

The logo features a stylized party hat with three horizontal stripes (blue, green, orange) and a blue band. From the top of the hat, three colorful stars (green, blue, orange) are shown with motion lines, suggesting a party or celebration. The background is white with a pattern of colorful confetti (orange, green, blue, yellow) scattered throughout. The text is centered and reads:

**PARTY**  
**FOR SIGHT**  
**PARTY KIT**

# A little bit about us...

Leber congenital amaurosis (LCA) is a rare genetic eye disease that causes severe vision loss at birth and can lead to complete blindness. A genetic diagnosis helps identify the specific mutation causing LCA and opens the door to research, clinical trials, and future treatments.

Hope in Focus is dedicated to supporting families, funding research, and creating awareness to help bring life-changing treatments and cures closer to reality.



**1 in 33,000 people are affected by LCA.**



**1 treatment has been approved for one form of LCA.**



**LCA makes up 5% of all retinal dystrophies.**



**27 mutated genes have been identified as forms of LCA.**



**More than 9 forms of LCA have therapies in development.**



**The Geffre Family  
LCA *IQCB1/NPHP5***

# Starting a fundraiser

## CREATING A FUNDRAISING PAGE

Creating your Party for Sight fundraiser is the first step in making an impact. In just a few minutes, you can set up a personalized page, invite friends and family to support your event, and help raise awareness for rare inherited retinal diseases.



1

## Create Your Page

[Visit the Party for Sight fundraising home page](#) and click “Start a Party/Fundraiser.” Set up your account, choose your fundraising goal, and personalize your page.

2

## Tell Your Story

Share why supporting Hope in Focus, LCA, and rare inherited retinal diseases matters to you. Add photos or videos and make your page personal, authentic, and heartfelt.

3

## Share Your Page

Copy your fundraising link and share it on social media, through text, or by email. Keep supporters engaged with updates and reminders to donate and share your fundraiser.

# Party inspiration

## Quick-start ideas you can set up in 10 minutes



No-coffee or no-takeout week savings challenge



Declutter and sell a few items locally (marketplace, tag sale)



QR code donation shared in group chats



“Match me if you can” post (small goal like \$50-\$100)



Casual Dress Day in the office (\$ for jeans)

## You and your circle



Backyard BBQ or cookout



Trivia or Game Night  
Entry fee (virtual or in-person)



Paint & Sip —  
Get creative while raising funds



Beach Day or  
Pool Party Day



Cocktail Dinner —  
Share your signature drink and appetizers

## Raising funds in your community



Multi-day awareness + donation drive challenge (school or workplace)



Car wash fundraiser —  
volunteers wash cars for donations



Bake or craft fair —  
local vendors sell items and donate a portion of proceeds



Create-a-thon  
(dance, walk, read)

# Social Media



What are the best practices?



**PARTY  
FOR SIGHT**



Create your story



The Gonzales Family



Duru and Toprak



The Crawford Family



Maverick Geffre

## START WITH THE STORY, NOT THE LINK

- Share why you're supporting Party for Sight and Hope in Focus, then add your fundraising link at the end.
- Keep your page simple with a clear goal, short story, and strong image. Share your link on social media (bio, posts, or story stickers) and update supporters as you reach milestones to build momentum.

Show progress as you go!  
Celebrate milestones like your first donation or halfway to your goal to keep momentum going 🎉

# After your fundraiser



## THANK YOUR DONORS PERSONALLY

Gratitude turns support into lasting connection and shows each person their gift made a difference.

## SHARE YOUR RESULTS

Show your community what you've achieved together, whether it's funds raised or impact created. Post highlights like photos, moments, and reflections to celebrate your fundraiser and inspire others to get involved!

# Ready to get started?



**The Johnson Family**  
**LCA9 NMNAT1**

## WE ARE HERE TO HELP!

We want your Party for Sight fundraiser to be easy and meaningful. If you have questions, need ideas, or want support setting up or sharing your page, we're here for you every step of the way.

Reach out anytime. We're happy to help you get started or troubleshoot anything along the way.



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