



MACS

Fundraising Pack

Supporting children born without eyes or with underdeveloped eyes.



Welcome to MACS' Fundraising Pack!

**Thank you for accepting our challenge to fundraise for MACS!
Can you raise £25?**

You might do this by holding a cake sale or you might want to get creative...

We can help by providing FREE fundraising materials, including balloons, flags, posters, leaflets, collecting tins and more. If you're organising an event or taking part in a sporting challenge, we can also provide you with a FREE MACS t-shirt or vest.

Simply place your order online at www.macs.org.uk/shop

You'll find sponsorship forms and gift aid forms in this pack, too.

We would love to hear about your activities, see photos and share your success with others, so please do keep in touch.

Please contact us at fundraising@macs.org.uk or on **0800 644 6017** to let us know what you're getting up to.

For adults

Everyone can get involved – ask your friends and family to sponsor you to do something challenging, and perhaps learn a little about what it's like to live with a MACS condition:

Wear a blindfold for 25 minutes – make sure you have a friend to hand, just in case!

Learn the numbers 1-25 in braille in 25 minutes, and pass a test at the end

Get 25 people to stay off social media for a day – the more people who take part, the less you'll miss online!

Have a MACS the Monkey themed hairdo for a day – style yourself crazy!

Get moving for MACS – swim 25 lengths of your local pool.

If you're organising a cake sale, why not use MACS the Monkey's favourite banana bread recipe? Find it at the end of this pack!

For kids

MACS the Monkey likes to hop, skip and jump. Can you be like MACS the Monkey? Hop 25 metres, skip 25 metres and jump 25 metres. See if people will sponsor you a penny for each metre.

Try a sponsored silence for 25 minutes – would your family sponsor you a 10p a minute to keep quiet?

Could you dance for 25 minutes non-stop, putting your favourite moves to your favourite tunes?

Can you repeat a tongue twister or limerick 25 times without tripping over your tongue? Merry MACS the Monkey makes muffins most Mondays!

Get moving for MACS by cycling 25 laps of your local park.

Bake 25 MACS the Monkey muffins to sell for 25p each

Why support MACS?

MACS was formed 25 years ago by a group of parents whose children were born without eyes, or with underdeveloped eyes – conditions called Microphthalmia, Anophthalmia and Coloboma.

MACS is a small charity making a big impact. In the UK, around 100 babies a year are born with these conditions and increasing numbers of people are seeking our support.

With YOUR help we can transform their lives.

Your funds will help MACS to:

- ✓ Support families emotionally during the tough times.
- ✓ Provide a platform for people to support each other and share experiences.
- ✓ Share information, resources and essential equipment.
- ✓ Organise social and sporting activities to build self-confidence & independence.
- ✓ Fund research into genetic causes of the MACS conditions.



Things to think about

- Have we set a target amount to raise and a date to achieve it?
- Who do we know who could help us?
(e.g. with sponsorship, goods, services or prizes?)

To make collecting money easier, your class could set up a FREE online sponsorship page at uk.virginmoneygiving.com – pages are simple to set up, and all donations are sent to MACS automatically, saving you the trouble of dealing with cash.

It's important to be safe when collecting and transporting money. Please ensure that there are at least two of you present when handling cash and that you have permission if you're collecting in a public place or on private property. Be aware that the legal minimum age for collecting money or selling tickets is 16 years in most areas.

Tips for a successful fundraising page include:

- ✓ **Make it personal.** If you have a special reason for supporting MACS, please share it on your page. Add pictures and information about MACS so that people understand why they're supporting you.
- ✓ **Show your fundraising target on your page.** Be ambitious, as pages with high fundraising targets raise more than those without. You can also increase the amount you plan to raise as you get closer to your target.
- ✓ **People follow the crowd,** so ask those likely to give more to give first!



Get creative with the MACS bunting and MACS The Monkey masks provided in this pack. They're fun to make and will let everyone know why you're raising money!

Once you have decided what you want to do and when, tell everyone you know!

- ✓ **Use all of your networks to raise funds** – family and friends might have colleagues at work, the pub, gym, church or social club who will be willing to support you.
- ✓ **Contact local businesses** to see if they can help with things like raffle prizes.
- ✓ **Share your plans and details of your online fundraising page** via your blog, email, Facebook, Twitter or other social media pages.
- ✓ **Recruit a team of friends and family** to help fundraise on your behalf.
- ✓ **Local newspapers and radio stations** are always interested in your stories, so let them know what you are planning.

With Gift Aid, MACS can claim 25% on top of any donation made by an individual who pays Income Tax. Please encourage people to Gift Aid their donations and boost your fundraising total – you can find a Gift Aid Declaration Form at the back of this guide or on the resources section of our website.

How to send your donations and sponsorship money to MACS

Cheques

Please make them payable to 'MACS' and send them to us at:
MACS, Suite 472 Kemp House, 152 City Road, London EC1V 2NX.

Please do not forget to provide your name and school so we can thank you and allocate the amount to your fundraising total.

Cash

Ask a parent or other adult to take the cash you have raised and make a bank transfer to: MACS, A/C No: 00029181, Sort Code: 40-52-40.

Please ask them to use your name and school as the reference for this transaction. Please DO NOT send cash to the MACS address above, by post or by hand.

Paper sponsorship forms

You can pay the money in using either of the above methods, but you need to send us the paper forms – we need them to be able to claim Gift Aid.

Online fundraising pages

All funds raised through online fundraising pages will be transferred to MACS automatically – you don't need to do anything further.



**Thank you for all
your efforts to
raise funds for
our charity, your
support is really
appreciated by
everyone at MACS.**

Gift Aid Declaration

Your gift could be worth 25% more to us at no extra cost to you with a Gift Aid Declaration...

...and if you're a 40% tax payer, it's even better – you can reduce the amount of tax you pay next time you complete a tax return.

Nearly everyone is eligible. If you pay enough UK Income Tax, Capital Gains Tax or just tax on your bank interest, you qualify.

Under the scheme, we can claim 25p in every £1 from HMRC on all donations made in the past four years, and in the future – whatever rate of tax you pay. Sole trader businesses and partnerships are eligible too.

It couldn't be easier, we don't even need your signature. There's no ongoing commitment and you can cancel your Gift Aid Declaration at any time by simply dropping us a line here at MACS.

Just follow the three simple steps in the blue box on the right – it won't cost you a penny!

(Please remember to notify us if you want to cancel this declaration, if you change your address or if you no longer pay an amount of Income Tax and/or Capital Gains Tax equal to the tax we reclaim on your donations.)

Please return your completed Gift Aid Declaration to:
MACS, Suite 472, Kemp House, 152 City Road, London EC1V 2NX

Thank you!

1. Insert your name and home address

Title:

First name(s):

Surname:

Address:

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Post code:

Email address:

Daytime telephone no:

2. Read the declaration below and tick the box:

☐

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.

I want to Gift Aid my donation made today and any donations I make in the future or have made in the past 4 years to MACS.

3. Write today's date here: (dd/mm/yyyy)

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Sponsorship form

MACS – supporting children born without eyes or with underdeveloped eyes.

Name: _____ Fundraising Event: _____

Address: _____ Post Code: _____

Full Name	Full home address	Amount (£)	Gift Aid (✓)	Date collected (dd/mm/yyyy)	I am happy for MACS to contact me ☒

If I have ticked the box headed 'Gift Aid (✓)', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want MACS to reclaim tax on the donation detailed above, given on the date shown. I understand that if I pay less Income Tax / Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given. You must provide your full name, home address, post code and ☒ Gift Aid for MACS to claim tax back on your donation.

Contacting us: ☎ 0800 644 6017 (general enquiries, fundraising & support) ☎ 0800 169 8088 (family support)

✉ enquiries@macs.org.uk 🌐 www.macs.org.uk

Registered Address: MACS, Suite 472, Kemp House, 152 City Road, London, EC1V 2NX | Registered charity number: 1161897



@macsthecharity



facebook.com/MACSCharity

BANANA BREAD RECIPE

Celebrate MACS Awareness Week by baking MACS the Monkey's favourite treat!

What you'll need:



An adult to help you



Large bowl



Spoon



Fork



Loaf tin



Ingredients:

- 1 egg
- 200g plain flour
- 200g caster sugar
- 50g butter, softened
- 1 teaspoon vanilla extract
- 1 teaspoon bicarbonate of soda
- 1/2 teaspoon baking powder
- 3 very ripe bananas

Method

1. Ask an adult to preheat oven to 180°C / Gas 4
2. Grease and flour a 13x23cm loaf tin.
3. Mash bananas and add flour, sugar, butter, vanilla, baking powder, bicarbonate of soda and egg.
5. Mix well. Pour into loaf tin.
6. Bake at 180°C / Gas 4 for 50 to 60 minutes or until skewer inserted into centre of cake comes out clean.