is quick and easy.



## By card

Call us on **0800 953 0113**. Make sure to tell us you're paying in money from your event.



## At the bank or bank transfer

Paying in at a bank or wish to make a bank transfer? Let us know and we'll give you everything you need.



## By cheque

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



## 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](https://www.justgiving.com/guidedogs).

## Steve's story

Steve, a dad-of-two with a passion for long-distance running, never wanted his sight condition to limit what he can do.

“

Running with a guide had never crossed my mind before I spoke to Guide Dogs. I was nervous at first. It was so strange to rely on someone attached to me by a tether. But when I started to relax it was liberating. It wasn't just being able to run, it was allowing me to do something that I love.”



# We're with you all the way

**Thank you for supporting people living with sight loss.**

**We're here to support you achieve your best, and make your fundraising a success.**

## We can help with:

- Bespoke fundraising advice tailored just for you
- Answer any questions you may have about challenge events
- Requests for additional fundraising tools or t-shirts



## 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](http://guidedogs.org.uk/fundraisingpack)

## Get in touch

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

[events@guidedogs.org.uk](mailto:events@guidedogs.org.uk)

0345 143 0200



#TeamGuideDogs