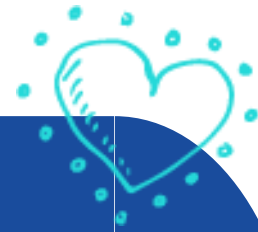


JANE TOMLINSON  
APPEAL

# Challenge Event 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.





# Start your fundraising



## Set a target

Setting yourself a fundraising target and having a clear goal of what you want to raise is a great way of staying motivated. It helps you to plan your fundraising activities and how you will raise money. To decide what target to set, why not take a look at the How Your Money Helps page.

## Fundraise online

The quickest and easiest way for people to sponsor you is through online fundraising. Set up your JustGiving page in a few simple steps by going to [www.justgiving.com](http://www.justgiving.com) To make the most of your fundraising page follow our JustGiving hints and tips on the next page.



## Get all your materials

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



# Talk about it

Sharing your story on social media is a great way of increasing your fundraising.

Let people know why you are supporting the Jane Tomlinson Appeal and what a difference the money you raise will make.

Keep them updated on your training as well; people who feel a part of your journey will be more likely to share your story, too.

Remember to use #AppealTeam and #JanesAppeal hashtags.



# Get publicity

Promoting your fundraising activity and raising its profile is a great way of getting more support. Speak to your local newspaper, radio stations and even TV to share your challenge.

# Ask your boss

Do you know if the company you work for offers a matched giving scheme? Some businesses agree to match the fundraising of their employees up to a certain amount. It's a simple question, and could make a huge difference, so why not ask?

# Remember Gift Aid

For every pound donated to your fundraising, we could claim an extra 25p at absolutely no cost to you or your sponsor.

Your donors just need to be UK taxpayers and complete all the details on the sponsor form correctly.

By following these simple rules you could raise even more money for the Appeal.

Simple rules for your sponsors

1. Each sponsor should use their full name, home address and postcode
2. Fill out their details in their own handwriting
3. We can't claim Gift Aid on donations from company accounts. The donation must be the donor's own money and not the proceeds of a collection
4. The donor must be paying income tax or capital gains tax which at least equals the amount that we and other charities and community amateur sports clubs will claim in the appropriate tax year (6 April one year to 5 April the next). This is currently 25p for every £1 you give.



JustGiving™

## Hints and tips

- 1 Tell your story**  
people are more likely to support your fundraising if they know why you are doing it
- 2 Take pictures**  
Sharing pictures of your training helps you say so much more, it shows people how hard you are working
- 3 Set a target**  
Pages raise much more if people know what you are aiming for
- 4 Share, share, share**  
On average each time you share your fundraising page it is worth £5 in donations
- 5 Keep going**  
Keep telling people about your fundraising even after you have finished. You never know who might still be feeling generous





# Fundraising Ideas

We understand how difficult it can be to fundraise for a challenge event, especially if it is not the first time you have asked for sponsorship. To give you a bit of help we have come up with some ideas to boost your fundraising, but are always here to help if you have ideas of your own.



## Hold a sweepstake

Why not ask people to guess your finish time in the race, or build the excitement around a national sports competition?

## Raffles and auctions

Get your local pub or workplace to support you with fundraising by hosting a raffle or auction

## Get crafty

If you have a creative side why not make some homemade crafts and sell them, with the profits going to the Appeal?

## Host a coffee morning

Host a coffee morning or bake sale with friends, family or colleagues



## Collection tins

Place a collection tin in your local community whilst you are fundraising and all the profits can contribute to your total

## Theme night

Host a theme night at home with friends or sell tickets for a local venue. It could be a murder mystery, a race night or theme it to your challenge?

## Team effort

You don't have to do it alone. Tell your friends why you are fundraising and encourage them to support you and promote your efforts

## Dress up or down

It could be a dress down day at work or a fancy dress party with friends

## Pub quiz

Get your local pub involved and ask them to donate the proceeds of the quiz to your fundraising





# 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

## Pay in your fundraising

Three easy ways to pay in your fundraising;

1. Pay online at [www.janetomlinsonappeal.com](http://www.janetomlinsonappeal.com)

Click donate today and choose single donation and other amount and follow the easy instructions from there. Just remember to email and let us know you have paid.

2. Cheques can be made payable to Jane Tomlinson Appeal and sent to our office address on the back of this guide.

3. Directly into our bank account, just get in touch for details.



# JANE TOMLINSON APPEAL

*Thank you!*

Get in touch with the fundraising team

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