



## Here are just some ideas of how you can help – from A to Z!

### A

- **Activities for Spectacle Makers** – The Spectacle Makers' Society Committee is always keen to hear of ideas for days out and social activities to appeal to members and their families. Any small surpluses built up over time by the Society are used to boost the Charity's funds so you'll be having fun and helping the Charity all at the same time.
- **Adventure** – If you're an adventurous type and want to sail up the Amazon, swim the Channel, climb Kilimanjaro or abseil down The Shard, why not ask family and friends to sponsor you, with the proceeds going to The Spectacle Makers' Charity. You can collect sponsorship yourself and send the proceeds on to us or direct supporters to our online giving page on the website <https://www.spectaclemakers.com/charity/how-to-give-to-the-spectacle-makers-charity/> where they can easily make a donation.
- **Anniversaries** – It could be a wedding anniversary, the anniversary of your qualification or a landmark anniversary for your business and you could choose any amount - perhaps £25 for a Silver Jubilee, £50 for a 50<sup>th</sup> birthday or you could aim to raise a total of £1,629 (the foundation year of The Worshipful Company of Spectacle Makers).
- **Auctions and auctions of promises** - Do you have an item of value that you would be willing to donate to raise funds? Could you offer a week's holiday in a property you own or perhaps you are an expert painter or craftsman and could produce a unique piece which could be auctioned for the benefit of our Charity? You might have the contacts to be able to offer sports memorabilia, theatre tickets or a designer pair of spectacles. You could even offer to bake a cake or give a lesson, with the value going to the Spectacle Makers' Charity. Let us know if you could offer anything like this for an auction of goods or promises.
- **Awards** – If you have an idea for an annual award which would fit within our Charity's objectives, and you would be willing to fund it for several years to come, please get in touch. We'd love to hear from you.

### B

- **Bake-off** – Get the cake stands at the ready and raise a few pounds for The Spectacle Makers' Charity. Baking has never been so competitive. You could challenge colleagues to produce their speciality, ask participants to pay a small entry fee and allow everyone to compare scores and agree a winner while enjoying a Friday afternoon treat.
- **Bank account details** - If you want to give and don't want the Charity to have to pay any third party processing charges, please think about making a bank transfer directly to our Lloyds account. The details are:

Account Name: The Spectacle Makers' Charity  
Bank: Lloyds  
Sort code 30-90-89  
Account number 55758268.

For international members:

IBAN: GB05LOYD30908955758268  
BIC: LOYDGB21256

Thank you.

- **Big Occasions** – Charities sometimes organise big set-piece events and we are no exception. Events like this take a lot of work but if you have contacts, if you've got experience of negotiating and organising and you know you can make things happen and deliver a great profit for our Charity, we'd love to hear from you!
- **Birthdays** – What to buy the person who has everything? Give a donation instead and make that present a joy for more than just one person.

## C

- **Cancellations** – It happens: you invite a guest to lunch but something goes wrong and you end up with a spare ticket. The Charity will always be delighted if you ask for any refund to be treated as a donation.
- **Car Boot Sales** – time for a clear out? Sell things you really don't need any more and think about setting aside a percentage to give to charity.
- **Corporate giving** – donations by UK limited companies to registered charities are deducted from profits before tax - and customers love to see charitable engagement. That's a double incentive! And whether you are within or outside the UK, an association with the oldest optical organisations in the world can bring benefits for you. Contact us for a discussion with one of our Court members and let's see how we can work together.
- **Credit card donations** – you can make a one-off credit-card donation, or arrange for regular monthly donations from your credit card account easily on our website. Go to <https://www.spectaclemakers.com/charity/how-to-give-to-the-spectacle-makers-charity/>. The Charity uses a payment platform called Stripe. Its processing charges are lower than most but the Charity does have to pay a small amount (as it does for cashing cheques). If you would prefer the Charity to receive the full amount of your donation, please make a bank transfer.

## D

- **Dinner Dances and Discos** – always popular and good for fundraising. Getting together for a disco and a dance throws up many opportunities for fundraising: you can create competitions (dance-a-thon anyone!?) with a small price to enter and have a raffle and/or cake stand to accompany the day/evening, with all or a percentage of proceeds going to the Charity.
- **Doctors** – Ophthalmologists are people who started out as doctors – and saw the light! Over the last 4 years, The Spectacle Makers' Charity has encouraged the careers of 12 trainee ophthalmologists by helping with the travel costs for attending conferences where their

research could be shared and published. We will continue to offer support for people starting out in all optical sectors and you can help too, by making a donation.

## E

- **Events** – come to an event to support the Charity. There will be opportunities to talk to people who have benefited directly from your generosity. Young people who have received bursaries and travel awards always enjoy hearing the experience of actual optometrists, orthoptists, dispensing and contact lens opticians, ophthalmologists and researchers. Keep an eye on the WCSM calendar for when these might be, and please note that some may be for members only. Members are always encouraged to invite family, friends, colleagues or loved ones to our events.
- **EveryClick** – for online shopping, start at [www.everyclick.com](http://www.everyclick.com) and choose as your favourite charity The Spectacle Makers' Charity (registered no 1186122). For every purchase you make connecting to retailers via this website, the retailer will make a small donation back to us, at no additional cost to you.
- **Exhibitions** – do you have a great collection of spectacle frames or a room full of paintings or photographs? Why not put on your own exhibition and invite attendees to make a donation.
- **Experts** – from time to time, the Trustees may need to call on specialist knowledge when reviewing a grant application. We hope members will be happy to take a call if that situation arises. We will be very grateful for your help and advice.

## F

- **Facebook Marketplace** – sell the things you no longer need locally and donate some of the proceeds to our Charity. Sometimes, Facebook will suggest that a post could raise funds for a nominated Charity. If you would like to choose The Spectacle Makers' Charity, the critical thing you will need is the Charity's registered number, **1186122**.
- **Fancy-dress days** - Fancy dress days are a fun way to raise money. If you're the boss, involve your staff, agree a theme and enjoy seeing people in a different light.
- **Fashion Show or SwapShop** – a clothes rail, gather a group of friends and raise money for The Spectacle Makers' Charity.
- **Fitness** – organise a sponsored run, walk or swim – or take use the Deputy Master's 'Master's Footsteps' challenge as a fun template. In his year of Mastership, Ian Davies invited members to guess how steps he would take from start to finish, with a £10 donation required per guess.
- **Freemen** – in a recent campaign launched by the trustees to have more than 400 standing orders into the Charity by 2029, the 400<sup>th</sup> Anniversary of the Company's foundation, Freemen are expected to donate £10 per month. Regular donations are what helps to make the biggest difference and are what will ensure that Charity can continue to make an impact.

## G

- **Gift Aid** - an easy way to make your donation increase by 25% if you are a UK taxpayer, making voluntary donations from your own account without asking for anything in return. Download the **Gift Aid declaration form** from the website or from the members' area and post or scan it to the office. We'll do the rest.

- Remember that if you are organising a fundraising event where people will get something for their money (eg they pay for a ticket or they will get free refreshments in return for a donation) this cannot count for Gift Aid. Gift Aid can only be claimed on voluntary donations.
- **Give it up!** – Whether you’ve made a New Year’s Resolution, there’s a habit you want to break or you’ve just decided to turn over a new leaf, why not donate any money you save to our Charity?

## H

- **Hello and Welcome** – one of the great benefits of membership of our Company is the wide network of professionals we meet. Please do introduce friends and colleagues and encourage them to get involved in the Livery world and see the good work done by all Livery companies in supporting fellowship and charities, from knife crime reduction to the funding of schools and almshouses, not forgetting our own support for charities improving the lives of vision impaired people and their families.

## I

- **In Memoriam** – we can provide support and make sure you have all the details you need to ask for donations instead of flowers for a Spectacle Maker who has died. We read out at each Annual Service of Remembrance, Thanksgiving and Rededication the names of all Spectacle Makers who have died during the previous year.
- **International members** - Gift Aid does not apply for members outside the UK and the tax rules on charitable donations vary from country to country so you may need to seek local advice in relation to major gifts and legacies. We welcome donations of any size from international members by credit card or international bank transfer – even better to see you in person if you can co-ordinate a business visit to London with a visit to the Spectacle Makers.

## J

- **Jewellery, artworks and individual assets** are items that can be set aside in your will or in a letter of wishes to benefit a person or a charity of your choosing. Always take appropriate professional advice if this is something you’re considering
- **Just a little bit** – every donation will help. A pound or two, every now and then, can make a big difference and will be very much appreciated.

## K

- **Knitting** - Why not use your needle skills to knit and raise money for the Charity? Your skills and craft will be much admired by those of us who are completely ham-fisted. You might even get people talking. You can tell them all about the projects and people supported by The Spectacle Makers’ Charity publicity.

## L

- **Lecturers** – please help spread the word about our bursary scheme. Details are sent out to departments every year and we advertise the scheme in the optical press and on Twitter. Online application forms for 2020 are now available via the website:  
<https://www.spectaclemakers.com/charity/bursaries-and-travel-awards/bursary-application-form-2020-3/>

- **LinkedIn** – every link widens the circle. Please do talk about your membership of the Company on your LinkedIn profile and spread the word. A strong membership will sustain both the Company and the Charity for the next 400 years.
- **Liverymen** - in a recent campaign launched by the trustees to have more than 400 standing orders into the Charity by 2029, the 400<sup>th</sup> Anniversary of the Company's foundation, Liverymen are expected to donate £20 per month. Regular donations are what helps to make the biggest difference and are what will ensure that Charity can continue to make an impact.
- **Lottery wins** – have you won £10 or even more? It will bring even more luck if you donate that to boost our fund for education and small-scale pilot research projects.

## M

- **Marathon events** - Before you skip quickly past to the next idea, remember a marathon doesn't have to mean running! It could be marathon tap dancing or walking, as well as world-record attempts in almost every task you could imagine. The 2.6 challenge this year showed that it doesn't always have to mean 26.2 miles either (though if you can run or cycle and be sponsored for your efforts, great!)
- **Matched Giving** - Ask your employer if they operate a matched giving scheme. The Spectacle Makers' Charity is a registered charity and is suitable for payroll giving.
- **Mentoring** - please add into your profile on the members' area if you would be willing to mentor one of our bursary winners as they qualify and step out into the world of work.
- **Music** – concerts, choirs, jazz or rock? Approach friends with big gardens, a local church or theatre and offer a fabulous evening out for those who love music.

## N

- **Named Prizes** – the Arnold Sinclair prize for optical technicians took its name from the founder of Sinclair Optical Services who died too soon and was remembered by colleagues collecting money in his honour. If you would like to give or collect money to fund a specific prize or award, please do get in touch.
- **Don't Say No!** Promote positivity by imposing a fine for every time you say No (other than in a clinical context).
- **Names and numbers** - Name the teddy or soft toy or guess the number of Smarties in a jar. Whatever it is you choose, tap into people's competitive nature with a simple guessing game. Charge per entry and offer a prize, either a product or a set sum of money.
- **New Year's Resolution** – make 2021 the year when you volunteer/apply to become a Trustee/offer to mentor a student/pay for a bursary winner to become a Freeman

## O

- **Odd Jobs** – maybe you can build flat-pack furniture or fix a broken tap for just a nominal contribution to a good cause
- **Offers of help** - all offers of help preparing for a Charity event will be gratefully received!

- **Open Garden / Day** - If your garden is in full bloom or you have access to a special building, maybe you could offer a privileged private tour – people love a unique experience

## P

- **Premium Bonds** – before long, the unexpected thrill of a cheque of £25 or £50 from ERNIE landing on the doormat will become a thing of the past as all payments will go straight to bank accounts – but you can replicate the “feel-good” factor by setting aside any small windfalls and donating the equivalent amount to The Spectacle Makers’ Charity.
- **Processing Charges** – you can avoid processing charges for you and for the Charity by making donations from a Sterling bank account and transferring from your bank account straight to the Charity account or setting up a monthly standing order. As a guideline, £20 per month would be the same as one take-away meal for two. The value will last much longer - it’s worth it!
- **Products** – small surplus stocks of lens cloths, cases and non-prescription products can be used in raffles or stalls at City events, or suitable equipment or small give-always are much appreciated by bursary winners who produce the best progress reports. Please get in touch with the Clerk if you can help.

## Q

- **Questions** – The Charity section of the website will be kept up to date so you can see the causes which have been supported with grants and some of the reports from bursary and award winners. If you have any questions, please contact [charity@spectaclemakers.com](mailto:charity@spectaclemakers.com).
- **Quiz night** - Simple... but the questions might not be. Look out for our next Quiz Night when you can get to know fellow Spectacle Makers or organise your own local or online event. You can charge an entry fee or just talk about The Spectacle Makers’ Charity and ask anyone who would like to do so afterwards to make a small donation.

## R

- **Raffle** – We will sometimes hold raffles at Society and Company events to raise money for the Spectacle Makers’ Charity. Buy a ticket and get involved or donate a product or experience (eg a behind-the-scenes tour) as a prize.
- **Recipe Book** – do you have a flair for food or lots of friends and an eye for design? Maybe you could collect Spectacle Maker favourite recipes and turn them into a book, all sales going to support our Charity.
- **Research** – our funds are not large enough to support major research projects but we know there is a gap in funding for pilot projects and small scale graduate and in-practice studies. The Trustees will consider applications from groups looking for smaller grants, so long as the work is supported by a university or hospital department and/or a registered charity and proper peer-review mechanisms are in place. If you know of a small project that might qualify for support, please direct them to our website page <https://www.spectaclemakers.com/charity/how-to-apply-for-a-grant/> for more information.
- **Rounding up** – many bank Apps offer a “rounding up” facility, where your spending is rounded up with spare pennies being set aside as savings in a separate account. You could keep an eye

on these small amounts and make a transfer to The Spectacle Makers' Charity from time to time. If you don't use Apps, have a look at your shopping receipts instead and see what you could spare for the Charity if you rounded up your bill to the nearest pound.

- **Royalties** - not everyone can write a book but we have several Spectacle Makers who have done just that – and have donated their royalties to help our charitable work. Whether it's a fee for an article or a few pence from each copy of a book, those amounts could make a big difference to the number of people we can support.

## S

- **Society events** – Any small surpluses that arise from Society events are gathered together and donated to our Charity. Every extra 50p or £1 counts and everything is added up over the course of two or three years. Last year, the Society donated £4,000 to help our charity work. If you're coming to a Society event, you may well be helping the Charity as well as having a great time.
- **Spread the word** if you know of an individual who might be eligible for a Spectacle Makers' Charity bursary or travel award, please send them to our web page <https://www.spectaclemakers.com/charity/bursaries-and-travel-awards/>. Both schemes operate within fixed rules and a set timetable, in order to be fair. It's worth repeating that, unfortunately, the Trustees are unable to consider speculative approaches for hardship grants. There are several other charities in the optical sector who do offer hardship funds and we will direct applicants to them if we cannot help.
- **Suggestions** – many Spectacle Makers have connections with vision charities. If you know of a charity with a project that fits the grant- giving criteria, please point them to the online application form on the website <https://www.spectaclemakers.com/charity/how-to-apply-for-a-grant/>. The Trustees consider all applications impartially. A connection with a Freeman or Liveryman will not be taken into account in the assessment and our funds have to be used as the Trustees think best so there are no promises, but it's always worth checking the criteria and taking just a few minutes to submit an online application.

## T

- **The 100 Club** – in a 100 Club, there are just 100 participants and each participant agrees to pay £100 a year to the Charity. In return, their unique number is entered into a draw for a cash prize. The Club is registered as a lottery and operates to strict rules. The 100 Club was a success for The Worshipful Company of Spectacle Makers' Charity and there are still slots available to join in this year. Once your standing order is set up you're place will be locked in, with the chance to win prizes twice a year, while continuing to donate.
- **Treasure Hunts and Scavenger Hunts** are great fun and you can learn a lot along the way! They can also be done in a distanced way or online as well as in real life. If you would be interested in organising a hunt for individuals or small teams, with entry fees raising funds for The Spectacle Makers' Charity, we would love to hear from you.
- **Trustees** – Trustees serve for up to three years, which means that vacancies for Trustees of the Charity will arise on a regular basis. They will be advertised to all Company members. Sometimes there will be a need for particular professional skills; at other times the key criteria will be just enthusiasm and the capability to take on the legal duties of a Trustee. If you are interested in getting involved with the Charity but have too many other commitments to

consider being a Trustee, there are lots of other opportunities to help. Keep an eye on the website to see what the Charity is up to and try out some of the ideas in this document.

- **Tweet!** If you have a Twitter account, please follow [@spectaclemakers](#) and retweet posts to spread the word about the Company and the Spectacle Makers' Charity. We have a wide and engaged audience and whilst our posts will never reach thousands of followers, we know they make a difference to how our Company and our charitable work is perceived across the City of London and across the world. We also know that our Tweets help to explain what livery companies are all about and encourage more people to find out more and to get involved, sustaining the Company and the Charity for (we hope) another 400 years.

## U

- **Universities and Colleges** - our bursary scheme has helped to strengthen our relationship with the schools of optometry, orthoptics and dispensing in universities and colleges around the UK – but we can always do more. If you would like to volunteer as an ambassador for the Company within your university community to promote membership, or you can encourage applications from colleagues for our bursary or travel awards or our prestigious Medals for research, please get in touch.

**Unusual objects** – the piece of equipment from the back of your practice cupboard or a fascinating old pair of spectacles may indeed be very rare and could be valuable – but it could just be one of a large number of similar objects which have only sentimental value. We only have a very small space within our own office and it may be that the object would be better preserved in another setting.

We work closely with Neil Handley, Curator of the British Optical Association Museum within the College of Optometrists and will be pleased to hear about items of historical value – but please always send photos and never the actual objects themselves. Between us, the expertise of other members and the [International Ophthalmic Antiques Collectors Club](#), we will advise if we can.

## V

- **Valentine's Day** - spread the love further by giving the cost of a card or a bunch of flowers to our Charity. We'll love you for it!
- **Vegetable Patch** – vegetables from your garden or allotment could generate a very easy and very useful donation to the Charity. Your neighbours and friends may be very happy to take surplus produce in return for a small donation in an Honesty Box.
- **Volunteering** - all our Trustees, Company Court and officers, Stewards and members of Committees are volunteers. The Company and the Charity depend on the willingness of capable people giving their time and energy.

Most of our office tasks now are online or systems-based so IT capability is important in some cases but sometimes the help we need may be more practical – such as the offer of space in a van to transport something from A to B. When we need help with greeting people at an external venue, a smiling face, being there on time and keeping calm, cool and collected are the essential qualities – and a friendly voice on the phone is also a great asset. If you are interested in volunteering in any capacity, please call or email the Clerk



## W

- **Walk the Walk, Talk the Talk** – tell everyone you know about the great work our Charity has been doing. The more people know how much it means to a bursary student to be able to buy a laptop or a trainee ophthalmologist to participate in an international research debate because of our help, the better.
- **Wine Tasting** – the last wine tasting we held in 2018 was a great success and this is again something we may repeat on Zoom over the coming months. If you can help or would like to organise a wine (or cheese) tasting event, let us know.

## X

- **X** – Maths can be tricky for young trainees. Our charitable work isn't all about money. Listening, mentoring and helping young people through problems, whether in your own practice or institution, or as a voice at the end of a phone, is hugely valuable. Please make a note on your profile in the members' area of the website if you can offer to be a mentor.

## Y

- **Year to Remember** - What could you do for a year to make a difference? Doing something for 365 days shows ultimate dedication and is a sure way to encourage people to sponsor you. Or perhaps you have time to spare and could do something to help others while raising money for the Charity - how about walking dogs every day for a year and donating the fees to our Charity?

## Z

- **Zoom** – lectures, discussions and sharing experience on Zoom can help spread knowledge. LOC Committees are often looking for speakers for CET purposes and will sometimes pay a nominal fee, which you could ask to be given to Charity instead.