Charity golf days and tournaments are a wonderful way to raise funds for St John Eye Hospital Group. Whether you are a keen golfer or know someone who is, our fundraising guide will help you to raise as much money as possible while enjoying a fun golf day out.

St John of Jerusalem Eye Hospital Group transforms lives by saving sight in the world’s most unique region facing decades of conflict resulting in the poorest people lacking the basic privileges of ordinary life.

We are the oldest and only charitable provider of expert eye care in the Middle East and have clinics in the West Bank, Gaza, and Jerusalem treating patients regardless of ethnicity, religion or the ability to pay.

Find out more at www.stjohneyehospital.org
GETTING STARTED

SET A DATE
Pick a date for your event and try to ensure it doesn’t clash with other major club, sports or cultural events. Your event date should be set a good time ahead in the future, so you have plenty of time to plan and advertise it. Putting your event on between May and September gives you a better chance for good weather.

PICK A VENUE
Find a suitable venue or ask your local club if they would be happy to host your charity golf day. If you are inviting people who don’t play very often, you’ll need a course and venue which accommodates players of mixed abilities and ideally is an 18-hole course. The golf club itself should be in a location that is easy to get to. If you explain to the venue that the golf day is to raise money for charity, they may be able to offer you a special rate for the day. We strongly recommend organising a visit to the golf club so you can visualise how the day will run and get familiar with where the fire exits and toilets are located. Make sure the club receives a list of all player’s details a week before the event.

TIMETABLE
Create a timetable of when the event starts, when lunch is (if you will be offering this) and times of speeches and breaks.

Example timetable

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.00am - 11.00am</td>
<td>Registration and refreshments</td>
</tr>
<tr>
<td>11:00am - 11:30am</td>
<td>Thank guests for coming, talk about St John Eye Hospital and tell guests the format of the day, where facilities are located and how they can make donations</td>
</tr>
<tr>
<td>11:30am</td>
<td>All participants head to their starting tee</td>
</tr>
<tr>
<td>11:45am</td>
<td>Start</td>
</tr>
<tr>
<td>1:30pm - 2:30pm</td>
<td>Participants make their way to the Club House for lunch</td>
</tr>
<tr>
<td>2:30pm - 4:30pm</td>
<td>Continue play</td>
</tr>
<tr>
<td>4:30pm - 5:00pm</td>
<td>Optional raffle and prize presentation</td>
</tr>
</tbody>
</table>

GOLF EVENT COMMITTEE
Organise an event committee, consisting of friends, family and fellow golf members. Think about each person’s skills and assign roles in logistics, advertising and sponsorship.
PROMOTING YOUR GOLF DAY

Get as much support as possible by:

- Using our poster template to advertise your event and ask if it can be displayed at your golf club or in the local area such as shops and halls.
- Create a Facebook event and invite everyone you know, encouraging them to share the page with their own personal networks.
- Ask the golf venue to promote your event on their social media channels or website.
- Advertise the event in a golf magazine/newsletter or in the local newspaper.
- Create an event page online.
- List your event on council run calendars.

RAISING MONEY ON THE DAY

On the day you can raise money through:

- Ticket sales.
- Selling Mulligans (free shots) that players can use when they most need to.
- Competitions - Ask local businesses if they’d be happy to donate prizes.
- Hold a raffle or auction in the golf clubhouse after the games. Prizes could include lessons, free rounds, clubs and equipment, special days out or even hampers.
- If you want to arrange lunch for your guests put donation envelopes/collection tins on each table.
- Hole sponsorship - Ask local businesses and suppliers who may be interested in sponsoring a hole in exchange for some brand presence (for example branded golf balls).
- Match funding - Check if your workplace has a match funding scheme, this will help you to double what you raise on day.

THANK YOU

Your fundraising efforts are helping us to continue providing essential eye-care to all people in the West Bank, Gaza, and Jerusalem.
ON THE DAY

You could organise an exciting golf tournament, which includes:

A. **Alternate shot** - Usually played in pairs, each player takes alternate shots of the ball until it is holed.

B. **Best ball** - Usually played in fours, each golfer plays their ball and then they compare their scores on each hole. The player with the lowest score among them – known as the “best ball” - counts as the team score.

C. **Golf Marathon** - 4 rounds played in a single day.

D. **Scramble** - Usually played in fours, each player starts play by driving a golf ball from the tee. The best of the tee shots is then chosen and all players play their second shot from that spot. This is repeated until the ball is holed.

E. **The great golf ball drop** - A one-off ‘closest to the mark’ event.

F. **Stroke Play** - A competition in which the total number of strokes taken is the basis of the score.

Or you can organise smaller contests:

- **Longest drive** - Award a prize for the longest drive off the tee to the fairway.

- **Straightest drive** - Award a prize to the player who has the straightest shot from the tee box to green. To set this up, ask a golf professional to draw a straight line in chalk, from the tee box to the green.

- **Closest to the Pin** - Award a prize to the player whose tee shot comes to standstill closest to the hole. The ball must have stopped on the green.

- **Beat the pro** - Choose the best golfer among your attendees and offer everyone the chance to beat them at one hole on the course.

- **Left-hand Right-hand** - Give all right-handed golfers a left-handed driver and vice versa. An award is given to the player who hits the ball furthest down the fairway.

45% of patients and their companions in Gaza are delayed or denied access to treatment outside of their area (21% for West Bank patients)
GLOSSARY OF GOLF TERMS

**A**  Handicap - A number that represents the golfer’s ability based on their previous golf round scores. It allows players of different skill to compete.

**B**  Shotgun start - A golf tournament format in which all the players in a tournament begin playing at the same time, but from a different place on the course.

**C**  Fairway - The area between the tee and the green. The grass on the fairway is cut short enough to make shots off it easier to hit.

**D**  Green - Where the flagstick and hole are located.

**E**  Hole - Can refer to each section of a golf course or the actual golf hole. There are usually 18 holes on a golf course or round.

**F**  Hole in one - When a golfer gets their ball into the cup on the green in a single stroke.

**G**  Closest to the pin - The golfer whose ball is nearest to the hole on the green.

**H**  Tee - The start of the golf hole where the first shot is taken. Also, the name for the wooden peg that the golf ball is placed on.

**I**  Tee off - Begin a round or hole of golf.

**J**  Approach Shot - A golf shot aimed at landing the ball into the green.

**K**  Longest Drive - A long-distance shot intended to move the ball a significant distance down the fairway towards the green.

**L**  Apron - The short grass that separates the putting green from rough or fairway.

**M**  Birdie - Score of one stroke less than the par of any given hole.

**N**  Bogey - Score of one stroke more than the par of any given hole.

**O**  Driver - A golf club used for long distance. It is typically the longest club found in a golf bag and has the biggest head.

**P**  Eagle - A score 2 under par on each hole.

**Q**  Hook - For right-handed players, a hook golf shot starts out to the right and swings to the left. For left-handed players, the ball will go from left to right. Usually this is a miss-hit.

**R**  Iron - A golf club that has a flat metal head. Irons are used from most any position on the golf course except for the green.

**S**  Par - The number of strokes needed for an expert golfer to complete a hole in a golf course. Each hole in a course has its own par rating.

**T**  Putter - A club with a short, stiff shaft used for putting.

**U**  Rough - Thicker type of grass that is usually on either side of the fairway. The grass makes it more difficult to hit the golf ball cleanly.

**V**  Slice - When the golf ball curves dramatically in flight from left to right for a right-handed golfer or vice versa for a left-handed golfer.

**W**  Wood - A golf club used for longer distance than the iron. It has a longer shaft and larger, rounder head than other clubs.

**X**  Mulligan - A mulligan enables you to replay a shot from the spot of the previous stroke without penalty, usually when the first shot goes awry.
WHAT WE CAN PROVIDE

We can provide the following:
- Branded collection buckets or tins
- Donation envelopes
- Pull up banners

MAKING YOUR EVENT SAFE AND LEGAL

Clear messaging in your fundraising
When you fundraise for St John Eye Hospital group you need to be clear about where the funds will go and if any money will be used to pay for any costs.

Using our logo
You can use our ‘In support of’ logo for your fundraising. The use of our logo must be approved by us before printing or publishing materials for your event.

Under 18s
If children are taking part in a fundraising event or activity, there must be adult supervision and appropriate background checks must be carried out if an adult will be left unsupervised with a child. If you are under 18 years old, ask an adult to help you with your fundraising.

Raffles and lotteries
Holding a raffle is subject to lottery law. Please check your council website, as well as the Gambling Commission website to see if you need a licence/permit.

Over 40% of patients surveyed in Gaza hadn’t had an eye screening in over 2 years, if at all. Our outreach teams allow us to reach the most marginalised communities by taking our care where it is needed most.
POST EVENT

Banking
For any cash donations collected, please pay this into your bank and then pay it to us through our website here: www.stjohnayehospital.org/donate-now/

Alternatively, you can make payment by cheque.

Please make cheques payable to, ‘St John of Jerusalem Eye Hospital Group’ and send it to:

London Fundraising Team
4 Charterhouse Mews
London
EC1M 6BB

Please include your full name and event details so we can process the donation smoothly.

Thanking
After your event, remember to give a big thank everyone to everyone involved and let them know how much the golf day raised.

This includes:

- Everyone who purchased tickets or prepared teams.
- Companies who donated prizes or sponsored the event.
- The golf club and staff (particularly if they let you use the course at a reduced rate).
- Volunteers on the day.

Finally, we’d love to hear how your event went. We are here to help throughout your planning and happy to answer any questions you have. You can contact us on info@stjohnayehospital.org

If you have taken any photos, you can tag us in your Twitter post on @StJohnEyeHosp or in your Facebook post on @stjohnayehospital.

With your permission, we’d also like to share your fundraising on our social media pages to encourage other people to support us.

Our social media pages are:

- www.twitter.com/StJohnEyeHosp
- www.facebook.com/stjohnayehospital
- www.instagram.com/stjohnayehospital

WE HOPE YOUR GOLF DAY IS A HIT!