



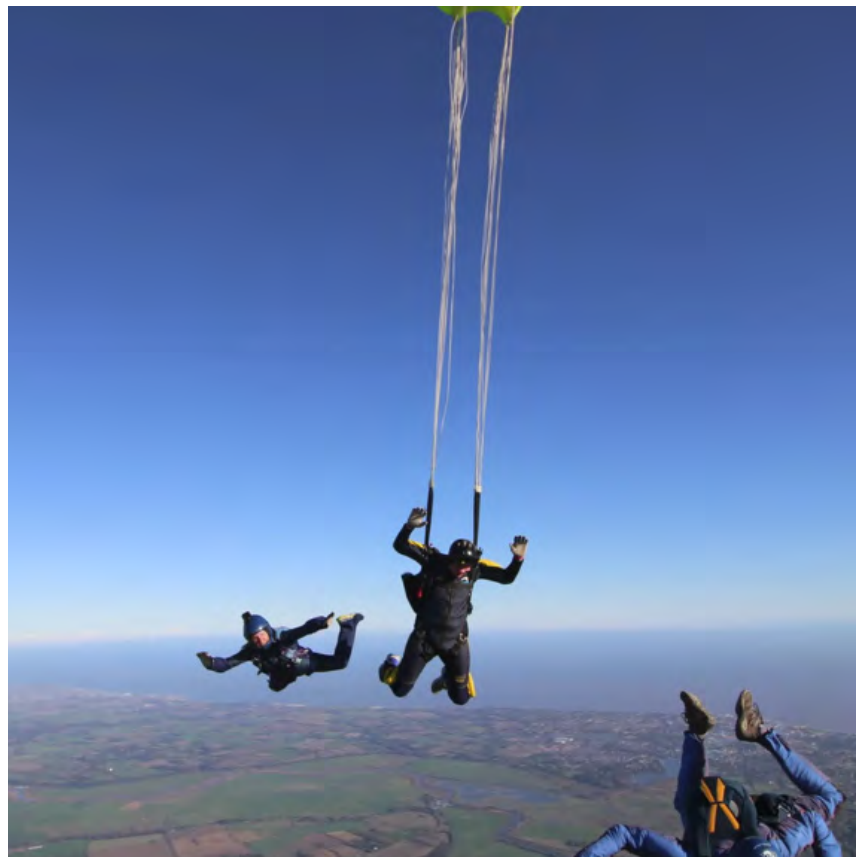
**St John of Jerusalem
Eye Hospital Group**

مجموعة مستشفى سانت جون للعيون



FUNDRAISING

For the St John of Jerusalem Eye
Hospital Group



www.stjohneyehospital.org

4 Charterhouse Mews, London EC1M
6BB. Registered company: 7355619.
Registered Charity: 1139527

THANK YOU

Thank you for choosing to fundraise for the St John of Jerusalem Eye Hospital Group (SJEHG)!

Every day, SJEHG transforms the lives of those suffering with eye problems in a region that has experienced decades of conflict and inequality.

Our work wouldn't be possible without amazing supporters like you, and we thank you for choosing to support us in this way.

This pack is designed to help you with your fundraising efforts, including:

- How we can support you
- Ways to fundraise
- How your donation helps
- How to collect and pay in your fundraising money
- Fundraising do's and don'ts



Why Your Donation Matters

With demand for our services at an all-time high, voluntary donations are more vital than ever.

While around 32% of our running costs come from patient income and support from partners like UNRWA and USAID, political instability both in the region and globally is threatening these traditional funding streams.

To continue providing expert eye care to refugees, children, the elderly, and those in poverty, we depend on the generosity of our supporters.



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How We Can Support You

We're here to help make your fundraising efforts as engaging and impactful as possible. Whether you're hosting a coffee morning, taking on a challenge, or planning a local event, we're here to support you every step of the way:

- **Inspiring Speakers** – Our team includes medics and staff with powerful, firsthand experience from our work in the Holy Land. We'd love to share their stories with your group to inspire and motivate your community.



- **Engaging Resources** – We can provide compelling materials like presentations, photography and leaflets to help you showcase the life-changing impact of SJEHG's vital work in the Holy Land, making it easy for you to spread the word and rally support.

- **Tailored Guidance** – Whether you're a seasoned fundraiser or trying something new, we'll work with you to develop creative fundraising ideas and provide expert advice to help make your event a success.



Whatever you decide to do, we'd love to hear about it. Let us know, and a member of our fundraising team will get in touch with you to offer advice, support, and send you fundraising materials.

Let's make a difference together!



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Fundraising in Action



St John of Jerusalem
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مجموعة مستشفيات سانت جون للعيون

Hear from Jenny Dixon, Bishop's Waltham Garden Fair Organiser, on why she chooses to fundraise for SJEHG:

“I think the most important part of running a committee is ensuring that everyone genuinely enjoys being part of it. We have been organising the Bishop’s Waltham Garden Fair for over 23 years, and over that time we’ve built a strong, supportive group where everyone’s voice is heard, we respect each other’s views and there’s always plenty of laughter along the way.

“What makes it even more meaningful is knowing that we’re directly supporting Huda, an orthoptic assistant working in the paediatric clinics at Hebron and Nablus. It gives our efforts a very personal focus. We keep in touch with her through the Eye Hospital and love sharing updates and photos from the Fair with her each year.”



Ways to fundraise for SJEHG

Our life-changing work is only possible thanks to incredible supporters like you who organise charity events and fundraisers throughout the year.

Whether you're up for a challenge, planning a social event, or creating your own unique fundraiser, there are plenty of ways to get involved!

If you'd like to organise your own fundraiser but aren't sure where to start, we've put together some lists of inspiring ideas to help you get going:



Physical Challenges & Sporting Events

- Bike ride
- Darts match
- Extreme challenges – skydiving, bungee jumping or climbing
- Football tournament
- Golf day
- Half marathon
- Obstacle course or family sports day
- Running (5k, 10k, half-marathon, marathon)
- Walking or hiking



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Events & Performances

- Auction or raffle
- Bingo night
- Christmas carol service
- Exhibition
- Fashion show
- Karaoke or music night
- Masquerade ball
- Open-mic comedy show
- Pub quiz
- Talent show



Social Events & Parties

- Afternoon tea
- Cheese tasting
- Coffee morning
- Dinner party or lunch
- Garden party
- International food evening
- Wine tasting

Sales & Markets

- Arts and crafts stall
- Bake sale
- Book sale
- Seasonal fair or fete
- Jumble sale



93p of every £1 you donate goes directly towards helping someone with eye problems in the Holy Land.

How Your Donation Helps

Leen Ahmad Al Kurd, a 5-year-old from Bethlehem was diagnosed with a squint at just 9 months old. Despite the prescribed treatment of glasses and eye-patching, Leen's condition led to significant social challenges, like bullying from classmates.

In 2023, her doctor decided it was time for Leen to undergo squint correction surgery. However, due to other health issues and multiple hospital admissions, the surgery was postponed until August 2024, when it finally took place at the main hospital in Jerusalem.

Leen now dreams of becoming an **"eye doctor who treats everyone, children and grownups, and makes them love their eyes."**



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£50 could go towards a child vision screening kit, helping detect eye conditions early and prevent avoidable blindness.



£250 could support the scheduling of more major operations, giving patients the sight-saving surgery they need



£500 could contribute towards the purchase of an ophthalmoscope for one of our hospitals, enabling doctors to detect and treat serious eye conditions

How to Collect & Pay in Your Fundraising Money

Collecting Donations

If you're planning an event or organising a collection for SJEHG, there are several easy ways to collect your fundraising money.

The simplest option is to set up an online sponsorship page like a JustGiving page to collect online donations.

Alternatively, you can contact us to request donation envelopes or leaflets, which include QR codes for easy mobile giving.



Top Tip: Add your JustGiving page link to your personal or work email signature to encourage donations!



Double or Triple your Impact

Many companies operate match-funding or 'charity matching' schemes, which could double – or even triple – the value of your fundraising efforts. It's often as simple as completing a form or speaking with your HR or CSR (Corporate Social Responsibility) department

You can also check if your company offers Payroll Giving, also known as Give As You Earn (GAYE), where employees can donate to charities directly from their gross salary (before tax).

Be sure to ask your employer if they offer these schemes and help make an even bigger impact with your donation. Some companies will even match volunteer hours with financial contributions, so it's always worth checking!



Top Tip: If your donors are eligible UK taxpayers, please encourage them to tick the Gift Aid box when donating – it allows us to claim an extra 25% at no extra cost to them.



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Sending Us Your Funds



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Once you've finished fundraising, please send your donation to SJEHG as soon as you can – ideally within four weeks of your event. Here's how:



Online

To donate online, visit:
<https://www.stjohneyehospital.org/donate-now/>

Please remember to leave your name, contact details, and a brief description of your fundraising in the reference box.

If you've raised funds through an online sponsorship page like JustGiving, you don't need to do anything further – the funds will be sent directly to us.



Bank Transfer

You can make a bank transfer – please include your name in the reference field and email us at info@stjohneyehospital.org to confirm the transfer.

To receive our bank details, please call (+44 (0) 20 7253 2582) or email us (info@stjohneyehospital.org) and we'll be happy to provide them.



Call us

Donate via credit or debit card payment over the phone by calling +44 (0) 20 7253 2582.



By post

We encourage bank transfers over cheque for security reasons, but you can send a cheque made payable to: St John of Jerusalem Eye Hospital Group to:

St John of Jerusalem Eye Hospital Group
4 Charterhouse Mews
London EC1M 6BB

Please include a cover note with your name, address, contact details, and a brief description of how the funds were raised.



SJEHG Gaza Hospital Staff, 2025

Please avoid sending cash in the post. For cash donations, we recommend collecting them locally and making a single bank transfer.

Using Our Logo

With prior written approval, we are happy to provide official St John of Jerusalem Eye Hospital Group (SJEHG) logos for use in your fundraising activities. Please email info@stjohnseyehospital.org and let us know how and where you wish to use the logo and we can send you a selection of logo files to use in your marketing efforts.

Notes on using logos:

- Logos may be used by fundraisers/volunteers as long as it is explicitly stated that you are raising money on behalf of or in support of the SJEHG, and not as an employee of the organisation.
- Logos may be used in connection with approved fundraising activities such as event material, social media posts, fundraising pages, printed or digital promotional materials. Logos must not be used for commercial purposes, political activity, or in any context that could harm the reputation of SJEHG.
- You may not save any logos or images directly from our website for your own use as this will constitute an infringement of copyright – permission must always be sought from SJEHG to use our logo and images.
- St John logos must not be uploaded into GenAI tools or used as prompts for image generation.
- Where GenAI is used to create images, documents, or other materials, logos should be added only at the final stage, using a closed design platform. (E.g. Canva or Adobe.)
- Logos must not be modified in any way. This includes changing colours, proportions, layout, or combining the logo with other graphics without prior approval.
- SJEHG reserves the right to withdraw use of its logo at any time.
- The infographic below provides more information on how not to use our logos:



Fundraising Do's and Don'ts

Safe and Legal Fundraising

To ensure safe fundraising, please review the Fundraising Regulator's Code of Fundraising Practice and relevant guidelines below. Rules vary by local authority and across the UK, so check the government website for details:

<https://www.gov.uk/guidance/fundraising-legally-and-responsibly>.

Handling Donations & Collections Safely

- Use a sealed collection bucket or locked tin - never leave cash unattended.
- Count cash in a secure place with two unrelated people and deposit it at the bank as soon as possible after the event.
- Do not carry cash in a charity bucket; use a sealed envelope.
- If threatened, hand over the money and report it to the police immediately, noting details of the incident.
- You should not deduct expenses or fees from the sums collected unless this has been previously agreed with SJEHG.

Public & Private Collections

- Public collections require a license from your Local Authority – check before proceeding.
- Private collections do not require a license, but you do need permission from the property owner; some may require public liability insurance.
- We can provide branded collection boxes and confirm if another supporter is already collecting at the same location.
- Fundraising laws apply to all collections – please ensure compliance.

Contractors and suppliers

- Use only reputable companies for equipment and services.
- Request Public Liability Insurance and a risk assessment in advance.
- Stop any unsafe activity immediately.

First Aid

- First aid may be required depending on event size and activity type.
- Check with St John Ambulance:
<https://www.sja.org.uk/event-medical-cover/>

Data protection

- Store personal information securely and use it only as permitted by law
- Do not keep data any longer than necessary or share it without consent
- More details: Information Commissioner's Office <https://ico.org.uk/>

Event, alcohol and public entertainment licenses

- Selling alcohol, hosting live music, performances, or sporting events may require a license. More info here:
<https://www.gov.uk/guidance/entertainment-licensing-changes-under-the-live-music-act>
- Your venue may already have one; otherwise, apply for a Temporary Event Notice (TEN) via your local authority.
- Ensure attendance does not exceed any license limits.

Food Hygiene

- Follow Food Standards Agency rules on food preparation and safety:
<https://www.food.gov.uk/>
- If using a caterer, request a food hygiene certificate and public liability insurance.

Health & Safety

- Risk assessments should be completed to identify and mitigate potential hazards.
- SJEHG is not liable for injuries or damages unless due to its negligence.

Insurance

- Check if venues and equipment are covered by insurance.
- Public liability insurance may be required for public events



Publicity materials

- All promotional materials should state the event is “in support of” SJEHG. Registered charity number: 1139527
- Contact info@stjohneyehospital.org for assistance with publicity materials
- Please do not alter our logo or images in any way

Raffles, lotteries, and prize draws

- On-the-day raffles usually don't require a license if conditions are met
- Pre-event ticket sales require a lottery license
- More details: <https://www.gamblingcommission.gov.uk/>

Safeguarding

- Children must have permission and supervision at events
- Follow specific fundraising rules for children:
<https://www.fundraisingregulator.org.uk/code/working-with-others/fundraising-involving-children>

Keep in touch

We'd love to hear about your fundraising! Feel free to share photos or stories with us at info@stjohneyehospital.org, and you might even get featured in our Jerusalem Scene newsletter or on social media.

If you have any questions, or would like additional materials to support your fundraising, don't hesitate to get in touch – we're here to help! Email info@stjohneyehospital.org, or call +44(0) 207 253 2582 to speak to a member of the fundraising team.

Thank you so much for choosing to fundraise for the St John of Jerusalem Eye Hospital Group! Your donation will ensure those who need it receive vital eye care in the Holy Land. Good luck!

