



FUNDRAISING

IN THE U.K.

RICHARD DOCWRA







FEDERAL RESERVE NOTE
NH 22454501 A
H8
UNITED STATES OF AMERICA
We the People
NH 22454501 A
Steven T. Musulin
Secretary of the Treasury
TEN DOLLARS



Coaching for social change

We're helping a senior management team to transform their organisation so it can have greater social impact.

An agency & consultancy for social change

ChangeStar is a fundraising and social change agency helping charities and other good causes to achieve greater impact. We do this so that the causes we care about can create a more sustainable, fair and enlightened world.

We provide consultancy and creative services across a range of areas, including organisational development, fundraising, campaigning and communications.

Get our free email for fundraisers!

Subscribe to our **'Fundraiser's Friend'** email for the latest fundraising news, tips and gossip. Plus details of our weekly Zoom calls for fundraisers.

Fundraising in the UK

- Most fundraising is not large scale
- 95% of charities with income under £500k/yr
- Most have to work with limited resources



The 5 lessons

1	How to start an IG programme
2	Do a touch point review
3	How to raise funds for difficult causes
4	When recruitment works, spend more
5	Get the basics right

1. How to start an IG programme

- Clarify your aims
- Set realistic expectations
- Get senior management behind you
- Build an IG plan
- Regularly review progress



2. Do a touch point review



Department	# People engaged	Supporter recruitment activity
Local Services		
Branch meetings - individuals attending	342	None - branches tend to fundraise for themselves
Local group meetings - individuals attending	1,043	None - this is a relatively new area of work
Local Services meetings - individuals attending	705	None
Local Services volunteers	251	None
Campaigning	157	None
Social events	704	None
Training days	90	None
Volunteers	18	None
Other events	338	None
Outreach services		
Professional conferences - people attending	40	
Helpline enquiries responded to	13,500	Routinely prospected for membership where consent allows
Training attendees	59	
E-learning registrations	3,346	Some courses have a discount for members, One course includes a year's free membership
Website - advice and information section unique visitors	675,875	None
Viewings of e-learning videos on youtube	720,000	None
Communications		
Stand visitors at exhibitions	500	Some promotion of membership
Website - total website visits	1,300,405	Basic donation ask on home page
Social media / online communities		
Facebook followers at Year End	90,000	Paid and organic promotion of fundraising messages
Twitter followers at Year End	50,000	Organic promotion of fundraising messages
You Tube subscribers at Year End	5,430	
Instagram subscribers at Year End	1,569	Some limited sharing of fundraising stories
Linkedin followers at Year End	777	None
Campaigns & Policy		

2. Do a touch point review

- List your touch points
- Prioritise your touch points
- Evaluate current fundraising from each TP
- Set out how to fundraise from each TP
- Example – Albion in the Community

<Address 5>
 <Postcode>
 <Member Code>

We'd love to know a little more about you

We want to make sure you get the most out of being a Community Champion with Albion in the Community (AIRC). That's why we'd be really grateful if you could spare a couple of minutes to answer these quick questions.

Your answers will help us make sure we always get in touch with you the way you want us to - and with news about the aspects of our work that matter to you most.

1 How would you like us to keep in touch?

As a Community Champion, you'll help make a huge difference to your local community - and we'd love to keep you up to date with what you're helping to achieve, other ways you can help and special events we'd like to invite you to. Please tick how you would like to hear from us:

Email - my email address is: _____
 Phone Text - my phone number is: _____

2 Which newspapers do you read, either in print or online? (Please tick all that apply)

The Argus The Times The Mirror
 The Brighton & Hove Independent The Telegraph The Metro
 The Guardian / Observer Daily Mail Other (please specify) _____
 The Independent / i The Sun

Which website do you visit more than once per week? (Please tick all that apply)

Brighton & Hove Albion Premier League Sky Sports
 Albion in the Community BBC News Other (please specify) _____
 Facebook Stand Chat BBC Sport

Which social media channels do you use regularly? (Please tick all that apply)

YouTube Other (please specify) _____
 TikTok

How do you hear about Community Champions? (Please tick all that apply)

Live Social media Other (please specify) _____
 Email

I am so pleased that you've become a community champion. If you ever have any questions, please feel free to call me directly. Many thanks. Hannah Simpson, Fundraising Manager - 07876 848055

<A B Sample>
 <Address 1>
 <Address 2>
 <Address 3>
 <Address 4>
 <Address 5>
 <Postcode>
 <Member Code>

30 November 2021

Welcome to a special community that is making a real difference to people's lives in Brighton and beyond.

Dear <A B Sample>

Thank you so much for becoming a Community Champion. We are all so pleased to be able to welcome you on board as part of our life-changing team.

My name is Matt Dorn and I am Chief Executive Officer of Albion in the Community. Take it from me, your regular support will enable AIRC to do some wonderful work across our local communities, changing lives through the power of football.

As a Community Champion, you can be proud to be playing your part in supporting the charity that Brighton & Hove supporters love. Your regular monthly gift of £5 will help fund so many inspiring projects that are changing lives across the region to lead healthy lifestyles, promoting good physical and mental health.

As an incredible impact across our community. You'll be helping children with disabilities and from areas - giving them the chance to get active, enjoy themselves and make new friends. You'll also be helping children and young adults in schools to gain confidence and develop their skills. And you'll be helping people across the region to lead healthy lifestyles, promoting good physical and mental health.

Really will be making a tremendous difference. In fact, every year Community Champions like you will help us support over 400 people with a disability and work with over 150 schools. The difference you make really is something to be proud of, and I'm so glad you've joined us.

You can look forward to some exclusive benefits as a Community Champion too. As you support the charity's work across the local community, we'll keep you up to speed with everything that's going on, with regular emails updating you about our work.

At the end of the season you'll also receive a special review programme, showing you everything that you have helped us to achieve, and outlining the incredible impact you've helped to make on people's lives. We'll also send you a special gift.

[albioninthecommunity.org.uk](https://www.albioninthecommunity.org.uk)
 Albion in the Community American Express Community Stadium,
 Village Way, Brighton BN1 9BL. Tel: 01273 876245.
 Company limited by guarantee in England and Wales (No. 5122343).
 Registered charity in England and Wales (No. 1110978).



AS A COMMUNITY CHAMPION YOU'RE PART OF SOMETHING VERY SPECIAL...

Spread the word

The more people who become Community Champions, the more we can all achieve together.

#

On social media

Post about us using #albioninthecommunity and encourage others to join.

✉

By email

Email your friends and family and ask them to get involved too.

🗨

In person

Tell your friends about us and get them to join - you can give them the cards below.

BECOME A COMMUNITY CHAMPION

BECOME A COMMUNITY CHAMPION

BECOME A COMMUNITY CHAMPION

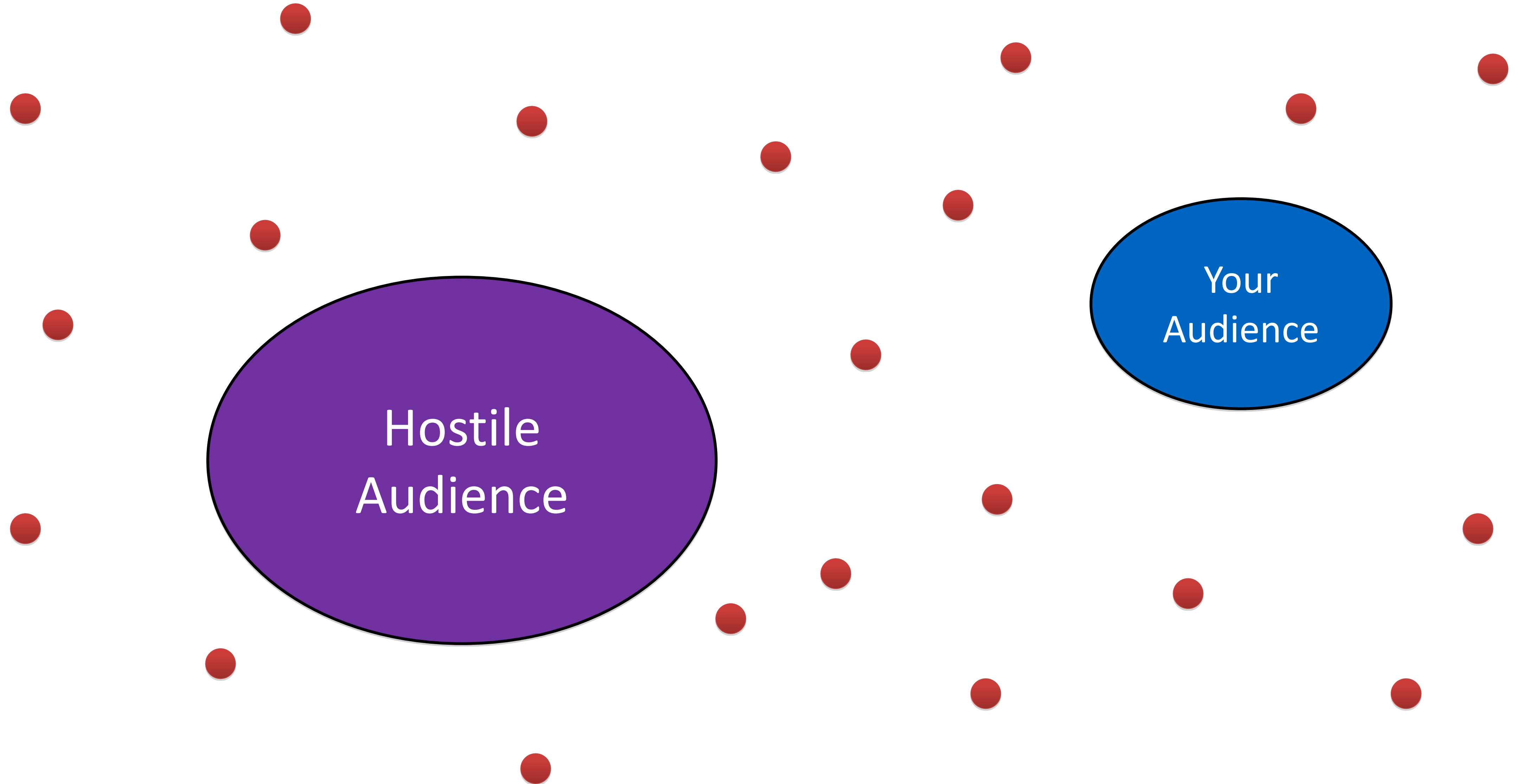
BECOME A COMMUNITY CHAMPION

3. How to raise funds for difficult causes





Overall population



3. How to raise funds for difficult causes

- Focus on your target audience
- Understand your audience
- Think about where to find them
- Be bold in how you communicate



GREENPEACE

Canonbury Villas
London
N1 2PN

Freephone: 0800 269 065
Email: supporter.uk@greenpeace.org
www.greenpeace.org.uk

<Mailing name
Address Line 1
Address Line 2
Address Line 3
Address Line 4
AB1 2CD

<URN>
<Promocode>

**GLOBAL CAMPAIGN TO STOP THE MONSTER SHIPS
- £208,285 MUST BE RAISED BY 8TH JULY.**

Monster ships and their greedy owners are rapidly pushing the oceans towards collapse. If we don't stop them now, they won't stop until the last shoal is caught, the last fishing community is on its knees and there are no dolphins, sharks, penguins, nothing... a lifeless sea. £<ask1> could help fund the communications support – including digital media, photo, video and distribution to news outlets – that is so critical to exposing the appalling destruction caused by the

Dear <salutation>

<date>

<I am very grateful for the donation you sent to help <name oceans campaign in month, year and I am/> You generously helped Greenpeace <recruitment topic> with your gift on <day/month/year> and I am asking if you can help again – I am/> [donor to past oceans campaigns/new donor/all other donors] urgently seeking donations to launch a major global campaign to expose the 'monster' ships.

I recently witnessed the terrifying destructive power of these monsters off the coast of West Africa from our ship, the Arctic Sunrise.

There is a lot to tell, but hearing colleagues speak of seeing bloodied and dying dolphins being dragged on to a monster ship sticks in your mind.

It's something the monster ship owners want to keep hidden. They call it bloody

You have helped us take on, and tackle, some of the world's largest polluters like Shell, VW and Asia Pulp and Paper.

I am asking you now if you can help again – I am/>

There is also

HOW INDUSTRIAL FISHING IS ALSO DESTROYING SUSTAINABLE FISHING IN THE UK

SUPPORTING sustainable fishing



GREENPEACE

**THE BIG,
THE BAD
AND THE
UGLY.**

**8TH JULY DEADLINE: UNLESS WE CONFRONT THEM
NOW THERE'S GOING TO BE NOTHING LEFT.**

Greenpeace/Pierre Gleizes

...oracious monster boat, the Margiris, pulled out of Port Melbourne on Thursday on a course straight out of Australian waters.



© Greenpeace/Richard Simkins

You can see here how we can send the monster ships packing - if we can get enough people inside.

3. How to raise funds for difficult causes

- Focus on your target audience
- Understand your audience
- Think about where to find them
- Be bold in how you communicate
- Going beyond your target audience



3. How to raise funds for difficult causes

Going beyond your target audience

1. Test a simple adjustment of your message
2. Find 'hooks' into your cause



Do you worry about the promotion of religion in your child's education?

Are you frustrated by religious discrimination in school admissions?

Does it worry you that religious groups are sneaking into state schools 'by the back door'?



Across the UK, thousands of parents are extremely concerned about the influence religious groups have on children in state-funded schools. Will you help us speak out for fair play for the non-religious?

In this day and age, most of us expect state schools – paid for by our taxes – not to practise any kind of religious discrimination in their admissions policies. Yet, right now, in towns and cities across the UK, children are being turned away from their nearest state-funded schools because their parents are of the 'wrong' religion or of no religion.

The British Humanist Association is opposed to the practice of religious selection by state-funded schools for many different reasons.

For one thing, it is a clear case of discrimination. Shouldn't our children be educated in an environment that is free of this kind of prejudice?

What's more, it's simply not good for British society. Segregating children on religious – and often ethnic – grounds can only be bad for community cohesion. Not to mention the fact that it increases

These issues prompted the British Humanist Association to take action at the end of last year by launching a legal challenge over plans for two new state-funded Catholic schools in Richmond, London. We were very concerned that these schools would prioritise the children of Catholic parents.

We campaigned hard for a ruling that said that any new schools in England should be at least partially open to all children. Unfortunately, despite all our hard work and growing support from the wider public, we lost our challenge.

But the fight goes on. We must never let up the pressure. The British Humanist Association is determined to speak up as the voice of reason wherever and whenever we're needed. If we don't stand up to end discrimination on the basis of religion – who will?

Through tireless campaigning and

WE UPDATE NEWS UPDATE NEWS UPDATE NEWS

The BHA has recently discovered that taxpayers' money is being spent on sending very young children to nurseries that teach creationism. The money is being allocated by local authorities as a part of a scheme to provide two to four-year olds with free education. You can read more at <http://diyurl.com/creationistnurseries>

Would you want your son or daughter being taught creationism as fact? Please help the British Humanist Association speak out against this worrying development.

That future world starts here and now with our children's education.

By lobbying those in power and educating the general public, we can set the agenda and force policy change where it's most needed.

But, to do this, we need your help. There is so much your support could help us achieve.

For example, we need to do

for their children. We need to work closely with local groups to challenge the increasing influence of religious groups in state schools. We need to do everything we can to challenge the promotion of religion in schools and work with local campaigners to oppose discrimination and religious selection in state-funded schools.

Please send a gift today to add your voice to our call for reason.

Do you worry about the promotion of religion in your child's education?
Are you frustrated by religious discrimination in school admissions?
Does it worry you that religious groups are sneaking into state schools 'by the back door'?



Across the UK, thousands of parents are extremely concerned about the influence religious groups have on children in state-funded schools. Will you help us speak out for fair play for the non-religious?

In this day and age, most of us expect state schools – paid for by our taxes – not to practise any kind of religious discrimination in their admissions policies. Yet, right now, in towns and cities across the UK, children are being turned away from their nearest state-funded schools because their parents are of the 'wrong' religion or of no religion.

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Would you want your son or daughter being taught creationism as fact? Please help the British Humanist Association speak out against this worrying development.

All over the UK parents are worried and frustrated about religious discrimination in schools' admissions policies.

"I cannot understand how, in 2013, it is possible for a state funded institution to prioritise a child's application on the grounds of their parents' religion. I know for a fact that a child who lives many miles away in a different county was admitted to our first choice school ahead of my son because he comes from a Christian family. I know too of children admitted because their non-religious families have taken them to church for the last two years precisely so that they are given priority on school selection. As an atheist I was not prepared to do this."

Concerned parent

If you are worried about religious bias in our children's education, please help the British Humanist Association speak out against it today.

Religion 'through the back door'

Across the country, religious groups are being allowed into state schools to proselytise about their religion.

One concerned parent told us about a 'Christianity day' at their child's state school that doesn't have a religious character for which an evangelical Christian group was allowed to preach about creationism and faith healing. The parent told us:

"While I agree it can be valuable to have representatives from different religions as guest speakers to talk about their beliefs and practices, I do not think it is appropriate for teaching sessions to be given over to an evangelical organisation whose aims are not educational but missionary."

If you agree, will you help us stop evangelical influences sneaking into our children's schools 'by the back door'?

That future world starts here and now with our children's education.

By lobbying those in power and educating the general public, we can set the agenda and force policy change where it's most needed.

But, to do this, we need your help. There is so much your support could help us achieve.

For example, we need to do everything we can to support concerned parents who want a balanced education

for their children. We need to work closely with local groups to challenge the increasing influence of religious groups in state schools. We need to do everything we can to challenge the promotion of religion in schools and work with local campaigners to oppose discrimination and religious selection in state-funded schools.

Yes, I will help the British Humanist Association speak out against religious bias in education and other areas of public life, by giving:

£25, which could help pay for support and advice for concerned parents who want a balanced education for their children.

OR Please debit my credit/debit card
Card type: Visa Mastercard Solo CAF
Title Card holder's name:
Card number: Expiry date: / /
Signature(s): Date: / /

Your details Title Name(s)
Address Postcode
Home tel no
Email

Gift Aid
To enable us to claim back the tax already paid on your donations, and add 25p to every pound you donate, please tick and date below:
I confirm I have paid or will pay an amount of income tax and/or Capital Gains Tax for each tax year (8 April to 5 April) that is at least equal to the amount of tax that all charities or Community Amateur Sports Clubs (CASCs) that I donate to will receive on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify.
I am not a UK taxpayer and therefore cannot give gift aid.
Your information will be treated as private and kept securely. The BHA will not make public or sell your details to third parties without your explicit permission.
Please return this form to: Freepost RTCZ-GUSB-GBH, British Humanist Association, Unit A, 39 Moreland Street, London EC1V 8BB
Registered Charity Number 265027 A company limited by guarantee, registered in England no. 228761

3. How to raise funds for difficult causes

Going beyond your target audience

1. Test a simple adjustment of your message
2. Find 'hooks' into your cause
3. Identify media-specific audiences



EVERY DAY WOMEN ACROSS THE UK ARE HARASSED AND INTIMIDATED WHILST THEY SEEK MEDICAL TREATMENT.



You can help end their ordeal by giving £25 today.

Fanatical campaigners are increasingly protesting outside UK abortion clinics, confronting and intimidating women who are attempting to access a legal healthcare service in confidence. By making a donation today, you can help to create safe zones around clinics to stop the harassment.

Shouted at, bullied and even filmed – this has to stop

Many protesters confront women in clinic entrances, bearing large banners with disturbing images and distributing leaflets that contain misleading information. Others follow women, making them feel threatened and trying to scare them away from treatment. Here's how a woman recently described her experience with protesters in Bournemouth: "I felt anxious – so much so I didn't feel I could walk in. I had to call the number and the clinic manager came out to find me. It was intimidating."



"They approached the taxi, waving pictures of fetuses in my face and followed me to the car park afterwards which made me feel angry and hurtful. I was really distressed."
Clinic user, Doncaster

Imagine if you were filmed or felt threatened when accessing medical treatment

No one else experiences this kind of bullying or intrusion when accessing healthcare. Reproductive health is a sensitive, personal issue, and people should be free to make choices in private. Please support BPAS (British Pregnancy Advisory Service) now to fight for legislation to create safe zones and end the distress these protests cause.

It distresses healthcare workers too

Nurses and staff are also being targeted. Health workers have also been followed by protesters when leaving their place of work. These healthcare professionals should be able to go to work without fear of being threatened.

We can end the intimidation

We believe in freedom of speech – and if people want to campaign to restrict women's reproductive choices, there are plenty of forums where they can do so. But the space immediately outside clinics shouldn't be one of them. With your help, we can establish intimidation-free zones outside centres to safeguard women and healthcare staff.

Your support can help us campaign for a change in legislation

We urgently need your support to help us lobby for legislation that ensures women can access pregnancy advice without any interference or bullying. Other countries already have this legislation in place. Your gift today will help make sure that women can make their own personal decisions about their own pregnancy.

This is how your donation could help

£15 could help us collect signatures on a petition to get safe zones discussed in parliament

£25 could help us work with members of parliament and other influential groups to put the case forward for legislation

£50 could help us launch legal challenges to ensure the police protect women from intimidation

To donate, visit www.bpas.org/donate2 or complete and return the form below. Thank you.

YES! I want women to be able to make decisions about their health without intimidation and harassment

I'd like to give:

£25 £15 £50 Other £

I enclose a cheque payable to BPAS

I wish to pay by: Visa/Amex/Mastercard/Maestro/CAF

Card No. _____

Start Date: ____/____/____ Expiry Date: ____/____/____

Issue Number ____ 3 Digit Security Code: ____

Title _____ Forename _____
Surname _____
Address _____
Postcode _____
Please keep me updated via email at:
Phone No. _____

Please return to: FREEPOST BPAS, 30-31 Furnival Street, London EC4A 1JQ.
You can also donate online at www.bpas.org/donate2

Thank you for your support – it is vital to us. We store your details securely and will never sell, trade or rent your personal information to other organisations. We'd really like to keep you up to date with our work and appeals occasionally, but if you'd prefer not to receive this information by mail or telephone just tick the appropriate box here and return this form, or contact us to let us know on donorcare@bpas.org.

@bpas1968
#backoff



[CODE]

In 2016, abortion is still illegal in the UK and punishable with a life sentence. Give £25 today and help us stop this outdated law – and give women a choice.

In 1861, ending your pregnancy was made a crime punishable by life imprisonment. Despite reforms in the 1960s, this 150-year old law still stands – and women today are still not trusted to make their own decisions about their pregnancy. With your donation of £25, we can give women proper choice by removing abortion from the criminal law for good.



Our abortion laws are hopelessly outdated

Everyone should be able to make choices about their healthcare. Yet a Victorian law gives other people control over a woman's body. Legally, two doctors have to approve a woman's reason for terminating a pregnancy, but seeking approval can be distressing and humiliating. Any woman who ends a pregnancy can still be prosecuted, simply for not having received permission. The world has moved on hugely since 1861. It's time to kick this law into history.

Women are suffering as a result

Abortion care must be provided according to a law passed decades ago, rather than best clinical practice in 2016. Women face needless delays because 2 doctors must approve their request. Today's nurses can provide a range of

clinical procedures – but they are legally barred from performing abortions. And quite simply the law creates stigma for women. This needs to change, and change now.

This is the last great legal battle for women's equality

Women gained the right to vote in 1928. The right to equal pay in 1970. But they still haven't gained the right to have control over their bodies. This Victorian law has no place in the modern world. Two thirds of people think abortion should be allowed according to a woman's choice*. We want to get the law changed – but we can only do it with your help.

Your donation will help us campaign to get the law changed

It may be a long battle, but it's one we'll win – with your support. At BPAS (British Pregnancy Advisory Service) we've already stood up to anti-choice MPs attempts to limit women's choices. Now we want to make sure abortion is treated like other healthcare, without any threat of prosecution for patients. If you agree that abortion is a choice, not an illegal act, we need your support. Make a donation today and help us campaign to decriminalise abortion.



"A 42-year-old could be a mother of three and a company director and yet she still isn't trusted to decide about her own family planning."
Ann Furedi, CEO BPAS

To donate, visit www.bpas.org/donate3 Or complete and return the form to the right. Thank you.

*Source: British Social Attitudes 2012 survey.

DID YOU KNOW?

- ! One in three women in the UK will have an abortion
- ! More women aged 35 or over have abortions than women under 20
- ! Our legislation is outdated, unfair and insults women

There is something you can do to change this ridiculous law!

YES! I WANT TO HELP DECRIMINALISE ABORTION AND GIVE WOMEN A CHOICE BY GIVING:

£25 £15 £50 Other £

Just £25 could help us collect signatures on a petition to get this outdated law debated in parliament.

Title _____ Forename _____

Surname _____

Address _____

Postcode _____

Please keep me updated via email at: _____

Phone No. _____

I enclose a cheque payable to BPAS

I wish to pay by: Visa/Amex/Mastercard/Maestro/CAF

Card No. _____

Start Date: ____/____/____ Expiry Date: ____/____/____

Issue Number ____ 3 Digit Security Code: ____

Please return to: FREEPOST BPAS, 30-31 Furnival Street, London EC4A 1JQ.
You can also donate online at www.bpas.org/donate3.

Thank you for your support – it is vital to us. We store your details securely and will never sell, trade or rent your personal information to other organisations. We'd really like to keep you up to date with our work and appeals occasionally, but if you'd prefer not to receive this information by mail or telephone just tick the appropriate box here and return this form, or contact us to let us know on donorcare@bpas.org.

@bpas1968
#wetrustwomen



B109

4. When recruitment works, spend more





act
**Addenbrooke's
Charitable Trust**

Box 126
Addenbrooke's Hospital
Cambridge University Hospitals
Hills Road
Cambridge CB2 0QQ

T: 01223 217757
E: hello@act4addenbrookes.org.uk

September 2020

The coronavirus crisis has shaken the world. Throughout it all, staff at Addenbrooke's hospital have been doing everything they can to save lives.

You can help our incredible doctors and nurses now and in the future by making a gift of £25 to support their work.

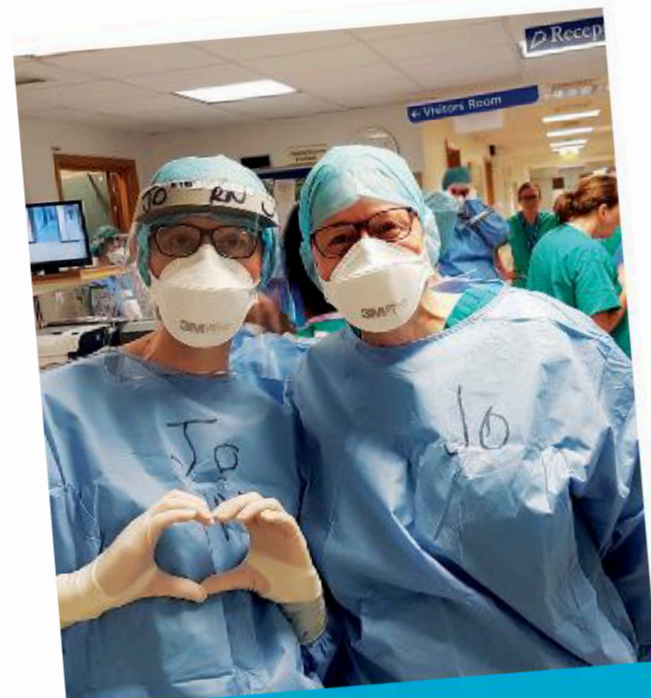
Dear Friend,

I hope you and your loved ones have managed to stay safe during these extraordinary months.

My name is Jane Olds and I'm the Matron for the Adult Intensive Care Units (ICU) at Addenbrooke's, your local hospital in Cambridge. The coronavirus crisis had an unprecedented impact across the entire hospital, changing how all of us worked. It showed how our doctors and nurses will always go above and beyond to save lives, but also how we urgently need to be prepared for crises in the future.

To rise to the challenges, we need the help of our local community, which is why I'm asking you to support our work with a donation today. **By giving £25, you can give our staff the extra support they urgently need now to be ready for whatever the future brings.**

When the crisis hit, we suddenly had to make space for dozens of extra intensive care beds. We also had to move doctors and nurses



Help your local hospital be ready for any crisis by making a gift towards life-saving work.

Yes! I will give a gift to support Addenbrooke's and its amazing doctors and nurses

1. I would like to give:

- £25**, which could help set up new wellbeing rooms, so Addenbrooke's staff have peace and quiet when the pressures of work are too much to bear.
- £50**, which could help to upgrade ICU facilities, so there is more space to give life-saving care to critically ill patients.
- £100**, which could help our world-leading scientists to keep researching coronavirus tests and treatments that could save millions of lives.
- My choice of £ _____

2. My contact details

Full name: _____
 Address: _____
 _____ Postcode: _____
 If you would like us to stay in touch by email, please write your email address here:

3. My payment details

Please make cheques payable to **ACT** or please debit my credit / debit card:
 Visa Mastercard Maestro Debit Card CAF Card
 Unfortunately we do not accept American Express

Card No. _____ (Maestro only)

 3 digit Security No. _____ Issue No. (Maestro only) _____ Expiry Date _____/_____/_____

You can also donate online at
www.act4addenbrookes.org.uk/join

Please turn over to make your gift worth even more with Gift Aid ►



Thank you Addenbrooke's heroes

Please use this space to send a message to the doctors and nurses at Addenbrooke's and return this card with your donation form.



The staff at your local hospital are giving everything to save lives.

Will you give a gift today to support them in their amazing work?

5. Get the basics right

- Focus on regular gifts
 1. Immediate conversion ask for all
 2. Annual campaign (plus DD upgrade)
- Legacy appeals





Sightsavers
2a Halifax Road
Melksham
SN12 6YJ
0800 116 4116
www.sightsavers.org

Mr. D Thomas
Llareggub
Powys
Wales

4th August

Dear Mr Thomas,

I'd like to take this opportunity to thank you for the wonderful support you've given Sightsavers. Your generosity has already enabled us to change the lives of so many people affected by blindness in some of the world's poorest countries. I couldn't be more grateful. It's because you've shown such kindness and understanding that I'm getting in touch today. I want to ask you to do something very special - something that could have a huge impact on the health and happiness of people all around the world, for many years to come.

Will you consider taking your support one step further - and help us save even more people's sight - by agreeing to leave us a gift in your Will?

Together, we can end the misery of avoidable blindness. But it could take many more decades of hard work and dedication. To carry on providing life-changing treatment around the world - for as long as it takes - we need a guaranteed income. It's no exaggeration to say that leaving Sightsavers a gift in your Will is one of the best possible ways of giving us that income and helping us to achieve our vision of a future free of avoidable blindness.

In fact, so much of the progress we've already made has only been possible thanks to generous gifts left to us in supporters' Wills.

Since our work began, in 1950, we've treated a staggering 200 million people in more than 30 countries. That's hundreds of millions of lives improved by the committed support of people like you.

Nyayual Goch Tong, from South Sudan, knows exactly how life-changing our help can be. She has trachoma in her right eye and told us:

"I have been suffering for two years and there is a lot of pain from my eyelashes. The pain has been constant and it disturbs every aspect of my life. I have difficulty cooking for the children, collecting firewood, and caring for my children."

Right now, Nyayual's youngest daughter, Nyagaa can't even go to school because she has to stay at home and care for her mother. It's seriously damaging her future.

But Nyayual is hoping to change all that, by receiving an operation to treat her trachoma, provided by Sightsavers.

Incorporated under Royal Charter Registered Charity No. 207544 & SC028190 Royal Commonwealth Society for the Blind



How a gift in your Will could help save sight for future generations



MY CONFIDENTIAL PLEDGE

Together, we can end the misery of avoidable blindness. But it could take many more decades of hard work and dedication. To carry on providing life-changing treatment around the world - for as long as it takes - we need a guaranteed income. Leaving a gift in your Will to Sightsavers will help fund essential projects in the world's poorest places, and save future generations from avoidable blindness.

Please tick the relevant box and return this form to us:

- I have already included Sightsavers in my Will
- I have made a cash gift (a fixed amount) of £ _____
- I intend to make a residuary gift (a share of my estate) of _____ %
- I do not intend to include Sightsavers in my Will at this time
- I would like to be contacted to discuss the matter further

My telephone number is _____ Please call between _____ and _____

Please note, all information will be held in the strictest confidence and none of the decisions indicated above are legally binding.

Important: (Please amend your details if they are wrong in any way)

Name: _____
Address: _____
Postcode: _____

Please return in the envelope provided. Or to: Sightsavers, FREEPOST 57, Halifax Road, MELKSHAM SN12 7BR

If you wish to discuss any aspect of leaving a gift to Sightsavers, please feel free to contact our legacy team on 01454 444444.



Your legacy: the facts
Everything you need to know about how to leave a gift in your Will.

Dear Friend,

The huge contrast between the tragedy of blindness and how little money is needed to give sight to a blind person - that's what made me want to help Sightsavers.

To my mind, blindness is the worst disability of all, because it usually denies people the complete life that we take for granted. It turns a wage earner who can support a family into a burden to be carried by that family. And poverty doubles the difficulty: many blind people don't know that treatment exists, or can't travel to get it, or can't afford to pay for it.

Sightsavers' efforts in reaching blind people wherever they are, and treating them free of charge, are enormously impressive. Sightsavers not only help to restore sight; they help to revive the ability to live a useful and creative life.

Of the major causes of blindness, Sightsavers work to treat cataract and river blindness are, to me, their most spectacular successes. I have had cataract operations on both eyes, so I know how quick and painless they are: overnight, clouded vision is transformed to a wonderfully clear view of the world.

Thanks to Sightsavers, a cataract operation costs as little as £28. River blindness - a widespread infection in remote areas - can be prevented by taking one Mectizan tablet each year, at the cost of less than 10p each. This is spectacularly cheap.

There are 39 million blind people in the world, and 4 out of 5 of them need not be blind. Any picture of a boy on the day after his cataract operation sums it up: huge smile! Why wouldn't anyone smile who had just rediscovered his sight?

The tragedy of blindness in the world will, unhappily, remain long after I'm gone. That's why my Will includes a bequest to Sightsavers. If, like me, you want to carry on making a difference for many generations to come, perhaps you'll consider doing the same.

Yours sincerely,
Derek Robinson
Sightsavers supporter and volunteer

Dear Friend,

I've seen first hand just how amazing Sightsavers' work is - and how much it's improving the lives of people who are struggling with sight loss in some very poor communities around the world.

In 2003, I visited India with Sightsavers, to see the work in action. It really opened my eyes to the way Sightsavers operates.

They don't just send experts from the UK over to developing countries. It's much more about working within the community; training people to support themselves and help their community. Sightsavers also work hard getting trained experts out to remote areas that need health care and seeking out the people in need of help.

I witnessed the amazing work done by the team in India to restore the sight of huge numbers of cataract patients. I visited two big hospitals and saw the huge programmes that they have up and running - and an incredible cataract surgery. For me, it was humbling, but also inspiring.

Then, in 2010, I made a second trip to see Sightsavers at work - this time in Sierra Leone.

I visited a school called the Milton Margai School for Blind Children in the capital, Freetown. There I learnt about the training given to teachers to help them teach children with visual impairments.

Many of the younger children come from rural areas, so a lot of them stay on site at the school where they receive specialist education and attention to suit their visual impairments. Then when they are older, they join mainstream school with the other kids. It was really lovely to see children with visual impairments being accepted into the classroom, and so sweet to see their classmates helping them out when they needed it.

I met a lot of inspirational people on my trips to India and to Sierra Leone. The surgeons, teachers and the health workers were incredible people. I was always impressed by their dedication.

2000s In 2010, we celebrated the distribution of the 160 millionth treatment for river blindness.

Today By 2020, we aim to take decisive steps towards eliminating trachoma. With help from people like you, this can be achieved in the next six years.

Tomorrow By working together, we can end the misery of avoidable blindness - what a truly amazing achievement that would be! It would take a lot of work and dedication, but it must happen.

The future is in your hands.

21st Century

Very best way to do something for your Will?

Working for a future where no one is needlessly blind

Sightsavers

Freeport Plus RSUE-RGTH-JUXX
Sightsavers
2A Halifax Road
MELKSHAM
SN12 6YJ



Mr D Thomas
Llareggub
Powys
Wales

4th August

Dear Mr Thomas,

I'd like to take this opportunity to thank you for the wonderful support you've given Sightsavers. Your generosity has already enabled us to change the lives of so many people affected by blindness in some of the world's poorest countries. I couldn't be more grateful.

It's because you've shown such kindness and understanding that I'm getting in touch today. I want to ask you to do something very special – something that could have a huge impact on the health and happiness of people all around the world, for many years to come.

Will you consider taking your support one step further – and help us save even more people's sight – by agreeing to leave us a gift in your Will?

Together, we can end the misery of avoidable blindness. But it could take many more decades of hard work and dedication. To carry on providing life-changing treatment around the world – for as long as it takes – we need a guaranteed income.

It's no exaggeration to say that leaving Sightsavers a gift in your Will is one of the best possible ways of giving us that income and helping us to achieve our vision of a future free of avoidable blindness.

In fact, so much of the progress we've already made has only been possible thanks to generous gifts left to us in supporters' Wills.

Since our work began, in 1950, we've treated a staggering 200 million people in more than 30 countries. That's hundreds of millions of lives improved by the committed support of people like you.

Nyayual Goch Tong, from South Sudan, knows exactly how life-changing our help can be. She has trachoma in her right eye and told us:

"I have been suffering for two years and there is a lot of pain from my eyelashes. The pain has been constant and it disturbs every aspect of my life. I have difficulty cooking for the children, collecting firewood, and caring for my children."

Right now, Nyayual's youngest daughter, Nyagoa can't even go to school because she has to stay at home and care for her mother. It's seriously damaging her future.

But Nyayual is hoping to change all that, by receiving an operation to treat her trachoma, provided by Sightsavers:

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© Javier Acosta/Sightsavers

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- I would like to be contacted to discuss the matter further

My telephone number is _____

Please _____

5. Get the basics right

- Focus on regular gifts
 1. Ongoing conversion
 2. Annual campaign (plus DD upgrade)
- Legacy appeals
- Thanking



The 5 lessons

1	How to start an IG programme
2	Do a touch point review
3	How to raise funds for difficult causes
4	When recruitment works, spend more
5	Get the basics right

Thank you!

changestar.co.uk

richarddocwra.com
rdocwra@hotmail.com

