



## Holding an in-memory collection on JustGiving

Holding a collection in memory is a special way to remember a loved one's life. Donations received will honour their memory while supporting sight saving research and treatments.

Using JustGiving is the easiest and most effective way of holding an in-memory collection and allows people to donate online simply by using the fundraising page URL.

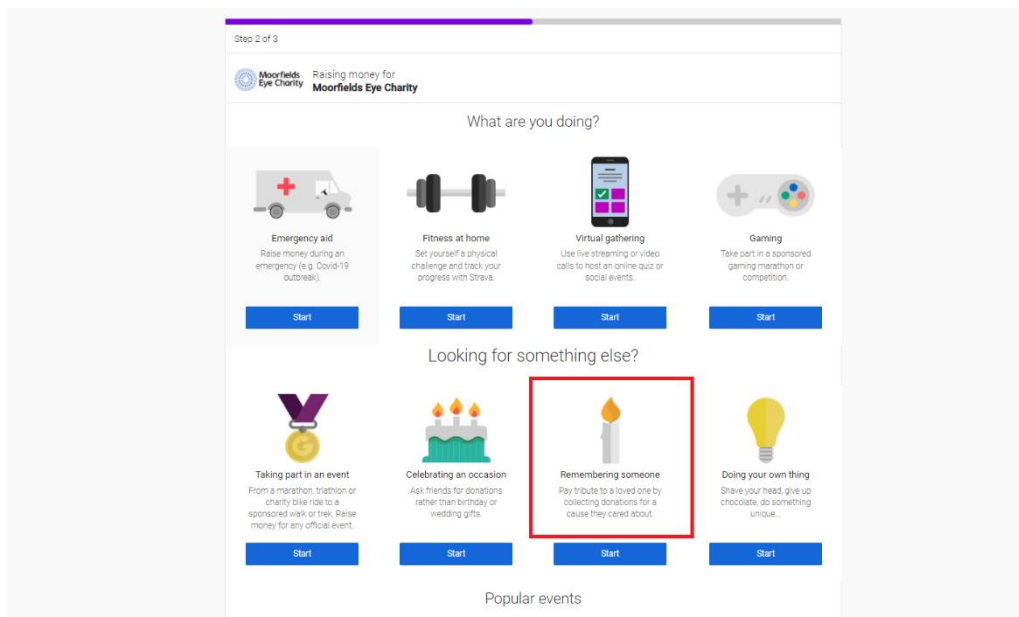
- 1) Visit [www.justgiving.com/moorfieldseyecharity](http://www.justgiving.com/moorfieldseyecharity) and click 'fundraise for us' in the top right corner

The screenshot shows the Moorfields Eye Charity page on JustGiving. At the top right, there is a 'Fundraise for us' button with a 'Donate' button below it. A red arrow points to the 'Fundraise for us' button. The page content includes an 'About Moorfields Eye Charity' section, a list of donors with their names, photos, and donation amounts, and a section for recent fundraising activities.

- 2) Upon clicking the button, you will be asked to provide your JustGiving login details. If you do not already have an account, you will need to create one by clicking 'Sign up'

The screenshot shows the login page for Moorfields Eye Charity on JustGiving. The page has a 'Log In' heading with a 'New to JustGiving? Sign up' link next to it. A red arrow points to the 'Sign up' link. Below the heading are input fields for 'Email' and 'Password', a 'Remember me' checkbox, and a 'Continue' button. There are also links for 'Forgot your password?' and social media login options for Facebook and Twitch.

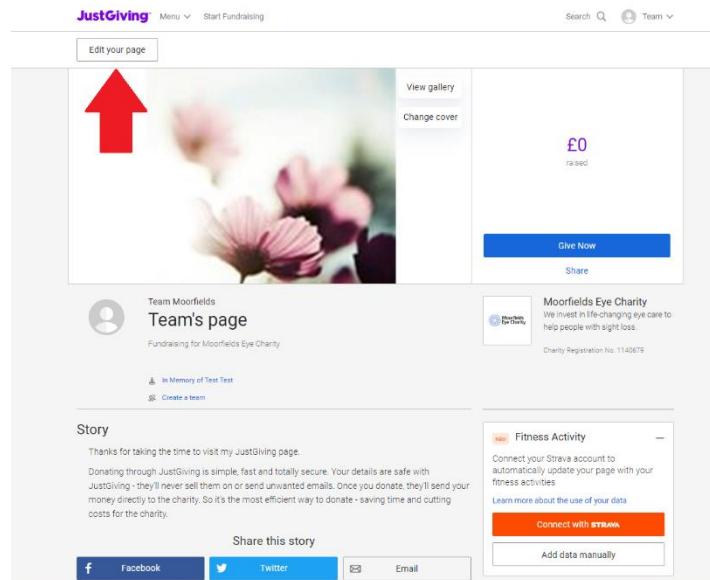
- 3) Once you have created your account/logged in – you will be asked what the purpose of your fundraising is. Please make sure to select 'Remembering someone' as per below image



- 4) Fill in the relevant details in the below form, including the name of the person you are fundraising in memory of

The screenshot shows a web interface for 'Step 3 of 3' titled 'Check your details'. It asks 'You're raising money for' and shows the Moorfields Eye Charity logo. The main heading is 'Who are you remembering?'. There are two text input fields for 'Their first name' and 'Their last name'. Below these is a section for 'Their gender' with radio buttons for 'Male' (selected) and 'Female'. There is a dropdown menu for 'Your relationship to them (optional)' with the text 'Please select'. Below that is a text input field for 'Choose your fundraising page web address' with the example 'www.justgiving.com/fundraising/' and a green button that says 'This web address is available'. At the bottom, there is a section for 'Gift Aid allows UK charities to reclaim an extra 25% on eligible donations.' with two radio buttons: 'Yes, my page can claim GiftAid' (selected) and 'No, my page isn't eligible'. There is a link 'Learn more about Gift Aid' and a final checkbox: 'I'm happy for Moorfields Eye Charity to keep me informed, by email, about the impact of my fundraising and other ways to stay involved including future events, campaigns and appeals.'

- 5) Your fundraising page will now be created, but we recommend personalising it before sharing the link with family and friends by clicking the 'edit your page' button in the top left



- 6) From here, you can change the page title, fundraising target, summary, and story. We recommend writing about the person you are fundraising in memory of, their connection to Moorfields, and why a collection is being held. This really helps encourage people to donate. Remember to save any changes you make

Edit page

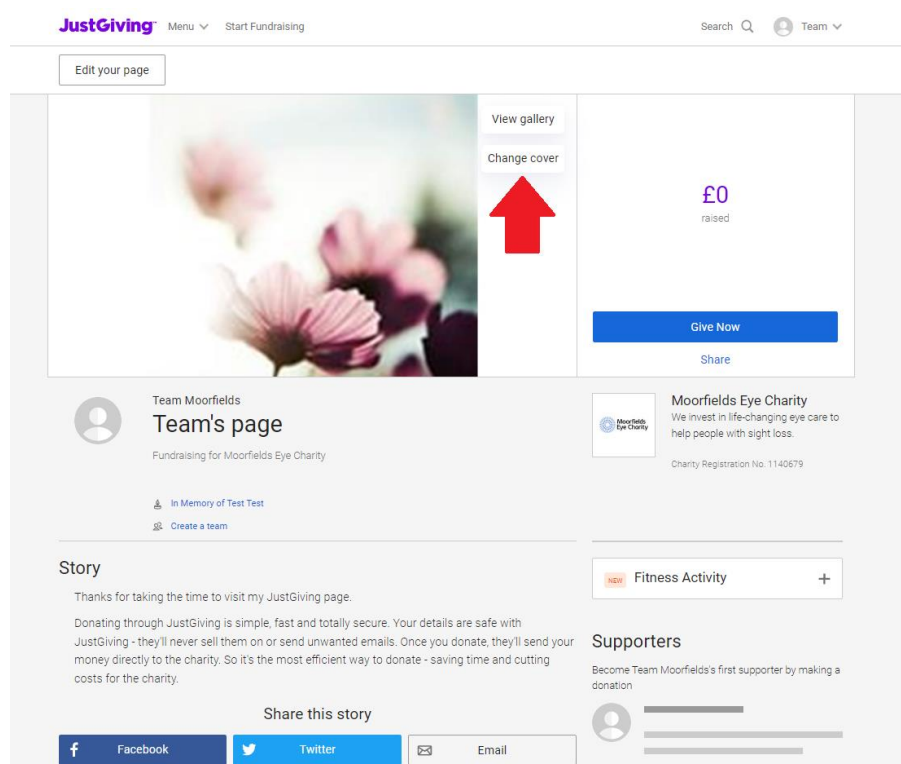
**Page title**  
Team's page  
**Save title**

**Fundraising target**  
GBP 0.00  
**Save target**

**Page summary**  
I am ...  
for Moorfields Eye Charity  
because ...  
**Save summary**

**Your story**  
B I U   
Thanks for taking the time to visit my JustGiving page.  
Donating through JustGiving is simple, fast and totally secure. Your details are safe with JustGiving - they'll never sell them on or send unwanted emails. Once you donate, they'll send your money directly to the charity. So it's the most efficient way to donate - saving time and cutting costs for the charity.  
**Save story**

- 7) If you'd like, you can also change the picture that is displayed on your page, by clicking 'change cover' and uploading an image



- 8) Once you are happy with the page, you can share the URL with friends and family, and they can donate directly. Any donations made to the page come to us automatically, so no need to worry about transferring the proceeds
- 9) We strongly recommend sharing the page on your social media channels/Whatsapp/ by email if you feel comfortable, and asking family/friends to do the same. This is a great way to increase the visibility of your page and leads to more donations

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We understand that some people who may wish to contribute to the collection will not be able to do so online. These people can send a cheque made payable to 'Moorfields Eye Charity' to:

**Moorfields Eye Charity**  
**162 City Road**  
**London**  
**EC1V 2PD**

Please ask them to include a note stating who the donation is in memory of so we are able to ensure the money is included as part of the wider collection.

Alternatively, they can make a donation by card over the phone, by ringing us on 0207 566 2565. Again, please do ask that they tell us who the donation is in memory of when calling.