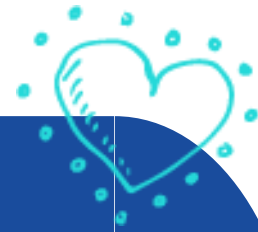


JANE TOMLINSON APPEAL

Corporate 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.

Events and activities

The Sporting Social

Clare Balding is back to host the 2019 event with another star line-up; including Dame Jessica Ennis-Hill and Ryan Sidebottom, with more to be announced soon.

Then join in as the audience takes on the celebs in a fast, furious, - and utterly hilarious- speed quiz!

The perfect event for entertaining clients or rewarding staff, tickets include a two-course gourmet pub grub meal, created by celebrity chef Matt Healy.

Tickets are £65 each or £600 for a table of ten available at www.janetomlinsonappeal.com



Take on an event

Why not take on a challenge, such as Total Warrior, Leeds 10K or the Yorkshire Marathon. These activities are fantastic team-building opportunities, so why not bring your colleagues together by training together, motivating each other and working together to raise money for a great cause.



Charity Challenge Day

This is a chance for you and your colleagues to compete against each other in the 9 to 5. This day can be as flexible as you need it to be, however big or small your team is!

You could take to the city's streets in teams to see who can raise the most money and awareness through hilarious tasks. We will be on hand to lead on the day and provide all the materials you will need.

Or why not compete in the office and set up your own charity day such as a retro sports day and compete against each other and clients to see who is the quickest in the egg and spoon race or sack race!



Easy ideas

Do you know how big a difference you could make with some simple activities.



Volunteer

Why not help our projects and see them first hand?

You could support our OWLS bereavement service by volunteering at an activity day or support Mini Mermaids and Young Tritons by running as a buddy at the final 5K.

Donation station

You could make a huge difference by hosting a donation station in your reception. You could support our future raffles and fundraising activities by collecting gift sets, children's games, wine and chocolates.

We also use arts and crafts to provide counselling sessions for children through our OWLS bereavement service. You could collect coloured pens, pencils, large paper and craft items to support this. All these items could be donated by customers, clients and staff and it is a fantastic way of showcasing your charity of the year.



Amazon smile

Did you know that by signing into your Amazon account through smile.amazon.co.uk you could select us as your charity and a percentage of your shopping is donated to us! It's that easy to raise money for us.

We also have an Amazon wishlist where you could purchase a gift for our OWLS bereavement service. It could be a book to go in our lending library for children and families to use to explain grief or a colouring or craft book to support the therapy sessions.

Collection cans

Why not place a collection can in your office? There are lots of ways that you can raise money with a little change.

It could be placed in your reception, used to collect change leftover from lunch, or even as a penalty box in the office.

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 or LinkedIn.

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



Local press

If you have set yourself and 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, maybe even your industry press!

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 your 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 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'.
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 the 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

<https://www.janetomlinsonappeal.com/how-you-can-help/donate/>

Fundraising materials

We will work with you throughout the whole partnership and support you through all 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-shirts or vests. All we need to know is what your fundraising plan is and what fundraising target you are setting.



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, balloons, and you can download materials like bunting and posters.

Be informed

We want to make sure that all of your staff understand the importance of what they are doing. When you choose us as your charity partner we will provide you and your team with information about the difference you are making. We can also hold a launch day, offering your staff the opportunity to ask us any questions and find out the different ways they can support us. We promise as well to keep you updated throughout the partnership with the impact your fundraising is making.

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.



@Janesappeal



@Janetomlinsonappeal



@Janetomlinsonappeal



@Janetomlinsonappeal

Where your money goes



Find out how the money you raise helps us to make children happier and healthier and improve the lives of people living with cancer.

£240

Could pay for a bereavement worker for one child

£400

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

£1000

Could provide ten days of a laboratory assistant's time for the breast cancer blood test research

£2500

Could pay for a kinesio taping study day for 16 physiotherapists

£6000

Could provide a whole year of activity days for bereaved children

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

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George Mann Road, Leeds, LS10 1DX