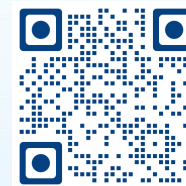


Fundraising Pack For Schools!

**Supporting people born without
eyes or with underdeveloped eyes, and
their families.**

Registered charity number UK: 1161897 Scotland: SC052711



Please visit macs.org.uk



WELCOME

Welcome to your MACS Fundraising Pack

Thank you for choosing to fundraise for MACS.

These pages are packed with hints and tips to get you off to a fantastic start.

We share examples of wonderful supporters who show just how much fun fundraising can be. Whether you are fundraising as a class, a school, a club or as part of a wider school community, there are lots of ways to get involved.

You could organise a cake sale, non-uniform day, sponsored challenge, school disco, fun day, quiz, talent show or even create your own fundraising idea. You could challenge your class to see how many laps they can walk, get creative with an art competition or ask your whole school to take part in a sponsored activity.

We hope this guide inspires you to organise something similar, or come up with an idea that is completely your own. There really is no limit to what you can do, so get your creative thinking caps on and have fun!

To help promote your fundraising activity, you can order free materials from our online shop at www.macs.org.uk/shop, including balloons, flags, posters and leaflets. We can also provide MACS T-shirts or vests for fundraising events and sporting challenges, and collection tins are available with a returnable deposit.

Please get in touch with us to share your ideas and plans so we can give you all the help and support you need. And once your fundraising is finished, we would love to hear how it went! Send us your photos and stories and you might even be featured as our Fundraiser of the Month. **Contact us at fundraising@macs.org.uk or on 0800 644 6017.**



Microphthalmia, Anophthalmia & Coloboma Support

Supporting people born without eyes or with underdeveloped eyes, and their families.

Tel 0800 644 6017 (General Enquiries) | Tel 0800 169 8088 (Family Support) | www.macs.org.uk | Registered charity number UK: 1161897 Scotland: SC052711



OUR CAUSE

Why support MACS?

MACS was formed in 1993 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 and independence
- Fund research into the genetic causes of the MACS conditions

Every penny raised by your school can help MACS continue supporting families across the UK.

Whether you hold a cake sale, take part in a sponsored challenge, organise a non-uniform day or come up with an idea of your own, your school can help make a difference to children and families living with the MACS conditions.



Get everyone involved!

Fundraising is even more fun when you do it together. Get your class, year group or whole school involved and choose something that everyone can enjoy. Why not set your school a fundraising target and see how close you can get? You could even celebrate your achievement with a special assembly or whole-school activity!

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INSPIRATION

The A to Z of fundraising ideas

The sky is the limit! Get your class, year group or whole school involved, or set yourself a brand-new challenge.

A Art Competition, Afternoon Tea, Assembly Challenge

B Bake Sale, Book Sale, Bring & Buy Sale, Bingo

C Cake Sale, Colouring Competition, Crazy Hair Day, Coin Challenge

D Dress-Up Day, Dance-a-thon, Disco, Dodgeball

E Egg & Spoon Race, Easter Egg Hunt, Everyone's Got Talent

F Fancy Dress, Football Tournament, Fun Run, Film Night

G Guess the Sweets, Games Day, Golden Ticket Challenge

H Headteacher Challenge, Homework Passes, Hobby Day

I Indoor Olympics, Ice Cream Sale, Invent-a-Game Challenge

J Jumble Sale, Joke-a-thon, Jump-a-thon

K Karaoke, Knitting or Craft Sale, Keepy-Uppy Challenge

L Lego Challenge, Lucky Dip, Litter Pick

M Mini Olympics, Mufti Day, Marathon Challenge, Masked Day

N Non-Uniform Day, Number Challenge, Nature Walk

O Obstacle Course, Odd Socks Day, Outdoor Challenge

P Penalty Shootout, Poetry Evening, Puzzle Challenge

Q Quiz, Question Time, Quick-Fire Challenge

R Read-a-thon, Raffle, Relay Race, Rounders

S Sponsored Silence, Sports Day Challenge, Spelling Bee, School Fair

T Talent Show, Teachers vs Pupils, Treasure Hunt, Toy Sale

U Uniform Swap, Upcycling Challenge, Unusual Hat Day

V Variety Show, Volleyball Tournament, Video Game Challenge

W Walk-a-thon, Wear What You Want Day, Word Challenge

X X-Factor Style Competition

Y Yoga Challenge, Year Group Challenge, Yard Sale

Z Zany Dress Day, Zero-Waste Challenge, Zoo Quiz

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INSPIRATION

Banana Bread Recipe

Bananas are Macs the Monkey's favourite snack, so why not bake his favourite banana bread for your next bake sale?

What you'll need:

- 3 ripe bananas
- 100g butter, melted
- 100g caster sugar
- 2 eggs
- 1 tsp vanilla extract
- 200g self-raising flour

To prepare your tin:

- A little butter or baking spread to grease the loaf tin, or use baking paper to line it.

What to do:

- Ask an adult to help preheat the oven to 180°C (160°C fan).
- Grease your loaf tin with butter or baking spread, or line it with baking paper.
- Mash the bananas in a large bowl.
- Add the melted butter, sugar, eggs and vanilla extract and mix well.
- Stir in the flour until everything is combined. Try not to overmix.
- Pour the mixture into your prepared loaf tin.
- Bake for around 45–50 minutes, or until golden brown and a skewer inserted into the middle comes out clean.
- Leave the banana bread to cool before removing it from the tin and slicing it up for your bake sale.

Allergy-friendly swaps

If you're baking for a school, always check with your school about allergies before selling or sharing food. Where appropriate, you can use dairy-free baking spread instead of butter, and gluten-free self-raising flour instead of regular flour. Egg-free alternatives can also be used, but the recipe may have a slightly different texture.

Important: Make sure you clearly label the ingredients in anything you sell, and follow your school's food allergy and food safety guidance.



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Your school fundraising, step by step

1 Make a plan

Before you get started, think about what you would like your school to achieve.

- Have we set a fundraising target and a date to achieve it?
- What skills and talents could our pupils, staff and families share?
- Who could help with sponsorship, goods, services or prizes?
- Are we organising or taking part in an event, or a series of activities?
- Do we need to check with the school about permissions, safeguarding or other arrangements?

2 Create an online sponsorship page

MACS recommends setting up a free fundraising page at www.justgiving.com. Donations can come directly to MACS, saving your school the need to handle cash.

- Make it personal. Add photos and explain why your school has chosen to support MACS.
- Set a clear fundraising target and encourage your school community to help you reach it.
- Share the page with parents, carers, staff, pupils, friends and your wider school community.
- If you are taking part in a sponsored challenge, make sure everyone knows how they can donate online.

3 Let everyone know

Once you have decided what you are doing, spread the word throughout your school community. People are often incredibly generous when they understand why you are fundraising and can see the difference their support could make.

- Use your school newsletter, website, social media, noticeboards, assemblies and parent communications to promote your fundraiser.
- Ask local businesses if they could donate prizes, supplies, services or a space for your event. MACS can provide an official letter to support your request.
- Share your fundraising page with parents, carers, staff and your wider community.
- Get pupils involved by creating posters, making announcements or helping to promote the event.
- Recruit a team of staff, parents, carers and pupils to help organise and run your fundraising activities.

Get noticed and boost every donation

4 Get noticed

Your school's fundraising could make a great story to share with your local community. Let people know what your pupils, staff and families have achieved and why you are supporting MACS.

- Local newspapers and radio stations often love positive stories about schools and their communities. MACS can help with a press release and interview tips.
- Share your fundraiser through your school's usual communication channels, including your website, newsletter and social media.
- Use MACS materials, including balloons, posters and leaflets, from our online shop.
- Get pupils involved in creating posters, writing about the fundraiser for your school newsletter or making an announcement in assembly.
- Take plenty of photos during your fundraising activities, making sure you have the appropriate permissions.
- Tell MACS what you have been up to. We love hearing about schools getting involved and may be able to share your fundraising story too.

5 Promote Gift Aid

Gift Aid lets charities claim 25% on top of any eligible donation from a UK taxpayer, at no extra cost to the donor. Encourage parents, carers, staff and other supporters who are eligible to Gift Aid their donations and help boost your fundraising total.

If your school is sending a cheque or paying by BACS, please let MACS know. You will find a Gift Aid form at the back of this guide.



Our top tip: A simple idea can become a brilliant whole-school fundraiser when everyone gets involved!

Getting it right

Fundraising should be fun, but it is important to make sure your school's activities are safe, appropriate and follow the relevant rules.

Your school will already have policies and procedures in place for activities involving pupils, so always check with the appropriate member of staff before organising a fundraiser.

Collecting money

- Keep money safe and make sure there is a clear process for collecting, counting and storing donations.
- Where possible, ask parents and supporters to donate online rather than handling large amounts of cash.
- If you are collecting cash, make sure it is counted and recorded by at least two responsible adults.
- Never leave money unattended or ask pupils to transport large amounts of cash.
- MACS can provide confirmation that your school is fundraising for us if you need this when approaching local businesses or supporters.

Food, alcohol & entertainment

If your fundraiser involves food, drinks or entertainment, check the relevant rules with your school before going ahead.

- Follow your school's food hygiene and allergy procedures when preparing or selling food.
- Make sure ingredients and allergens are clearly communicated, particularly when food is being sold to pupils or families.

Safety

The safety and wellbeing of pupils, staff and families should always come first.

- Follow your school's safeguarding, risk assessment and health and safety procedures.
- Make sure appropriate adults are supervising fundraising activities involving pupils.
- Check whether you need permission from your school, venue, local authority or another organisation before holding your event.

- If you are serving or selling alcohol, additional licensing requirements may apply. Schools should check with their venue or local authority before including alcohol in an event.
- Check whether you need permission or a licence for entertainment, music or performances.

Getting it right

Raffles & prize draws

Raffles, tombolas and prize draws can be great additions to a school fundraiser, but different rules can apply depending on how they are organised.

- Check the rules before selling tickets or running a raffle, tombola or sweepstake.
- If your school is running a raffle as part of an event or only selling tickets to a limited group, different requirements may apply than for a public raffle.
- Keep a clear record of tickets, money collected and prizes.
- If you are unsure whether your planned raffle or prize draw needs a licence, please contact MACS before going ahead.

If you are ever unsure whether something is legal, **please contact us**. We are happy to help.

Logos & printing

If you would like to use the MACS logo or charity number on posters, tickets, leaflets or other fundraising materials, please contact us for permission first.

When promoting your fundraiser, make it clear that your school is raising money in support of MACS and that MACS is a registered charity.

If you are ever unsure whether something is safe, appropriate or needs permission, please contact us. We are always happy to help.



What will MACS do with the money you raise?

£10

INFORMED

Could cover the cost of providing a member with our member's newsletter, Focus Magazine, for one year. 85% of members feel better informed due to information provided by MACS.

£25

CONNECTED

Could pay for a child to meet and join with friends at an annual accessible Panto. 75% of members feel more connected to others with experience of MACS conditions.

£50

RELIEF

Could pay for a counselling session by our visual impaired counsellor, offering valuable support to make life a little easier. 80% of members said agree that MACS helps them overcome daily challenges.

£500

COMMUNITY

Could pay for a family to attend our annual Big MACS Meet Up connecting hundreds of families from across the UK. 97% of families agreed or strongly agreed the event helped them feel less alone.

£1,000

CONFIDENCE

Could fund a child's place on one of our confidence building activity trips. 53% of parents agree MACS helps their child feel more confident in themselves.

£2,000

WELLBEING

Could fully fund MACS for an entire day, covering all costs associated with delivery valued support to families in need. 81% of members report an increased sense of wellbeing after joining MACS.

FUNDRAISER CASE STUDY Supermarket Bag Pack — raises £200+

Packing bags is a great way to raise funds and awareness, and we can provide a letter confirming you are fundraising for MACS. Steven and his troop in Dorset ran a bag pack at their local supermarket and raised a fantastic £1,000.

PAYING IT IN

How to send your donations to MACS

If you have raised funds offline and have money to send us, here is how.

Cheques

Make cheques payable to MACS and post to: MACS, 71-75 Shelton Street, London, WC2H 9JQ. Include your name and any reference so we can thank you and allocate it correctly.

Cash

Please do not post or hand in cash. Bank it into your own account and send a transfer to the account below, using your name and reference.

Account Name: MACS

Account Number: 00029181 **Sort Code:** 40-52-40

Paper sponsorship forms

Pay in using either method above, then send us the paper forms. We need them to claim Gift Aid.

Online fundraising pages

Funds raised online transfer to MACS automatically, so there is nothing more to do.



Thank you for all your efforts to raise funds for our charity. Your support is truly appreciated by everyone at MACS.

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FORM

Sponsorship form



NAME

FUNDRAISING EVENT

DATE

ADDRESS

If I have ticked the Gift Aid box, I confirm I am a UK Income or Capital Gains taxpayer and want MACS to reclaim tax on my donation
If I pay less tax in the current year than the Gift Aid claimed on all my donations, it is my responsibility to pay the difference. MACS reclaims 25p on every £1 given.

Full name	Full home address	Amount £	Gift Aid	Date collected	Do not contact	Ref



GIFT AID

Gift Aid Declaration

Your gift could be worth 25% more to us, at no extra cost to you.

And if you are a 40% taxpayer it is even better, as you can reduce the tax you pay on your next return.

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

We can claim 25p in every £1 from HMRC on donations made in the past four years, and in future, whatever rate you pay.

Sole traders and partnerships qualify too.

It could not be easier. We do not even need your signature, there is no commitment, and you can cancel any time by dropping us a line.

Please tell us if you want to cancel, if you change address, or if you no longer pay enough tax to cover what we reclaim.

Return your completed declaration to: MACS, 71-75 Shelton Street, London, WC2H 9JQ.

Thank you!

1. Insert your name and home address

Title / Name

Surname

Address

Post code

Email

Telephone

2. Read the declaration and tick the box

☐

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the Gift Aid claimed on all my donations, it is my responsibility to pay any difference. I want to Gift Aid my donation today and any I make in future or have made in the past 4 years to MACS.

3. Today's date

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