



**EYES4EVEREST**

# Fundraising

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[fb.com/eyes4everest](https://fb.com/eyes4everest) 

[eyes4everest.org.au](https://eyes4everest.org.au) 



# ENVISION

## Give the Gift of Sight

“*There is a Hospital, a Dental clinic  
but nothing for the Eyes*”

Eyes4Everest is an Incorporated Association registered with the Australian Not-for-Profit Commission. Eye care services and associated expenses are covered by trip volunteers. This means 100% of the money raised will go to one of the causes detailed below.

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### Eyes4Everest Clinic & Equipment

Help us build a modern eye clinic so we can take the quality of eye care in the mountains to the next level.

### Prescription Spectacles & Sunglasses

Give the gift of sight or help protect someone from snow blindness. Every pair of spectacles & sunglasses are custom-made to order in Kathmandu, and personally delivered to our patients by our Sherpa guides.

### Diagnostic & Medicated Eye Drops

A little bottle of eye drops can help diagnose and treat a range of eye conditions.

### Create a Sustainable Future

Eyes4Everest was created for the benefit of mountain communities in Nepal. We are recruiting and training Sherpa and Nepalese optometrists to run our eye missions.





# Funding Setup

## Set up a crowdfunding page and a personal goal on how much you want to fundraise

The more you fundraise, the faster the Sherpa people will have access to quality eye care. We will be rewarding you with 24 credits for every \$500 raised as a token of our appreciation. These credits can be used towards luxuries on the trips such as:

Each Credit = 100 NPR Value

Toilet Paper	1 credit	Soft drink	3 credits
1L water	2 credits	Hot Shower	3 credits
Chocolate bar	2 credits	Beer (only when descending)	5 credits

There are several crowdfunding pages that you can use. We prefer [mycause.com.au](https://mycause.com.au). You will see how to set up a mycause profile on [Page 5 of this brochure](#).

Let your friends and family know about your crowdfunding page through Facebook, Instagram, Twitter and word of mouth!

It is such a great way for them to show their support for your efforts and upcoming trip. We have a library of videos and photos on the Eyes4Everest Facebook page that can help communicate the cause.

Keep your followers in the loop as you embark on this adventure of a lifetime! They will see their donation at work and be super proud of you for signing up =)

Thank you and we wish you all the best!





# Marketing

## Market through your local community groups

Are you actively involved in your church group, sports group or within your profession? Suggestions for fundraising through your local community groups include:

- Organising a luncheon i.e. sausage sizzle or BBQ.
- Do you have a hobby or talent that you can put into good use? Examples include knitting scarves, baking cakes, paintings for a donation. Any talent really!
- Advertise your cause at your work (ask your boss first!). Tell your clients about your fundraising cause. It may be worthwhile organising a donation box with a little poster and putting it out on reception.
- Any unwanted gifts? Organise a raffle ticket draw!
- The good old chocolate and lolly fundraiser.
- Head shaves! Are you a really good arm wrestler or gamer that is near impossible to beat you think nobody could beat you at? Challenge your friend and if they can't beat you – they have to donate a certain amount.
- Do something is so out of the ordinary that your friends are willing to donate for it.

## Get your family and friends involved!

Get your family and close friends involved by asking them to promote your personal cause through their workplace (local businesses) or in their own sporting or local groups.

You may have to get creative and help them though! Don't let them do all the work for you – see if you can collaborate or organise with them.





# Crowdfunding Setup

## Instructions on how to setup a crowdfunding page

This is a personal crowdfunding project. You are raising funds for the Eyes4Everest charity group so that a sustainable eye clinic can be built in the Everest region in Nepal.



1. Click on 'Start a Campaign'
2. Choose the option of whether to use your email address or connect via Facebook
3. Enter a password for your crowdfunding account and details such as your name and DOB
4. Once your crowdfunding account is registered, enter your description of your campaign, how much you want to fundraise and your banking details.

Add eye-catching pictures or if you can, make your own video. You can use one of the Eyes4Everest videos in Youtube to help you get started.

Now you are ready to advertise your crowdfunding page!

Please note that any donations made over \$2 is tax deductible through the Eyes4Everest charity organisation. Crowdfunding sites will issue a receipt to your donors however that is not tax deductible as they are a 'personal' cause. If your donors wish for a tax deductible receipt, please email to the Treasurer [grace@eyes4everest.com.au](mailto:grace@eyes4everest.com.au) with the donor's full name, date and donation amount.

It is also worthwhile to note that crowdfunding sites such as [mycause.com.au](http://mycause.com.au) charges 5% service fees as well as banking processing fees on top. This is done on a monthly basis. Offering the option for your donors to donate to your bank account via bank transfer or via cash will also help reach your goal faster.

