



## **PRESS RELEASE**

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## **Big Give's Small Charity Week campaign launched at Sight Support Derbyshire**

Sight Support Derbyshire are taking part in the Big Give Small Charity Week campaign to raise £1,000 in just 1 week!

It's all things double at Sight Support Derbyshire this week, with staff enjoying double their cups of coffee this morning to kick things off.

Abigail Beaney, Fundraising and Marketing Lead at Sight Support Derbyshire, said:

"We're so excited to be a part of the Big Give Small Charity Week campaign. It's going to be a busy week making the most of this fantastic opportunity to double any donations we receive to the appeal so what better way to start than with double our usual cups of coffee!"

Following a competitive application process, Sight Support Derbyshire has been selected to take part in the Big Give Small Charity Week Campaign. With 846 small charities applying from across the country, Sight Support Derbyshire were one of just 194 chosen to benefit from this match funding campaign.

These funds will be used for Sight Support Derbyshire's 'Tackling Loneliness' project.

Loneliness can often go hand in hand with sight loss, especially in older people who may have other health or mobility issues which can further contribute to feelings of isolation. Sight Support Derbyshire's Tackling Loneliness project aims to address this by providing group social activities and one to one befriending support.

Sight Support Derbyshire, 2A Wentworth House, Vernon Gate, Derby DE1 1UR  
**01332 292 262   [www.sightsupportderbyshire.org.uk](http://www.sightsupportderbyshire.org.uk)**

Reg charity: 1080986   Company reg: 3920526   VAT: 716 7809 10   Registered in England and Wales

Group social activities, enable people to get out and about, meet others who live with similar daily challenges for mutual support, have new experiences and make friends. Activities range from wellbeing sessions, to audio-described theatre trips, to gentle walks to crafts. For those not able to get out, a trained befriending volunteer visits typically once a week for a chat, or calls on the telephone, breaking the silence and bringing the outside world in.

The Tackling Loneliness project has a very positive impact on local older visually impaired people:

"She brings the outside in - I feel connected to the outside world again. I hope her visits never end!"

"I feel less isolated and know I have someone coming to chat. It's lovely to know somebody is there for me."

Donations to Sight Support Derbyshire's Tackling Loneliness project will be generously matched by Big Give's Champions during the campaign to make double the difference in supporting local people living with sight loss.

Claire Winfield, Chief Executive Officer at Sight Support Derbyshire, said:

"We're thrilled to have been chosen to benefit from the Big Give's Small Charity Week match funding campaign. We're hoping to raise £1,000 in online donations from the generous people of Derby and Derbyshire which will be matched by the Big Give. This means we could raise up to £2,000 by the end of Small Charity Week. This would make a big difference in our mission to tackle loneliness amongst the older people in our community who are living with sight loss."

### **How can you get involved?**

- Visit our campaign page here: <https://bit.ly/43x8aqN> and make a donation from midday on Monday 23<sup>rd</sup> June. The campaign will close at midday on Monday 30<sup>th</sup> June
- Hold a coffee morning, cake sale or dress down day next week and ask for all donations to be made to our campaign page here: <https://bit.ly/43x8aqN>

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## **About Sight Support Derbyshire**

1. Sight Support Derbyshire is the only Derbyshire based charity supporting anyone affected by any form of sight loss in Derbyshire, supporting over 5,000 people a year.
2. Services include rehabilitation, hospital support, social activities, low vision assessments, children and young people's activities, information days, befriending, and more.
3. Some services receive funding from statutory bodies, but around two thirds rely on other grants and public generosity.
4. Sight Support Derbyshire, formerly Derbyshire Association for the Blind, was established in 1914 to provide support and opportunities to visually impaired young people leaving school. With the onset of the First World War services were soon extended to include support to soldiers returning from war with horrific eye injuries. The charity has been providing a range of support to people of all ages ever since.

## **About the project – Tackling Loneliness**

Loneliness often goes hand in hand with sight loss, especially in older people who may have other health or mobility issues too. Research has found people who are blind or partially sighted are three times more likely to experience loneliness and isolation than the general public (Abertay University 2024) and 40% of blind and partially sighted people feel cut off from people and things around them (RNIB 2021).

Sight Support Derbyshire's Tackling Loneliness project offers one to one befriending support and group social activities. Befriending involves a trained volunteer visiting an isolated visually impaired older person at home, typically once a week, for a chat, breaking the silence and bringing the outside world in. Group social activities, enable people who are able to get out and about, meet others who live with similar daily challenges for mutual support, have new experiences and make friends. Activities range from wellbeing sessions, to audio-described theatre trips, to gentle walks to crafts and more.

The people of Derby and Derbyshire can help Sight Support Derbyshire to carry out this work by donating at <https://bit.ly/43x8aqN> between midday on Monday 23<sup>rd</sup> June and midday on Monday 30<sup>th</sup> June.

## **About Big Give**

Big Give is a registered charity (1136547) that runs match funded campaigns for charities and special causes at key moments across the year. By connecting charities to match funders (like philanthropists, foundations or corporates) and the public, Big Give helps them double their donations. And, in doing so, makes an

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extraordinary difference to the world's biggest challenges. It has raised more than £350m for charities to date.

Big Give campaigns have been promoted by celebrities including Leonardo DiCaprio, Emilia Fox, Dame Judi Dench and Stephen Fry, among others.

It's a simple idea - when the public donates to a charity through a Big Give campaign, it asks funders to match that donation. So £50 from a member of the public becomes £100 for a good cause.

Big Give has supported thousands of charities and worked with some of the biggest names in UK philanthropy and charitable grant-making, which provide match funding, including DCMS, John Spiers, founder of Bestinvest and B Corp registered EQ Foundation, Garfield Weston Foundation, The Reed Foundation, The Waterloo Foundation, The Hospital Saturday Fund, The Childhood Trust and others including high-net-worth individuals such as Hans Rausing.

### **About the Big Give Small Charity Week Campaign**

The Big Give Small Charity Week campaign is being run in conjunction with the NCVO and Global's Make Some Noise.

### **Supporting media**

<https://bit.ly/43x8aqN>



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Adam Garratt, Tracy Cartledge, Victoria Gallimore and Abigail Beaney

Further photographs available on request

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