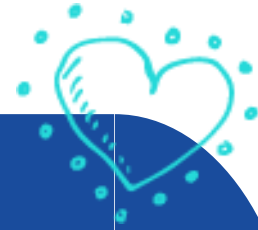


JANE TOMLINSON APPEAL

Community Fundraising Guide

*Start your
fundraising now*





Thank you

Thank you for choosing to fundraise for the Jane Tomlinson Appeal!

The money you raise will help us continue Jane's incredible legacy. You'll also be supporting our four key projects – all of which have one common goal ...

To help children be happier and healthier
and improve the lives of people living with
cancer

You can read more about how your hard work will help in the following pages. You'll also find some handy hints and tips about how to give your fundraising a boost.

However you've chosen to raise funds, we hope you enjoy it.

We'll be right there with you to help in any way we can – remember to keep us up to date and let us know if we can help, too!

Good luck and thank you!
The Fundraising Team



Our key projects

OWLS



Bereavement Service



OWLS - Overcoming Worry, Loss and Sadness - primarily serves bereaved children aged up to 11 and their families, who are struggling with grief. It can help in a number of ways, including offering practical and emotional support, direct 1-2-1 counselling, schools workshops and peer activity days where affected children and their families can get together to share experiences and support each other.

Kinesio Taping

The Appeal is funding university research into Kinesio Taping – the sort of strapping used by professional athletes – as well as staging a series of study days to share knowledge of the technique and its potential to relieve some of the symptoms of cancer. Jane herself received the non-drug therapy and reported that it improved her quality of life immeasurably. It was one of her final wishes to see whether other people could also benefit.



Early detection of breast cancer

The Appeal is co-funding research into a blood test for the early detection of breast cancer. The research, being carried out at the University of Nottingham, aims to detect breast cancer at a much earlier stage – an estimated four years or so sooner than existing technology like mammograms. If successful, the test could potentially save millions of lives around the world.

Children's health and well-being

The Appeal is working with the Mini Mermaids and Young Tritons programme to support hundreds of primary school age children to improve their mental and physical health and wellbeing. With funding from the Appeal, the six-week self-development programme has been rolled out to children living in disadvantaged areas of Leeds and Sheffield – and it is shortly to launch in Hull, too.

Ideas for...

Your local business



Collection Cans



It all adds up!

If you own or manage a local shop, pub or business have you thought about placing a collection can on show?

Its a fantastic way of showing your customers which charity you support. And with minimal effort you can generate significant income over time.

Pub Quiz

Whether you're a landlord or longstanding customer, why not get your local pub to support the Appeal through their weekly pub quiz. With just a few simple steps you could raise a lot of money.

It could be once a month, every other week or every Thursday. Whichever way you choose to do it, you simple donate the entry fee to the Appeal. Not only are you raising money, but awareness of the charity, too, by telling all your customers about what we do!



Raffle or Auction

No matter what type of business you have, you can raise money through holding a raffle or auction.

Why not make the prizes your own products and use the opportunity to promote your business or a special offer.

If you haven't got the prizes yourself, get together with other local business and work together.

Ideas for...

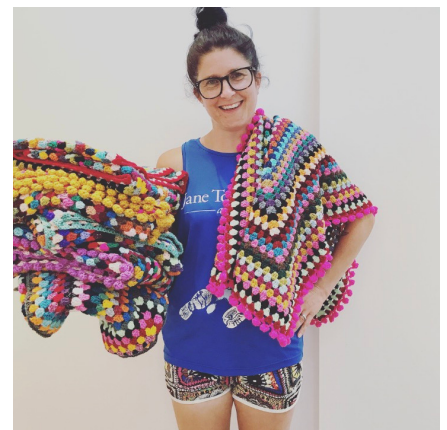
Your local club

Host an event

Whatever club you are a part of you could organise your own fundraising event to raise money for the Jane Tomlinson Appeal. A fantastic example is the Rothwell Harriers running club who for 10 years have organised an annual running event, called Canal Run. Over the years it has raised over £20,000

Get crafty

Local crafts are increasing popular, for presents or just to treat yourself. But have all you crafters out there thought about holding a sale especially for charity? You could donate a percentage of the profits or maybe create a special charity product? Just remember to tell your customers how much of the price is going to charity!



Help out

As a large group of people you have the man power to support the charity in ways others may not be able to. If you are a...

- Music group - you could lead a cheer station at a local event
 - Craft group - you could create the decorations for our community events
- There are so many different ways that you can support us, just get in touch to volunteer.



Ideas for...

Everyone

Celebrate

Whether you have a party coming up or you just want a reason to celebrate, you can host your own fundraising night. Bring together a local venue to help with the costs, get businesses together for prizes and sell tickets to friends, family and your local community.

Local ambassadors

If you enjoy being out in the community have you thought about volunteering to represent the Appeal?

This could include distributing collection cans to local businesses, putting up posters or even representing us at a cheque presentation.

You know your community best and just by getting out and about and talking about the charity you can raise awareness and ultimately money!



Set your own challenge

Have you always wanted to cycle from Land's End to John O'Groats or walk the Yorkshire 3 Peaks. Take on the challenge of a lifetime and raise money for the Appeal. You could go solo or take it on as a team.

In 2018, Mike Tomlinson and his team of friends cycled from St George's Park to Russia for the World Cup, raising over £15,000.

Fundraising hints and tips

However you choose to fundraise for the Jane Tomlinson Appeal, here are a few ideas to make the most of it.

Shout about it!

Social media is the best promotional tool you have to tell everyone about what you are doing.

It is a fantastic way of reaching people quickly and easily. Remember to tell us all about it on Twitter, Facebook, Instagram and LinkedIn.

How ever there are lots of other ways you can promote your activities.



Local press

If you have set yourself an unusual challenge or have created something unique about your fundraising, your local media may be interested.

Speak to your local TV news channel, radio station or newspaper.

Posters

If your fundraising activities are focused on your local community, then that's a great place to promote it. Use some of our poster templates to create your own, and display them in local shops and businesses.

Keep it safe

If you are holding your own fundraising event, remember there may be a few things you need to check. Do you need an alcohol or entertainment license? Do you know how to fairly organise a raffle? Do you need to swot up on your food hygiene?

You can find out more information at the Fundraising Regulator website (www.fundraisingregulator.org.uk) or if you have any questions email fundraising@janetomlinsonappeal.com

Paying in your money

Once you have finished your fundraising, it is very simple to pay in your money. You can do it in 3 different ways;

1. Pay your money in online, use our donate page and choose 'other amount' to enter your exact total.
2. Send a cheque for the total amount to the address on the right. Remember, don't send cash in the post.
3. Pay it directly into our bank account; just get in touch with the fundraising team for the details.

Jane Tomlinson Appeal
Unit 5 Madison Court
Quayside business park
George Mann Road
Leeds
LS10 1DX

www.janetomlinsonappeal.com/donate

Fundraising materials

Find out about all the materials that you can access to support your fundraising activities.

Look the part

Once you have decided how you are fundraising for us, get in touch with the fundraising team to get your Appeal team T-shirt or vest. All we need to know is what your fundraising plan is and the fundraising target you are setting yourself.



Turn it blue

If you are holding an event or an activity that you want to brand up as supporting the Jane Tomlinson Appeal, then get in touch about fundraising materials. We can support you with collection cans and balloons and you can download materials like bunting, too.



Go social

Social media is a huge part of promoting your fundraising so use our selection of images to promote that you are fundraising and supporting the Jane Tomlinson Appeal. These are great for your social media channels and also your fundraising pages. Remember to include us in everything you do and we'll share your stories, too.

Put up posters

We have some template posters to help our supporters promote their fundraising activities. All you need to do is download the posters from the Fundraising Fun page of our website and fill in the details. Remember if you need any help just ask.



@Janesappeal



@Janetomlinsonappeal



@Janetomlinsonappeal



@Janetomlinsonappeal



Where your money goes

Find out how the money you raise helps us to improve lives.

£20

Could provide one counselling session for a bereaved child

£100

Could provide one day of a lab technicians time for the breast cancer blood test research

£240

Could pay for a bereavement worker for one child

£400

Could pay for a six week Mini Mermaids or Young Tritons programme

£2500

Could pay for a kinesio taping study day for 16 physiotherapists

For more information about our four key projects and the difference your support makes, visit our website at www.janetomlinsonappeal.com/our-work



JANE TOMLINSON APPEAL

Thank you!

Get in touch with the fundraising team

Phone: 0113 826 7766

Email: fundraising@janetomlinsonappeal.com

Website: www.janetomlinsonappeal.com

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George Mann Road, Leeds, LS10 1DX