World Eye Cancer Hope
life and sight for every child

A – Z of Fundraising Ideas

Organize your own event at any time, and support our life-saving work for children with eye cancer, their families and survivors around the world!

You may have your own fundraising ideas, but if you need some inspiration to start from, here is our A to Z of fundraising ideas to help you along the way.

A

Afternoon Tea

Put a spin on the traditional coffee morning by holding a cream tea event. Charge an entry fee or a small fee for each item purchased. You could also hold a bake sale at the same event to boost your profits.

Around the World in 80 Minutes

A fine old international evening. Invite people to bring a buffet contribution from their country of choice, and charge a dinner-plate fee. Charge a small microphone fee and invite people to speak for five minutes on their chosen country. If you have music, charge a small fee for requests.

Art Day, Competition and / or Auction

Host an day of artistic creation in your community. Charge a small fee to attend, or offer free entry and charge per canvas or a take-home fee for created artwork. Run a competition with different age groups / media sections (e.g. drawing, painting, sculpture). The event could be themed (e.g. wildlife, countries of the world, abstract). Tie this in with Art for Eyes during World Retinoblastoma Awareness Week to also raise awareness of childhood eye cancer. This Fundraiser Pack includes more information and a planning guide specifically tailored to Art for Eyes.

Assault Course

Your local army base may be able to help. Collect team or individual sponsorship.

Auction

You can hold a traditional auction of items such as art or memorabilia. Alternatively, hold a slave auction, or offer skills and services to be bid on. Make an evening of it, with a viewing and meal, or auction your single items on Ebay for Charity.

B

Bonny Baby Competition

Celebrate your stars and raise awareness of “white pupil” at the same time. Choose your format – submission of photo / video is best. Decide on a prize and either buy it or secure a donation. Charge a small fee for entries. Gather a panel of independent judges or create a website and invite people to vote.

Bake Sale

An ever popular event! Don't restrict yourself just to cakes and biscuits through. Pies, quiches, breads and tarts sell just as well. Ask people in your community or organisation to donate items for sale. Hold the event at a time when lots of people will pass by your stall. This Fundraiser Pack includes further information about Daisy Bake events, and a planning guide specifically tailored to this event.

Alternatively, many companies now produce a range of baked products and offer them as fundraising items. Generally you will be supplied with order forms to send out to members of your school or organisation. Set a date for these to be returned by, together with money. Your supplier will be able to give you all the information you need to run a successful sale.

Balloon Race

People purchase balloons with labels attached containing the purchaser’s identifying number. Secure prize for the three people whose balloons travel furthest. Create an event at which to release the balloons (or piggy-back on an existing event such as a community fete). Contact us well in advance to arrange printing of the balloons if you wish them to carry the WE C Hope logo.

Barbeque

Make the most of good weather by gathering your friends together for a fun cook-out. Charge an entry fee, or set a price for each item on the menu.

Bible Town

Teach the books of the Bible and raise money to build a future for children with eye cancer. Make and decorate 66 miniature houses - one for each book of the Bible. You could include other buildings, parks, lakes and streets in the town, based on places in the bible. The town can then be arranged in a display In the order that the books are organized in the Bible. Charge people to visit the display over a two week period, then auction the properties.

Bring and Buy Sale / Bazaar

An old favourite that is simple and easy to run. You don’t even need a big hall. Organize a table in conjunction with a coffee morning, barbeque or other event at your own home, and invite friends to add items for sale.

C

Car Boot / Yard Sale

Clear out all your unwanted items and help raise funds at the same time. Use posters and collectors badges (available from our office) to promote and clarify your fundraising efforts.

Casino Evening

Stage a 'Las Vegas' themed evening with the help of Beneficial Arts, a company providing creative fundraising materials for charitable events. BA provides all the materials you need, including croupiers - though asking friends to act as croupiers will keep your costs down and increase profits. Funds are raised through admission, sale of fun money, bar and any additional attractions. Visit www.beneficialarts.co.uk or call UK 0870 7353277.

Christmas Carol Singing

Gather your friends together and bring some festive cheer to your community. Remember that you will need a license from your local authority to collect in the street or door to door. Please contact the office for further details.

Christmas Gift Wrapping

In the harried days before Christmas, many people value help with wrapping their newly purchased gifts, and are very happy to donate to charity in thanks for the service. Consider setting up a gift-wrapping stall with some friends in a busy area. You could make it even more festive by combining it with a Daisy Bake or selling hot cocoa and mince pies to shoppers. This Fundraiser Pack includes more information and a planning guide specifically tailored to Christmas Gift Wrapping.

Cinema Evenings - “Sale of Return”

Some cinemas will allow you to sell tickets for a specific showing on 'sale or return' basis. For example, sell the tickets for $15/£10 each to a new release, and pay the cinema the cover price – i.e. $9/£6. If you don't manage to sell all of the tickets, give them back before the film's screening and you will have lost nothing at all.

Coffee Morning

Traditional and simple to run. Charge a small entry fee or admit guests for free and charge a small fee per drink / cake. You could include another event such as a bake sale bazaar or wear red and white / wear gold day.

Coin Collection

Look after the pennies, and the pounds will surely look after themselves. Set aside a special jar or pot, and empty your wallet of the small change each day. The money soon adds up! In the workplace or school, or between family members, create some competition by seeing who can raise the most money in a set period of time, or who can fill an empty Pringles/smarties tube fastest. A great way to engage children.

D

Dance Event

So many possibilities here, from classical ballroom to a fantastic disco, barn dance to Zumba. Slip on your dancing shoes, put your best foot forward and let the music and energy spin magic for your guests and for children with eye cancer.

Darts Evening

An ever popular pub game in England, invite teams to enter a special tournament at your local, and charge a fee for entry. Invite local businesses to donate prizes (remember that prizes must be shared between the winning/runner up team members).

Dog Walk

Gather your dog walking friends. Charge a small fee to join the group, and organize a walk in the country each month. A healthy way to help save young lives around the world.

Dress Code / Down Day

Organize a dress down day at your school or place of work and charge a small fee to participate. Ask people to wear funky glasses or hats, or a particular colour.

- **Wear Red & White Day:** we encourage supporters to hold a red and white themed day during World Rb Week, as close to May 14 as possible. White pupil in flash photos (seen instead of red-eye reflex) is the most common early sign of childhood eye cancer. Wearing red and white while sharing this message helps promote memory of this life-saving information.

- **Wear Gold Day:** we encourage supporters to hold a gold day in September, Childhood Cancer Month, and as close to 29 September as possible. The gold ribbon is the universal symbol of childhood cancer, shining with hope of cure for children around the world.

E

Easter Egg Hunt

Invite companies to donate the eggs. Hide the eggs around a local park and charge an entry fee (check with your local authority about permits). You could turn the egg hunt into a team-based treasure hunt, with clues and one big egg as the main prize.

Eye On The Ball

Gather sports-fans for a five-a-side football or cricket match, golf day, baseball, volleyball, basketball or single wicket competition. Charge participants a fee to take part, and / or charge spectators an entry fee. Raise funds by securing sponsors for various elements of the event.

F

Fashion Show

You may find an independent fashion show manager in your area who arranges the clothes and models and gives a percentage of profits from on-the-night sales. In this case, you only need to arrange the venue and event promotion, and any extras you wish to include such as local business stalls (charge a table fee) or bake sale. Charge an entry fee for guests.

If organizing your own event, you are likely to find more interest from independent, local boutique retailers who may supply clothes on loan to gain publicity, and donate a percentage of any on-the-night sales.

Fines Box

Place a box in your office or classroom, and set a fine for a particular “crime”. For example, charge 50p for every swear word spoken.

Free A Friend

Find someone at your place of work who is willing to be “captured and imprisoned”, then stage a kidnap and demand that colleagues pay a ransom to free that person. The “captive” must obviously be someone you all would like to be freed! You could also blindfold the captive and let them pay to have the blindfold removed.

G

Games Evening

Organize an evening of games such as scrabble, trivial pursuit, monopoly and chess. Charge a fee for entry. Encourage people to donate an item to a bring-and-share buffet, or charge a higher entry fee that includes pre-bought food.

Grub Day

This fundraising idea is great for schools or work places with dress codes or strict clothing rules. It’s similar to a dress down day, but participants pay for specific allowances. First set a list of privileges you will sell, such as wearing a t-shirts, any kind of hair style, trainers, drinking pop/squash/water in class, or a higher “all-inclusive grub pass”. Sell privileges that are usually not allowed. Set a date and send flyers home to parents, as well as advertising in school.

On “Grub Day”, be sure to give all participants name tag stickers so that teachers and other students know who has paid for what privilege. Set up a table in the main hall to collect money, fill in and hand out personalized name tags listing the exact privileges the student paid for. Keep a separate record of the specific purchases in a book in case participants lose their sticker during the day. Everyone should understand that if their privileges cannot be verified by sticker or record book, they will receive a punishable dress code violation from their teacher.

H

Hare and Hounds

Charge an entry fee. Provide maps and materials for creating clues. Invite local companies to donate prizes for the winning team/individual.

Haircut

If you normally have long hair (women and men!) get sponsored to have it cut short. If you are brave enough, get people to sponsor you extra to have your head shaved. You could even support two organisations at once by donating your hair (over 10") to Locks of Love, which creates wigs for children who have lost hair due to cancer treatment (www.locksoflove.org).

Halloween Party

Fancy dress competitions, ghostly food and games, candled pumpkin parades, video screening… There is so much fun to be had on Halloween Night. Charge an entry fee and share the fun.

Hawaiian Luau Evening

Grass skirts, coconuts, Tiki huts and cocktails.

I

Ice Skating Evening

Hire an ice rink and charge a fee that covers the hire cost and includes a donation to the charity. Consider inviting a DJ to liven the event up. You could create a musically themed ice skating evening, such as a nostalgic 80s disco, Hollywood soundtrack or simply an evening of requests. Consider including some competitions such as best (or worst) dressed skater, fastest skater, or an obstacle course. Be sure to consult with the venue on matters of health and safety before advertising these.

Island Evening

Hold an island life event, with food, crafts and entertainment from different island communities around the world. You could make your event region specific, for example, the Caribbean, South Pacific, Hawaiian or Indonesian. Make and sell a themed recipe book to boost your profits.

It's A Knockout

A fun, crazy, fun and challenging team event based on the popular zany 1970s TV show. The Knockout Challenge provides a complete service, with various level or themed games shows for hire, full of fun and enjoyment for both participants and audience. Contact 01245 328 221 or visit http://www.knockout-challenge.co.uk/

J

Jail n Bail

Set up a mock jail in a high-traffic public area, such as your workplace cafeteria or lobby. The event begins with the “arrest” of the boss / Principal / teacher / friend / co-worker. At the “jail”, bail is set by a judge. The jailbird is given a telephone with which to call friends, relatives and co-workers requesting pledges to earn their bail. The incarceration lasts one - two hours.

Alternatively, supporters pay £10 / $15.00 to have a summons issued. The “criminal” is “arrested” and taken to the jail set up. A “crime” is noted (e.g. watching too much TV or not doing the cooking). This person is required to spend 15 minutes in jail, or make a donation to bail themselves out.

Remember to obtain appropriate permits from your local authority, if holding this event in a public place.

Jar Sale

Invite contributions of homemade jams, conserves, marmalade, honey, pickles, dressings and sauces for a jar sale.

Jazz evening

Organize a meal with entertainment from a live jazz band. Sell tickets, and increase your profits with a silent auction, raffle or souvenir brochure.

Jewellery making evening

Invite companies to donate materials. Hold a fun, informal craft evening at your home or another venue, and charge people a small fee to attend. Invite participants to donate their creations for sale at a later date.

K

Karaoke Night

Host a Karaoke night and sing like the stars. Charge and admission fee and supply refreshments (you could get sponsorship for this). Hold an x-facror style competition and charge people to enter or vote. If you don’t know anyone with a machine, try to get the equipment and songs loaned for free or supplied at reduced cost in return for free publicity.

Kite Flying Competition

Charge an entry fee for homemade kite. Entrants compete against one another in heats for the winning position. Contact companies for donation of prizes.

L

Lawn Mowing

Offer to mow lawns in your neighbourhood, in return for a donation to World Eye Cancer Hope.

Leopard Spots

On a large whiteboard, or similar board, draw a leopard with a number of spots. Stick small circular peelable stickers over some of the spots, enough that roughly 1 in 5 stickers has drawn spot underneath. Use black stickers as the drawn spots won't show through). Charge a fee for contestants to choose a spot to peel off. If there is a drawn spot underneath, they win a small prize. You may choose to put numbers under the spots with each number corresponding to a prize on the stall. **Note:** Under gaming laws in some countries, it is illegal to sell discount goes, such as 5 for price of 4.

Look-a-like Competition

Charge an entry fee and contact local companies for prize donations. Invite a local personality to judge the competition.

M

Meal and Talk in a restaurant

Negotiate a special price for a set menu with a local restaurant, and invite a speaker to give an after-dinner talk. Charge a little more than the set menu price, and donate the difference. Be sure to check whether the speaker charges a fee.

Michaelmas Day

Celebrate the Michaelmas Daisy and the Patron Saint of sick children with a special themed event.

Mufti Day

Charge students or employees a fee and allow them to come to school/work in casual dress.

Murder Mystery evening

Simple to arrange, and great fun. Beneficial Arts provides creative fundraising materials for charitable events. Catering for a gathering of ten to 100, this pack includes an outline of the murder and the scene of the crime, scene setters, clues and suspect profiles, decoration pack and instructions for the organizers.

Money is raised from advance ticket sales and any additional attractions such as raffle or buffet dinner. Visit www.beneficialarts.co.uk or call 0870 7353277.

N

Nature Walk

Organize a walk in the country, and charge a small fee to participants. Invite a local ornithologist or naturalist to give a guided tour of a local area.

New Year Party

Host a special celebration, and charge a small entry fee. Hold a silent auction, raffle or other activity to raise funds.

Night of the Stars

Hold your own Oscars night, giving prizes for different categories appropriate to your school/workplace. Set a black tie dress code and arrange a dinner before the presentation. Organize “journalists” and “photographers” to throng the red carpet as people arrive. Sell tickets for the event. Increase profits by charging a small fee for award nominations before the actual event.

O

Obstacle Course

Set up a fun course and charge individuals or teams to enter. This could be an addition to a regular school sports day or another fundraising event such as a fete.

On the Bus

Hire a bus and organize a group outing. Charge a fee that covers costs and includes a donation to World Eye Cancer Hope.

P

Pancake Party

Provide the pancake mix and different toppings. Charge for each pancake, and give the toppings free of charge, or provide the pancakes free and charge for each topping. Organize a pancake race and charge an entry fee. Arrange for prizes to be donated.

Picnic

Invite friends to a bring and share picnic in a local park. Charge a fee. Organize team games and other activities to entertain.

Q

Question Time

Invite a panel of experts on a specific subject, such as gardening, cooking or decorating, and charge a fee for people to attend. Provide food or a themed silent auction to boost your profits.

Quiz night

Quiz nights are great fundraisers. They are also a lot of fun and more profitable than most other activities. Questions should be designed so that at least 80 percent of the questions will be answered correctly and should also cover a wide variety of topics, thus ensuring everybody will have a rewarding evening.

Organize a venue that will comfortably and safely cater for the number of people planned. When setting up, bear in mind the presenter will need a table at the front (a small platform or stage is ideal). Teams of no more than 6 are best .

A reliable P.A. system may be required, depending on numbers and venue size.

Aim to play at least 3 spot-games during the evening. Prizes need not be anything extravagant (a bottle of wine, box of chocolates or a book token are examples).

Award prizes for teams that come first and second for the evening. Again these do not have to be extravagant (e.g. a small hamper for the team or gift token per player). Try to provide a prize per winning team member. The table which comes last could also receive a prize (in good taste of course!).

R

Race Night

Spend an evening at the races and enjoy a flutter for charity with the help of Beneficial Arts, a company providing creative fundraising materials for charitable events. BA provides a film of a horse race, which you show at your event. The film arrives sealed, so the result is unknown. You run the betting desk and take a percentage of the profits from guest bets.

There are a few restrictions under the UK Lotteries and Amusements Act of 1976, the main one being that gambling on the race must not be the only activity at the event. So offering a buffet or other entertainment is required. BA supply full information about restrictions and legal requirements. Visit www.beneficialarts.co.uk or call 0870 7353277.

Reverse Raffle

The raffle no one wants to win! Give a free ticket to everyone attending your event, or working in your office. Tell them they are automatically included in the draw for a special prize (list the prizes in a visible place). If they don't want to be eligible for the prize, they must "sell" their ticket – set the fee depending on how much you expect your attendees can afford / will donate.

Consider prizes that people would rather not have and that can be completed during the event itself. For example: singing a song while standing on a table; wearing a silly hat or mask; having their face painted; wearing a costume; or being the boss's slave for an hour. Be creative!

All ticket stubs are placed in a hat or other container from which the "lucky" numbers are drawn. The draw should be held early enough to make sure the "lucky" holder is present and the "prize" can be fulfilled.

S

Sell Gold Ribbons

The gold ribbon is the universal symbol of childhood cancer. WE C Hope sells both die-cut metal lapel pins and unique beaded lapel pins, hand-crafted in Africa. Each ribbon comes with an awareness card containing information about the early white-pupil sign of retinoblastoma. You can sell these on our behalf, a very simple and affordable way to raise funds and spread awareness of childhood eye cancer.

Singathon

Keep the music flowing for 24 hours. Invite teams to participate. Each team must keep at least one member in the choir (or orchestra, if you have one) at all times. Charge a fee to spectators. Hold a breakfast, lunch dinner and midnight-feast buffet, and charge a plate fee. Ask friends to contribute dishes to keep catering costs low.

Single Wicket Cricket Competitions

A knockout competition involving individuals rather than teams. The rules are the same as for any game of cricket in terms of runs, ways of being called out etc. You could substitute the traditional hard ball for a soft ball, to encourage people of all ages and abilities to participate.

T

Talent Show

Hire a venue and charge people to enter the competition. Sell tickets to the event. Invite the audience to vote during the interval. Invite a local act (school choir/band for example) to perform after the interval, while you count up the votes. Award donated prizes for the top three performers. You could also hold a silent auction during the interval.

Tea Party

Bake a batch of cakes, serve a selection of speciality teas, and invite friends over for tea and cake. Charge a small entry fee. Alternatively, you could run a bake sale at your school, church or workplace, and donate the proceeds.

Treasure Hunt

Charge teams to enter. Plant clues for the teams to follow and award a prize to the winning team.

U

University Challenge

Invite the different departments within your school or workplace to enter a team. Charge a fee to enter, and award a prize to the winning team.

V

Valentine's Ball

Organize a special meal or dance with refreshments, and sell tickets to the event. Sell chocolate love hearts on which buyers can write the name of their sweetheart before giving the gift. Organize a silent auction, photographer and other similar activities to boost profits. Charge a fee to make music requests or dedications.

Variety Show

Organize a venue and acts, and sell tickets to the event.

Victorian Evening

Hold a themed evening, at which people can learn about and practice traditional Victorian activities. Serve dishes and play music from the Victorian era. Invite people to wear traditional Victorian dress, and run a competition for the best dressed man and woman. Charge and entry fee.

W

Where did Dolly Go?

An alternative to Name the Doll. For this fundraising event you will need to buy a new doll, preferably one dressed in holiday clothes, but not essential. A boxed doll is likely to attract more interest. Create a holiday album, using images cut from holiday brochures or printed from the internet, with various descriptions and clues as to the destination. This will involve a little research. If you have space, create a display board instead of an album. People must look through the book or display to guess the destination place and country. Charge 50p per guess. and record the names and contact details of entrants on a form,

Wine Tasting Evening

Hire a wine expert to present the evening, and sell tickets to the event. Negotiate a proportional donation for any wine sold on the night.

Alternatively, host a simple wine and cheese evening and charge a small entry fee.

Who Wants to be a Millionaire?

Based on the popular TV quiz show. People could enter as individuals or couples, and must pay a fee to be eligible to be selected. Place eligible names in a hat and draw out names, or auction the right to participate. Participants win a prize based on the number of questions they can answer (they have three life-lines). Use a speaker phone when calling a friend, to be sure there is no cheating. Use one of the official quiz show books to set your questions (available at any good bookstore).

X

X-Factor Competition

Have a panel of judges, and charge people to enter and perform in front of the panel and audience. The audience pays a fee to cast a vote for the winning entry (they can vote as many times as they wish, so long as they pay a fee each time they vote. The winner receives a prize.

Y

You Tube Competition

Set your video competition criteria – theme, length of video, age groups etc. Secure prizes for the top three entries. Charge a fee for people to submit entries by a set date, then upload them onto your channel and organize them as you wish. Invite people to vote for their favourite by liking the video. The three videos to receive the most likes by a set date win.

Z

Zero Vision

Organize an event at which people can experience what it is like to be blind, through participation in different competitive activities. For example, blindfolded individuals could ice a cake, paint a picture/make a clay sculpture or be guided through an obstacle course by the words of a sighted person.

Charge an entry fee. Award points for each completed activity, and award a prize to the person with the highest point score at the end of the evening.