



FOUNDATION **FIGHTING
BLINDNESS**
Together, we're winning.



The tools you need to mobilize your friends, family and community to raise awareness and funds to help end blinding retinal diseases.

[FightingBlindness.org/RaisingOurSights](https://fightingblindness.org/RaisingOurSights)

If you have questions about anything here, please email us at mdivincenzo@fightingblindness.org

Welcome!

We are so excited to have your support for our work to end blinding retinal diseases. With your creativity, passion and connections, you can help raise awareness for the work of Foundation Fighting Blindness and help fund our research to find meaningful treatments and cures. Whether you choose to create a small personal fundraiser or a large community event, your support is vital and important.

Thank you.

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Ways to Do It Yourself

Ask a Friend

DIY fundraising through *Raising Our Sights* doesn't get any easier than just Ask a Friend — no event required. Simply send an email to friends, family, colleagues — anyone in your network and tell them why ending blinding retinal diseases is important to you. If you give them the opportunity to donate, they can share in your passion for finding a cure. If you need help getting started, sample messaging is pre-loaded on your customizable online fundraising page. Click [here](#) and follow the easy instructions to get started:

FightingBlindness.org/RaisingOurSights.

Organize a Fundraising Activity

You can plan a low-key event such as a bake sale, car wash, or yard sale. Or you can hold a large-scale event such as an auction, trivia night, or gala. The scope of your event should depend upon the amount of planning you are able to do, your budget and the availability of people willing to support your efforts.

Tips!

- ✓ Take advantage of the things you or your committee is already involved in: hobbies, interests, successes or experiences with certain types of fundraisers in the past.
- ✓ The more unique, the better. Try to find a fundraising event type that will not directly compete with other successful and long-standing benefit events in your area.

Here are some ideas to get you started — the possibilities are endless with your creativity:

Run, Cycle or Triathlon

Benefit Dinner

Golf Outing

Midnight Bowling Tournament

Karaoke Night

Car Wash

Horseshoe or Cornhole Tournament

Casino Night

Basketball Tournament

Concert

Fundraiser in honor of a wedding or anniversary

Dodge Ball Tournament

Chili Cook-off

Dress Down Day/Casual Day at Work

Online Tools

A customizable fundraising page is available to each *Raising Our Sights* supporter and organizer to help with recruiting and fundraising. Tools allow you to:

- Update your personal or activity fundraising page
- Easily share your fundraising page through social media
- Set your personal or activity page shortcut URL
- Show a progress bar with an overview of your personal fundraising progress
- Send emails to friends, family and co-workers
- Send thank you notes
- Allow group activity organizers to see the total number of supporters and the total activity fundraising progress

Note — To start your fundraising page, visit FightingBlindness.org/RaisingOurSights

Fundraising

No matter what your fundraising activity, it's important to keep your donors engaged, to spread the word about your efforts, and to give proper recognition to those who show support.

- Inspire others by educating yourself on the science of blinding retinal diseases and what the Foundation Fighting Blindness is doing to accelerate research and, ultimately, find cures. Showing your commitment to this cause will motivate your donors to take action and contribute to your efforts. You are helping to cure the diseases that cause blindness, and they can too. Refer to the Foundation Fighting Blindness [Fact Sheet](#) for helpful talking points.
- Take advantage of your local newspaper, radio stations or TV stations to share your story. The more people who know about your fundraising efforts, the better.
- Send personal thank yous to everyone who donates. Take the time to express your gratitude in a meaningful way by making your supporters feel a part of your efforts to end blinding retinal diseases.

Sample Fundraising Letter (can be versioned to use in regular mail or email)



Dear [Name of your contact],

This year I am proud to play a part in the fight to end blinding retinal diseases, and I am asking for your help.

I will be [NAME ACTIVITY HERE - e.g., hosting golf tournament, running a marathon, asking friends and family for support], and I hope I can count on your support. I am making a commitment to raise funds and awareness for blinding retinal diseases because [YOUR ANSWER HERE]. Did you know —

- More than 10 million Americans and millions more throughout the world are impacted by blinding retinal diseases — including aged-related macular degeneration and inherited retinal diseases (IRDs).
- Foundation Fighting Blindness has raised over \$800 million in support of its efforts to reverse blindness and restore vision and is the world's leading private source for IRD research funding.
- The Foundation is funding ground-breaking research and treatments that have restored vision in patients who were virtually blind from a childhood form of retinitis pigmentosa. The Foundation also funds research on potential drug therapies that slow or prevent the loss of retinal cells, thereby saving vision.

My personal goal is to raise [FUNDRAISING GOAL]. Please help me reach my goal by making a contribution now. Any gift, large or small, puts us one step closer to the cure.

Sincerely,
[YOUR NAME]

P.S. You can donate by going to my personalized fundraising page at [FUNDRAISING CAMPAIGN URL] or by sending your check to the Foundation Fighting Blindness along with the reply document below in the enclosed stamped, addressed reply envelope. Thank you so much!

Please detach and return the form below along with your gift in the enclosed postage-paid reply envelope.

Yes, I support the work of [Your Name] to help end blinding retinal diseases!

Enclosed is my gift of \$25 \$50 \$100 Other \$ _____

NAME: _____

BILLING ADDRESS: _____

CITY: _____ STATE/PROVINCE: _____ ZIP: _____ COUNTRY: _____

Please charge my Visa MasterCard American Express Discover

ACCOUNT #: _____ EXPIRATION DATE: _____ CVV: _____

NAME ON CARD: _____

Or donate online to my fundraising page at: [FUNDRAISING CAMPAIGN URL]

Please make checks payable to: Foundation Fighting Blindness. We are a 501(c)(3) non-profit, tax-exempt organization designated by the Internal Revenue Code. Our tax identification number is 23-7135845. Questions? Call 410-423-0600 and ask to speak to a Foundation Fighting Blindness representative.

Payments can be sent to:

Foundation Fighting Blindness • P.O. Box 45933 • Baltimore, MD 21297-5933 • FightingBlindness.org

Fundraiser Designation: [YOUR NAME] and [ACTIVITY HERE] to benefit the Foundation Fighting Blindness.

Sample Thank You Letter



Dear [NAME OF DONOR],

Thank you so much for supporting my efforts to raise critical funds for the Foundation Fighting Blindness. Your gift of [\$ DONATION AMOUNT] encouraged me to do my very best to ensure we raised money and awareness for the Foundation's ground-breaking work to end blinding retinal diseases.

Together, we are bringing the Foundation Fighting Blindness one step closer to the finish line — cures to restore vision or prevent vision loss for people living with age-related macular degeneration or inherited retinal diseases. We believe it's possible in our lifetime — in fact, the Foundation is funding treatments that have restored vision in patients who were virtually blind from a childhood form of retinitis pigmentosa.

Until we can help everyone affected by blinding retinal diseases — 10 million Americans and millions more around the world — we simply cannot stop.

Being a part of the fight against blinding retinal diseases has been a rewarding experience, made all the better by your support. [Personal reflection on your fundraising efforts — how your run, golf event, dinner, etc. went and any anecdotes from the day.]

In total, I raised [TOTAL FUNDRAISING DOLLARS] for the Foundation Fighting Blindness, and you made it all possible. Thank you.

Sincerely,
[YOUR NAME]

Sample Donation Form



Yes, I want to make a difference in the fight to end blinding retinal diseases! I pledge my support by sponsoring:

PARTICIPANT'S NAME: _____ in the

EVENT NAME (IF APPLICABLE): _____ with a gift of

\$25 \$50 \$100 \$250 \$500 \$1000 Other \$ _____

NAME: _____

BILLING ADDRESS: _____

CITY: _____ STATE/PROVINCE: _____ ZIP: _____ COUNTRY: _____

PHONE: _____ EMAIL: _____

METHOD OF PAYMENT: Check (payable to Foundation Fighting Blindness) *To ensure that the individual fundraiser is credited for your donation, please indicate Foundation Fighting Blindness, their name and name of their event (e.g. NYC Marathon) in the memo portion of your check.*

Please charge my Visa MasterCard American Express Discover

ACCOUNT #: _____ EXPIRATION DATE: _____ CVV: _____

NAME ON CARD: _____

The Foundation Fighting Blindness is a 501(c)(3) non-profit, tax-exempt organization designated by the Internal Revenue Code. Our tax identification number is 23-7135845. Questions? Call 410-423-0600 and ask to speak to a Foundation Fighting Blindness representative. Payments can be sent to: Foundation Fighting Blindness • P.O. Box 45933 • Baltimore, MD 21297-5933

Sample In-Kind Gift Receipt



YOUR FUNDRAISER NAME
AND LOGO HERE

IN-KIND GIFT RECEIPT

Thank you for your support. Our records will reflect receipt of the following donated item(s):
Please describe item(s) in detail.

Received from: (Please fill this section out completely for proper credit.)

NAME: _____ COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE/PROVINCE: _____ ZIP: _____ COUNTRY: _____

PHONE: _____ EMAIL: _____

Received by:

FOUNDATION FIGHTING BINDNESS
FUNDRAISER REPRESENTATIVE: _____ DATE: _____

Please provide the donor with the original signed receipt. Make a copy for your records.

The tax deductibility and value of gifts other than cash are best determined by talking with your financial advisor.

Thank you for supporting our work to end blinding retinal diseases.

Foundation Fighting Blindness • 6925 Oakland Mills Road, #701 • Columbia, MD 21045
The Foundation Fighting Blindness is a 501(c)(3) non-profit, tax-exempt organization designated by the Internal Revenue Code.

Organizing a Raising Our Sights DIY Event

If you are planning your own Foundation Fighting Blindness event, make sure to keep your costs low and to create a memorable experience for your guests.

- To cut costs, find friends with a specialty who can help in ways other than providing a monetary donation. Do you know someone who is a caterer or graphic designer? Ask them to help by donating their services to cut your costs as you plan, promote and run your event. Additionally, ask local businesses to provide in-kind donations in exchange for advertising on event materials.
- Create an experience for your event attendees. The more fun they have, the more willing they will be to give (and return if your event becomes an annual thing). Donors will be more inclined to buy into an experience that is fun and entertaining.
- Have an auction. Provide an opportunity for your donors to win something or bring an item home that will remind them of the event and the great cause they supported.

Event Planning Checklist

DECIDE WHAT YOUR EVENT WILL BE

What do you love to do? Do you have a hobby or something that you are particularly good at? Asking yourself such questions can help determine what type of event to host. Golf enthusiasts usually organize golf tournaments, artists usually hold charitable art auctions, etc. The success of Foundation Fighting Blindness truly comes from supporters who take their passions and turn them into fundraisers.

PICK A DATE AND LOCATION

After you decide on the type of event you are going to throw, determine when and where you will host it. Find a venue that will help you meet your goals and objectives, is within your budget, and will give the event the atmosphere that you are looking for.

- Tap into the committee's or volunteers' networks.
- Explore opportunities to get facility fees fully or partially donated since your event is benefiting a charity.
- If appropriate for your specific event, contact local Lions Club, American Legion, town halls, galleries, schools, and churches for large spaces that may be available for little or no cost to you.

- Book the venue as far in advance as possible to reserve your desired date.
- If charging an admission fee, consider facilities that make it easy to control entrances/exits.
- Remember that outdoor venues can become expensive if additional lighting, tents, barricades, portable toilets, etc. are required.

Keep these things in mind when determining the time and date of your event:

- Choose a date far enough in advance to give you ample time to prepare.
- Consult with your local chapter and be aware of conflicting local and/or national events.
- Make sure to consider holidays and other busy times of the year for your attendees.
- You could coordinate your event with a significant date or time of year.
- Consider hosting an event in October during Blindness Awareness Month

Develop Your Timeline

- Set realistic dates and goals for when you will accomplish each of your goals to make the event successful.
- Make sure to record the name of the committee members or volunteers responsible for meeting specific goals.
- Remember, that it is better to finish your to-do list earlier than later so make sure that you allow enough time to complete tasks well in advance of the event.

FORM A COMMITTEE

Recruit a few friends, peers, family members, or community leaders and create a committee to help you steer and organize the event. No one person can single-handedly run a successful fundraiser; it takes a group of motivated individuals who are passionate about supporting your efforts.

- By getting more people involved, you will be creating more awareness of the event, have access to more networks, contacts, and opportunities, and prevent yourself from becoming overextended.
- By dividing and conquering, more attention and focus can be put into multiple areas of the event planning. A good committee will help you delegate tasks and save you time. Make sure to hold regular meetings to monitor the group's progress and communicate regularly between meetings.

- Most people are more than willing to help you organize your event and are just waiting for you to ask. Be bold and surround yourself with a great committee!

ESTABLISH GOALS

At your first committee meeting, put together a schedule with your planning/fundraising goals and assign certain tasks and deadlines to your committee members. Determine the overall goals and objectives of the event

- What is the fundraising goal amount?
- Will the effort increase awareness of blinding retinal diseases and about the Foundation Fighting Blindness? Will it draw attention to our cause?
- Will the event motivate others to take action? Will the event motivate others to become volunteers?

SET A BUDGET

Consider all the moving parts of your event to get an accurate picture of your costs. Such costs could include (but are not limited to): event space, food and beverage, and printing of invitations. When your budget has been set, think about how you will cover your costs so that you won't have to pay out of your own pocket; and set your fundraising goal accordingly in case you use your dollars raised to off-set costs.

- Set realistic goals for attendance, revenue and expenses.
- Determine what items could be donated.
- Determine the overall cost per person and then determine the ticket prices to ensure attendance and a profit.
- Consider significant up-front costs and deposits that may be required to reserve the location, caterer, DJ or other service provider.
- Have a plan for paying expenses until sponsorship money is received.
- Start to create incentives for committee members and volunteers to encourage tickets sales, secure donated items, and sponsorships.

SEEK SPONSORSHIPS

The best way to cover your costs is through sponsorships from local businesses or corporations. Think about who you know in your community that may be willing to help or consider businesses that have something to do with your event. For example, if you are planning a golf outing, seek a sponsorship from your local sporting goods store or from a golf gear manufacturer. Or, if you know someone who owns a restaurant or catering company, see if they can help with food and beverage. Create comprehensive sponsorship packages that provide benefits that are appealing to local companies.

- Don't be afraid to ask, remember your passion and that you are supporting a great cause.
- Make sure to follow up with each potential sponsor with a professional proposal, phone call or visit.
- Identify areas where additional volunteer help is going to be needed for planning and executing the event.
- Encourage committee members to recruit both sponsors and volunteers.
- As you are having conversations with sponsors, if you see an opportunity to create a larger sponsorship/partnership, please connect with a Foundation employee.

Sample Sponsorship Proposal

Financial support is key to maximizing the fundraising efforts of [EVENT NAME benefitting the Foundation Fighting Blindness]. We are seeking sponsors to help us underwrite costs and contribute to the silent auction. The event is expected to draw [EXPECTED NUMBER OF GUESTS] people.



PLATINUM – \$10,000

- Presenting partner of the event.
- Prominent logo placement in all promotional items, including invitations and flyers, event program, press outreach materials, and social media.
- Recognition during the evening.
- Corporate name and web URL included on event website
- “Word from our sponsor” opportunity at event. This can either be a recorded advertisement, or a representative speaking to the crowd for no more than 60 seconds.
- Inclusion of signage, i.e. a banner, pamphlets, etc.
- Ten (10) tickets to the event

GOLD – \$5,000

- Logo placement in all promotional items, including invitations and flyers, event program, press outreach materials, and social media.
- Recognition during the evening.
- Corporate name and web URL included on event website
- Brochure availability at check in.
- Four (4) tickets to the event

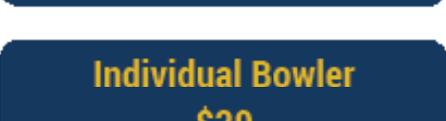
SILVER – \$1,000

- Logo placement in all promotional items, including invitations and flyers, event program, press outreach materials, and social media
- Corporate name and web URL included on event website
- Two (2) tickets to the event

BRONZE – DONATION OF AUCTION ITEM

- Logo placement in event program
- Two (2) tickets to the event

Sample

	
Saturday, May 29, 2021 AMF Syosset Lanes	
COMPANY _____	       
CONTACT _____	
ADDRESS _____	
CITY _____	
STATE, ZIP _____	
PHONE _____	
EMAIL _____	
PLEASE INDICATE PREFERRED PAYMENT METHOD	
Check enclosed Mastercard Visa American Express Discover	
AMOUNT \$ _____	
CARD NUMBER _____	
EXPIRATION DATE & CVV _____	
NAME ON CARD _____	
SIGNATURE _____	
<p>Please return this form with payment to: Foundation Fighting Blindness Strike Out Blindness P.O. Box 45933 Baltimore, MD 21297-5933</p> <p>For more information contact XXXXX XXXXXXXXXXXX at (XXX) XXX-XXXX or XXXXXXXXXXXX@XXXXXXXXXX.XXX.</p>	

SPREAD THE WORD

Whether your event will be open to the public or if it is invite-only, you will need to come up with a plan to make sure folks mark their calendars. Start with save-the-dates about three months prior to your event, either via email, regular mail or on social media. Next, when you are one month to six weeks away, send out your official invitations.

There is a wide variety of ways to let people know about your activity from flyers and brochures to email and Facebook. Be sure to utilize all available avenues to promote your event.

- Create your guest list. Exhaust all of your networks in addition to volunteer networks.
- Create and send out 'Save the Date' postcards or e-mails to those people that you absolutely want to be at your event.
- Create flyers, posters, invitations, and brochures for the event.
- Any honoree names should be prominent on the invitations and committee members should be listed in addition to a description of the Foundation, sponsors, and major donors.
- Send out invitations one month to six weeks prior to the event.
- Market event through social networks, online calendars, grassroots and yard signs.

CHECK THE DETAILS

- Reserve any services, technical or other, that will be required for the event (sound system, sound professional, projector & screen for pictures or videos, valet parking, coat check, security, etc.)
- Contracts or agreements are a necessity in order to ensure that the service provider is aware of the date and time of the event, in addition to their identified obligations. Contracts or agreements are especially helpful for service providers who are donating services.
- Analyze potential safety and security hazards and create a plan to help eliminate any risk.
- Identify whether additional liability insurance is going to be necessary to cover injuries due to high-risk activities (rock climbing, sky diving, etc.).
- Create a weather contingency plan if the event is outside. What will happen if inclement weather strikes?
- Confirm venue, food, drink, services, speaker, etc. and that contracts and agreements have all been signed and received.
- Start to organize volunteer needs for day-of roles and responsibilities.

ENSURE THE DAY OF YOUR EVENT RUNS SMOOTHLY

All of the prep-work is done and it's the day of the big event. It's a good idea to create a checklist of things to do and vital items you'll need.

- Schedule a meeting with your volunteers well in advance of guest arrival.
- Communicate any last-minute changes or additions to your volunteers, as well as identifying and troubleshooting any problem areas.
- Ensure event is running on time and that all speakers have arrived and understand their role for the event.
- Identify a designated volunteer, whom you trust and can be relied upon to make good decisions, to troubleshoot any problems or answer any questions that volunteers may have.
- Make sure to greet your guests - let the volunteers focus on their roles while you thank guests for attending and encourage them to participate in the event's activities.

WRAP IT ALL UP

Congratulations! Your event was a BIG success, and now we need to wrap it all up:

It is important to give recognition to everyone who was involved. In the days following your event, send a follow-up note to everyone who played a part, thanking them and providing an update on your fundraising total. It is always a nice touch to also send personal thank-you notes in the mail. Some members also send holiday thank-you notes at the end of the year.

- Thank attendees and volunteers through an email or personal note.
- Thank sponsors through a personal note.
- Host a wrap-up celebration with your volunteers where you can discuss what worked and what didn't.
- Ensure all expenses are paid and that proper documentation is retained to support use of revenue.
- Organize the attendee list in order to make sure they are invited to next year's event.
- Submit proceeds to the Foundation Fighting Blindness.
- Be proud of the great work you did to help people affected by blinding retinal diseases. Thank you!

Publicity and Social Media Promotion

Large or small, your fundraising event is important to the Foundation Fighting Blindness, so we urge you to publicize it in your own community. Doing this raises the profile of the event and increases awareness of blinding retinal diseases, and the need for support from your local community. When you are one to two weeks away from your event, consider reaching out to your local newspaper, radio station or TV outlet to secure an interview and/or to get your event details included in your town's calendar listing.

WRITING AN EFFECTIVE PRESS RELEASE

1. In general, your release should not exceed one page and it should include only the most pertinent information: your contact information, the event details (location, time, etc), a mention of any high-profile figures who may be attending, and a quote from someone in the community who is involved.
2. Refer to the press release template provided or follow these simple guidelines to create your own:
 - a. Title: Keep it short and to the point, include a local angle.
 - b. Contact Information: Provide your full name, phone number and email address at the top of the release.
 - c. Body: List all the vital information and key messages here: who, what, where, when, why. Be sure to clarify that this is a fundraising event to benefit Foundation Fighting Blindness. Include the most important information about your event in the first one or two paragraphs.
 - d. End: Add “# # #” at the bottom of the release — this is a universal way to mark the end of the release.

CONTACTING THE MEDIA

3. Decide whom to target. Choose papers or websites that have events calendars or feature local happenings. Read the local papers, events guides, church or neighborhood association newsletters and listen to and watch local TV and radio programs to determine which outlets will list your event.
4. Call or email the appropriate news outlets to connect with the right person. Reporters are busy so only provide the key details. If they are interested, ask for their direct contact information and send them your press release with the necessary information. Follow up as needed.

OTHER OPTIONS

5. Letters to the Editor. A letter to the editor can be a great way to get attention. Keep it short and concise. Rather than writing only about the event, draft a letter for someone else to send (e.g. a well-known local person attending the event or a person with inherited vision loss who could explain how the funds raised will help them).
6. Photographs. If your local paper can't send a photographer to your event, take your own pictures and submit them after the fact. Remember to include relevant details for the captions.

Sample Press Release

Media Contact:
[Your Full Name]
[Your Phone Number]
[Your Email Address]

For Immediate Release

[YOUR NAME] OF [YOUR TOWN] TO RAISE FUNDS FOR THE FOUNDATION FIGHTING BLINDNESS

[Include details of event here, e.g., A Golf Tournament followed by Dinner and a Silent Auction; A Pancake Breakfast to Honor Close Friend and IRD Patient; etc.]

[City, State], [Date of Release] – [Your name or group] of [your town] is hosting a (fill in activity or event) on [date], benefitting the Foundation Fighting Blindness.

[Your name] aims to raise [fundraising goal] or more to enable the Foundation Fighting Blindness to continue aggressively funding research to find treatments and cures for blinding retinal diseases. S/he is [describe activity here – include information on attending, how to make donations, etc. BE SPECIFIC].

“I chose to [activity] as part of the Foundation Fighting Blindness because [explain your inspiration here], and I wanted to do something personally to further the Foundation’s mission. They are funding cutting-edge research to bring meaningful advances in treatments and eventually a cure to people affected by these blinding diseases,” said [Your name].

About Blinding Retinal Diseases

More than 10 million Americans and millions more throughout the world are impacted by blinding retinal diseases – including age-related macular degeneration and inherited retinal disorders such as retinitis pigmentosa and Usher syndrome. People living with inherited retinal disease experience a gradual loss of vision, eventually leading to complete blindness. Others may be born with or experience vision loss in infancy or early childhood. The Foundation Fighting Blindness is funding translational research and clinical trials of gene therapy that have restored vision in patients who were virtually blind from a childhood form of retinitis pigmentosa. The Foundation also funds research on potential drug therapies that slow or prevent the loss of retinal cells, thereby saving vision.

About Foundation Fighting Blindness

Established in 1971, the Foundation Fighting Blindness is the world’s leading private funding source for retinal degenerative disease research. The Foundation has raised more than \$800 million toward its mission of accelerating research for preventing, treating, and curing blindness caused by the entire spectrum of retinal degenerative diseases including: retinitis pigmentosa, age-related macular degeneration, Usher syndrome, and Stargardt disease. Visit [FightingBlindness.org](https://www.fightingblindness.org) for more information.

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SOCIAL MEDIA PROMOTION

Social media is a powerful way to boost exposure for your fundraiser, with creative methods that span the spectrum. Use lots of pictures and short videos for maximum impact. Try these techniques to build excitement and stay connected with your supporters before, during and after the big day:

1. Use multiple platforms, especially Facebook and Instagram, to explain why you are raising money to fight blinding retinal diseases.
2. Set up a Facebook event and promote to your network.
3. Use Facebook ads to target audiences likely to support your efforts.
4. Post an event countdown on Instagram Stories.
5. Post “behind the scenes” teasers with interesting pictures and necessary details.
6. Create a custom hashtag for your event and use it everywhere you post.
7. Update your email signature to include information about your event with a link to your donation/sign up page.
8. Host a giveaway.
9. Promote an “early bird” discount for early ticket or event sales.
10. Ask your committee members, sponsors and area VIPs to use their social media platforms to promote your event.
11. Interview attendees on Instagram Stories.
12. Use video to show the impact of retinal diseases on your daily life, or the on life of a person you care about. Make the story personal and authentic.

Raising Our Sights DIY FAQs

As you are putting together all of the details of your fundraising activity, you will have many questions. Our hope is that the following will be able to answer most of those for you.

Why is our activity classified as DIY and not a Foundation Fighting Blindness Event?

This is YOUR activity, which means you get to do it your way, with all of your own ideas, adding all of your own flare! So, when promoting your event, title is as “Event Name, benefiting the Foundation Fighting Blindness.” This will show our complete support of your event.

Can the Foundation Fighting Blindness Logo be used?

A special logo has been created just for *Raising Our Sights* Event holders! This logo can be downloaded online under digital downloads. See the promotion and branding guidelines below for additional information.

Will the Foundation Fighting Blindness solicit attendees or attend our event?

The Foundation Fighting Blindness is not responsible for driving attendance to your event, so it is up to you to conduct media outreach, send out invitations and generate participation. There is no guarantee that we can attend your event, but we will try as schedules and budgets allow. Keep us posted on your event date and time and we will do our best.

Will the Foundation Fighting Blindness pay for expenses of a DIY Event?

No. The Foundation is not financially liable for the staging of a DIY event.

Can funds already turned in to the Foundation be used to pay Raising Our Sights DIY event expenses?

No. Once funds have been donated to the Foundation, they cannot be utilized to pay expenses nor reimburse you for the expenses you incur.

Can funds be kept to pay expenses of the Raising Our Sights DIY event?

Yes, but ensure the funds are kept in a safe location and these are not considered tax deductible.

When do funds raised from DIY Events need to be given to the Foundation?

We ask that you deliver any proceeds raised from a DIY Event within 30 working days after the event has taken place.

Are donations made to a Raising Our Sights DIY Event tax deductible?

Foundation Fighting Blindness is a 501(c)(3) charitable organization, and donations made directly to the Foundation by way of check made payable to the Foundation Fighting Blindness or via your DIY event page are tax-deductible within the guidelines of IRS regulations. Due to IRS regulations, donations made payable to you are not eligible for a tax receipt. Donors are encouraged to check with their tax advisors to determine eligibility of a tax donation.

THE BOTTOM LINE

The Foundation Fighting Blindness can only issue tax receipts for monetary donations made directly to us, whether that is in the form of a check written out to the “Foundation Fighting Blindness,” or the donation was made online through a Foundation Fighting Blindness fundraising page or Foundation Fighting Blindness donation page.

Please note: As stated previously, please remember that when funds are donated to the organization via check or online payment, the Foundation cannot reimburse or pay for any expenses associated with your *Raising Your Sights* DIY fundraising activity.

Promotions and Brand Guidelines

- The activity will be promoted and conducted in a manner to avoid the appearance of the Foundation Fighting Blindness endorsing any product, firm, organization, individual or service.
- The Foundation reserves the right to decline association with any third-party when it believes that such association or *Raising Our Sights* DIY activity may have a negative effect on the reputation of the Foundation.
- The Foundation Fighting Blindness logo and *Raising Our Sights* logo should be appropriately used in conjunction with such an activity but may not be altered in any way. See following page for complete brand guidelines.
- The Foundation operates under the Better Business Bureau guidelines for charitable giving. In compliance with these guidelines, the Foundation requires full disclosure on all packaging, advertising or promotional materials when funds are raised through a consumer purchase or promotion (e.g. \$1 from the sale of each item). All *Raising Our Sights* DIY fundraisers must comply with this requirement if applicable.
- Similarly, advertising, promotion and associated materials must state that the proceeds of an activity will benefit the Foundation but should not imply or state that the Foundation is the host, sponsor or endorser. Any sponsor of the activity should be clearly identified and the amount or percentage of proceeds to be provided to the Foundation as the beneficiary should be stated: (i.e. The Lion's Club, Fresh Market, The Smith Family, is hosting X activity, "with 75% of net proceeds benefiting Foundation Fighting Blindness.")
- Promotional materials and/or advertisements cannot be purchased with Foundation funds and are the responsibility of the organizer.
- The Foundation Fighting Blindness *Raising Our Sights* logo and collateral materials can be downloaded from the main site at FightingBlindness.org/RaisingOurSights.

Logo Brand Guidelines

CORRECT LOGO USAGE



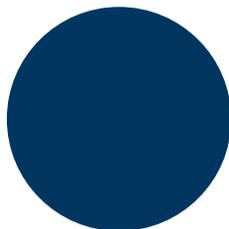
INCORRECT LOGO USAGE



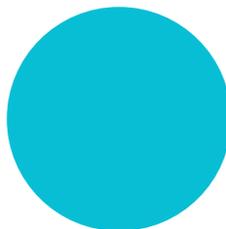
Never stretch or squish the logo.

Never color the logo outside of the primary palette.

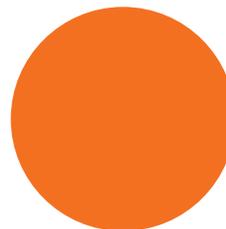
BRAND COLORS



Pantone 2955
C=100, M=60, Y=10, K=53
R=0, G=35, B=126
Hex # 003865



Pantone 3115
C=62, M=0, Y=18, K=6
R=91, G=240, B=197
Hex # 00C1D5



Pantone 165
C=0, M=70, Y=100, K=0
R=255, G=77, B=0
Hex # ff4d00

About the Foundation Fighting Blindness and Blinding Retinal Diseases

FOUNDATION FIGHTING BLINDNESS FACT SHEET

- More than 10 million Americans and millions more throughout the world are impacted by blinding retinal diseases – including aged-related macular degeneration and inherited retinal diseases (IRDs) like retinitis pigmentosa and Usher syndrome.
- Inherited retinal diseases are a group of diseases that can cause vision loss and blindness. IRDs can impact people of all ages and progress at different rates. People living with IRDs experience a gradual loss of vision, eventually leading to complete blindness. Others may be born with or experience vision loss in infancy or early childhood.
- Each IRD is caused by at least one gene that is not working properly. There are 250 genes which, when mutated, can cause Inherited retinal diseases. Gene therapy is considered the most promising treatment method for correcting these faulty genes.
- The urgent mission of the Foundation Fighting Blindness is to drive the research that will provide preventions, treatments and cures for people affected by retinitis pigmentosa, age-related macular degeneration, Usher syndrome and the entire spectrum of retinal blinding diseases.
- During its now 50-year history, the Foundation has raised over \$800 million in support of its effort to reverse blindness and restore vision. The Foundation is the world's leading private source for IRD research funding.
- The Foundation is funding translational research and clinical trials of gene therapy that have restored vision in patients who were virtually blind from a childhood form of retinitis pigmentosa. The Foundation also funds research on potential drug therapies that slow or prevent the loss of retinal cells, thereby saving vision.
- The Foundation has over 40 volunteer-led chapters across the U.S. These dedicated volunteers raise funds, increase public awareness, and provide support to families affected by retinal diseases in their communities.

- The Foundation has funded studies at hundreds of prominent institutions throughout the world including:
 - Wilmer Eye Institute, Johns Hopkins University School of Medicine
 - Massachusetts Eye and Ear Infirmary, Harvard Medical School
 - Insitut de la Vision in Paris, France
 - Moorfields Eye Hospital, University College London
 - Scheie Eye Institute, University of Pennsylvania
- To learn more, please visit the Foundation Fighting Blindness website at [FightingBlindness.org](https://www.FightingBlindness.org).



Still have questions?

We are happy to help!

Email the Foundation Fighting Blindness staff at mdivincenzo@fightingblindness.org

FightingBlindness.org/RaisingOurSights