



Moorfields  
Eye Charity

## Welcome to #TeamMoorfields Your fundraising pack



Thank you for taking the first step to becoming a fabulous fundraiser for Moorfields Eye Charity. This pack will provide you with all the tips and advice to starting your fundraising journey.



## If you need anything else

Please call 020 7566 2565  
or email

[moorfields.eyecharity@nhs.net](mailto:moorfields.eyecharity@nhs.net)



Registered Charity Number 1140679

# Why your fundraising is so important

## **At Moorfields Eye Charity, we believe people's sight matters.**

Already in the UK, over 2 million people across the country live with impaired vision and that number is set to double over the next 30 years.

That's why we fund life-changing eye research to deepen our understanding of eye disease and help bring new treatments to patients faster than ever before.

It's why we invest in innovative

education programmes to help train the next generation of eye specialists.

And it's why we support staff, equipment and new ideas at Moorfields Eye Hospital and the UCL Institute of Ophthalmology to help patients across the country access world-class eye care.

Ultimately, everything we do aims to make a difference to the lives of people with sight loss – but we couldn't do it without people like you.

**20% of people will experience some form of sight loss during their lives.**



# How will you fundraise for Moorfields?

There are so many ways you can raise money. We have gathered a few ideas here to get you started:

## › Create your own fitness challenge.

**Pick your personal challenge:** swimming, running, walking, cycling, skipping, dancing, squats, burpees – even get on your scooter!

**Pick your target:** Think about what will challenge you and impress your supporters. Maybe it will be a traditional marathon 26.2 miles or half marathon, 10km, 5km or 500 burpees.

**Pick your time:** Will you undertake the challenge in one go? Or break it down, perhaps a mile a day for a month or 100 lunges a day for a week?

› **Quiz night** – this could be done virtually or in person at your favourite pub and ask for a donation to take part.

› **Hold an afternoon tea or garden party** – everyone can bring a cake or savoury bake

then donate what they would have spent in the café or you can ask for a set donation for anyone who attends.

› **Get the razor out for a head or beard shave!** Take it a step further and dye it Moorfields blue ahead of the big day.

› **Organise a sports day** – it could be anything from football to cricket, volleyball to darts. Teams or players can enter for a fee and you can whip round your spectators on the day.



› **Stream your talent** - are you a gamer, crafter or great playing the guitar? Whatever your talent or hobby, you can fundraise by streaming on Twitch or Facebook Live. Set a date, let your audience and followers know and encourage donations to your fundraising page whilst you are live. Because you are publicly broadcasting, your potential for raising money is huge!

› **Give up your favourite thing** - whether it be chocolate, crisps, alcohol or TV, take a break for a month and get your pals to sponsor you.

› **Run your own business?** Perhaps donate 10p of every cup of coffee you sell for a week or ask your customers to round-up their purchases to the nearest pound and give the extra pennies to Moorfields.

› **Make it seasonal** - an Easter egg hunt or a Santa dash, a summer solstice garden party or come together with your congregation to make a Ramadan donation?

› **Skydiving** - one for the brave. There are sites all over the UK where you can tandem skydive to earth at 125mph. We recommend [Go Sky Dive](#).

› **Wing walking** - the ultimate adrenaline rush. Get strapped to the wings of a plane and whizz through the air. Fundraise more than £500 and get to wing walk for free with [Wing Walk Buzz](#).

**Choose your date carefully** - do you really want to be running outside in the middle of winter? Or baking cakes in an August heatwave?





# Ezra, a marathon in May

Five-year-old Ezra from Northern Ireland decided to run a marathon over the month of May to give back after his treatment for congenital glaucoma at Richard Desmond Children's Eye Centre.

He was joined at different parts of the run by various family members and his school friends to cheer him on. Ezra's fantastic efforts raised an incredible £3,500 to support patients just like him at Moorfields.




Your fundraising could help pay for a children's counsellor to support patients just like Ezra.

# How will you raise money?

A decorative border of dark teal leaves, some pointing up and some down, curves around the top and left sides of the page.

- › Whether you will be getting sponsored or holding an in-person event, we recommend setting up a Just Giving page as it keeps all your fundraising in one place, it makes it easy for everyone to donate and you can share the link across your social media.
- › If you are doing a live streaming challenge, incentivise and interact with your audience for hitting fundraising milestones. For example, you'll put on a silly hat every time someone donates £20 or if you hit your target you'll do a funny dance—it really helps to get those donations flowing!
- › We have paper sponsorship forms you can download [here](#) and coin collection boxes that we can send you.
- › Make sure you check out our [supporter fundraising policy](#).

A circular border of light teal leaves surrounds the text in this section.

Why not ask  
your employer if  
they will match  
what you raise?



Alison Yeung and her mum created their online craft business Love DnA 10 years ago - they sell beautiful handmade crafts from their website. After receiving excellent care from Moorfields for glaucoma, Alison decided to donate a percentage of sales on certain products to Moorfields Eye Charity. Love DnA promote their work on Instagram and Facebook whilst also raising awareness of living with sight loss.



**Alison Yeung, selling  
creative crafts to raise  
funds and awareness**



# We want to support you every step of the way



**We are your biggest cheerleaders! #TeamMoorfields**

› **Doing a fitness challenge?**

Let us know what size you need and we will send you an exclusive Moorfields Eye Charity vest or top to wear in training and during your challenge.

› **String up our exclusive bunting on the day of your event to make it look the part** - it will

grab people's attention and let them know who you are raising money for. [You can download it and print at home here.](#)

› **We have paper sponsorship forms** if you want to collect the more traditional way here. If you need us to print anything off for you, just drop us a line and we can post everything out to you [or download them here.](#)

› **Add our 'I'm raising money for Moorfields Eye Charity' logo**

to any printed materials such as posters or social media posts. [Download the logo pack here.](#)

› **We can send you coin collection boxes.** These work great in schools, on reception desks and the work place.

› **Need some help with your Just Giving page?** No problem - we can help to make sure your page makes an impact (want to use a fundraising platform that isn't Just Giving? Just let us know!).

› Once your Just Giving page is set up, let us know and we can shout about you on our website and our social media pages.





Kenneth Essex decided to mark his 100th birthday by walking 10km over 10 days. Each day he took to his street and was cheered on by his neighbours to raise money for Moorfields after being treated for macular degeneration. Kenneth raised a huge £22,000 and showed age is no barrier when it comes to being a fabulous fundraiser.

**At 100 years old  
Kenneth Essex  
walked 10km and  
raised £22,000**



Your fundraising could help support sight saving research into conditions such as macular degeneration at Moorfields and UCL Institute of Ophthalmology.



# Social media

Sharing your fundraising efforts on social media is the best way to boost those donations!

Here are our top tips:

- › **Shout about it!** You've become a fabulous sight saving fundraiser and everyone needs to know about you and what you are doing to support Moorfields Eye Charity.
- › **Post about your progress** or event regularly to create awareness and momentum.





- › We recommend people have a Just Giving fundraising page, but **Facebook and Instagram now offer a fundraising function** so if most of your friends, family and colleagues follow you on social media, it may work better for you to create a Facebook/Instagram Fundraiser- it makes it easier for your supporters to donate! Visit [www.facebook.com/fund/MoorfieldsEyeCharityLondon/](https://www.facebook.com/fund/MoorfieldsEyeCharityLondon/) or when you are in your Instagram account, create a post around your fundraiser, and once you have edited the photo you'll see the Add Fundraiser option. Click into it and select Moorfields Eye Charity as your chosen charity, set your target and you can even add your teammates. Please note, Instagram Fundraisers run for 30 days.



- › **Share your Just Giving page** everywhere you have an account- Twitter, Instagram, Facebook, TikTok, YouTube. You can even add it to your email signature! #TeamMoorfields
- › We love to shout about your wonderful efforts on our own social channels to boost your support so **make sure you tell us what you are doing.**

- › **Post videos** of your training or talk to camera about what you are doing, your motivation and progress. Sharing these on social are really engaging and inspiring for potential donors!
- › Make sure you **post around pay day** when people are feeling generous.



# One million steps for Bella

Denise Whitehead walked a million steps over a three month period to fundraise for Moorfields Eye Charity after her best friend's young daughter, Bella, was diagnosed with Best disease. Best disease is a rare, genetic condition which affects a tiny part in the back of the eye called the macula. It causes problems with central vision such as blurriness and can lead to blank patches and there is currently no cure.

Denise wanted to show her support for Bella whilst also giving herself a fitness goal. She lives in a small village surrounded by countryside with beautiful scenery, so setting herself a walking challenge was the perfect fundraiser for her! Denise raised over £650, which will help Moorfields to support more patients living with sight loss.

**She said:** “Moorfields have been so amazing with Bella and the family. Every year I raise money for a charity but this year, I didn't even have to think about it. Bella's such a happy little soul and has the most amazing parents so I'd like to do my bit to help fund research, and maybe get the answers they need one day.”

Your fundraising could pay for a children's play specialist at the Richard Desmond Children's Eye Centre to support young patients just like Bella during their treatment.





# Tips for setting up an impactful Just Giving fundraising page

[www.justgiving.com/moorfieldseyecharity](https://www.justgiving.com/moorfieldseyecharity)

- › Personalise your page and add a selection of photos.
- › Tell your story and explain your relationship with Moorfields so people understand what you are doing and why you are fundraising for Moorfields Eye Charity.
- › Add a target - people who add a target raise an extra 46% on average!
- › If you are doing an event that requires training, you can link your Strava account. This gives your supporters real time updates of all the effort you are putting in with your training and helps boost donations.

**20% of donations come in after you have finished your event so keep reminding people.**



# How to pay in your fundraising



- › If you have set up a **Facebook/Instagram Fundraiser or a Just Giving page** with Moorfields Eye Charity as your selected charity, you don't need to do anything! The money will automatically come to us.
- › By **collecting cheques** made payable to "Moorfields Eye Charity" and sending them to our address with a note letting us know they are towards your sponsorship.
- › **Friends/family can donate directly on our website**, ensuring they fill the "leave a message" box with your name and reference to the donation being towards your sponsorship money.
- › Any **cash you have collected** can be deposited into your own bank, and you can make a transfer (please ask us for our bank details when you are ready) or donate the money via our website yourself. Please do not send cash in the post.
- › **To ensure we can correctly claim Gift Aid**, where the government top up a donation for tax paying supporters with an extra 25p per £1 donated, please ensure your paper sponsorship forms are filled out thoroughly and by the person making the donation.

We hope this pack has inspired you and helped you to create your perfect fundraiser for Moorfields Eye Charity.

Thank you for choosing to make a difference to the lives of people living with sight loss. If you have any more questions, don't hesitate to get in touch - we can't wait to have you as part of #TeamMoorfields!



Make sure you follow and tag us! #TeamMoorfields



Instagram @moorfields\_eye\_charity



Facebook @MoorfieldsEyeCharityLondon



Twitter @EyeCharity

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