

# Supporter Fundraising Pack



**Tessa Jowell  
Foundation**

A restricted fund under the auspices of Prism the Gift Fund, registered charity no. 1099682

*Thank you for choosing to support the*



The Tessa Jowell Foundation has been established to continue delivering what Tessa started, in bringing people together to deliver national scale initiatives for common good.

We hope this fundraising guide will give you the information you need to make your fundraising a success and the ideas to inspire you to try something new.

### *In this guide:*

- **About the Tessa Jowell Foundation**
- **How your money will help**
- **Fundraising ideas**
- **A-Z of fundraising ideas**
- **Event planning tips**
- **How to fundraise online**
- **Fundraising guidelines**
- **How to pay in your money**
- **How to print and order materials and merchandise**
- **About Tessa**

Any questions? We're here to help.  
Contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk)

# About the Tessa Jowell Foundation

Two of Tessa's most famous initiatives were the Sure Start programmes – focussing on providing all children with the best possible start in life; and the London 2012 Olympic Games.

Tessa was diagnosed with a terminal brain cancer in 2016. She spent the final months of her life campaigning for transformational changes to cancer services so that every patient could have access to the 'latest and greatest' treatment options, not just those with the privilege to access it privately.



The Tessa Jowell Brain Cancer Mission was set up following Tessa's final parliamentary speech, bringing together 60 leading stakeholders to make Tessa's final campaign a reality.

After three years of extraordinary collaboration, we have launched the first nine of a specialist national network of 'Tessa Jowell Centres of Excellence' that, in time, will make the UK a world leader in brain cancer treatment and care.

The designation process was a rigorous, academic, community lead process that was designed and delivered in partnership with our national leaders in neuro-oncology.

Any questions? We're here to help.  
Contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk)



# How will your donation help?

With your support we can ensure every NHS brain cancer patient can access the latest and greatest treatment and care.

Our ambition is that every person diagnosed with brain cancer in the UK can choose to access consistently excellent, specialist brain cancer services by the end of 2022.

We rely on voluntary donations from people like you to fund our vital work. Here's how the money you raise makes a difference to NHS brain cancer patients and their families.

1

Extend and enhance lives by recognising, rewarding and rolling-out excellence with Tessa Jowell Centres of Excellence designation alongside raising standards across the UK by providing best practice sharing and training opportunities through the Tessa Jowell Academy.

**Funding needed: £540,000**

2

Offer personalised, precision medicine for brain cancer patients on the NHS for the first time with the development of Tessa Jowell Precision Brain Cancer Clinics.

**Funding needed: £945,000**

3

Support the latest world-class medical research and innovative personalised trials, including the ground-breaking Tessa Jowell BRAIN-Matrix trial.

**Funding needed: £520,000**

4

Start to build a highly skilled workforce through training the next generation of healthcare and research professionals, including Tessa Jowell Fellowships, to deliver excellence for brain cancer patients and by sharing best practice throughout the NHS.

**Funding needed: £1,995,000**

Any questions? We're here to help.  
Contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk)



# How will your donation help?

With your support we can ensure every NHS brain cancer patient can access the latest and greatest treatment and care.

Our ambition is that every person diagnosed with brain cancer in the UK can choose to access consistently excellent, specialist brain cancer services by the end of 2022.

We rely on voluntary donations from people like you to fund our vital work. Here's how the money you raise makes a difference to NHS brain cancer patients and their families.

## £100

Allow one NHS health care professional to attend a specialist brain cancer workshop hosted by the TJ Academy

## £400

Fund the TJ Academy online platform for 1 month. This platform allows healthcare professionals from across the UK to share best practice and learn from each other.

## £1,000

Provide a grant to fund an innovative project to improve patient care and support at a TJ Centre of Excellence.

## £2,500

Pays towards a 'Children's Brain Cancer Scoping Exercise' to investigate needs and gaps of paediatric treatment and care

## £10,000

Pays for the complete genetic analysis and report of one patient's brain tumour so that personalised, tailored treatments can be administered to target the patient's specific tumour.

Any questions? We're here to help.

Contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk)

# Fundraising Ideas...



Here are some ideas to get you started at home, school or work.

## A home or in your community

- 1 Ask **friends and family** to donate money instead of birthday or anniversary gifts
- 2 Organise a **coffee morning** or an **evening gala**. You could also ask local businesses to donate prizes for a raffle
- 3 **Sell, sell, sell** – from selling something you've made to selling second hand goods. You could contact the organisers of a local event, strike up a relationship with a local shop, or just use your front garden
- 4 **Sing** – from carolling at Christmas to karaoke in the pub.

## AT SCHOOL

- 1 Organise a lunchtime **bake sale**
- 2 **Battle of the bands** – great fun for everyone. Ask older pupils to lead on organising the event
- 3 Hold a **non-uniform day**, asking pupils to donate a pound to participate
- 4 Organise a **winter or summer fete** with stalls, games and raffles.



## AT WORK

- 1 Have a **dress down day** in the office in exchange for a small donation
- 2 Organise an **office tournament** like a football, netball or even a dodge ball tournament
- 3 Ask your manager whether your company operates a **match giving scheme**, where they'll match the amount you raise, pound for pound. If they don't, this could be a great day to start
- 4 Use your staffroom to **sell books** donated by colleagues for a small donation.

Any questions? We're here to help.  
Contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk)

# A-Z of Fundraising Ideas...

## A

Auction, abseil, 'Antiques Roadshow', art exhibition

## B

Beard shave, black tie ball, BBQ, Burns Night, Boxing Day dip, bag pack at a supermarket

## C

Cake bake, casino, carwash, concert, car boot sale

## D

Darts tournament, disco, dance marathon, dog walking

## E

Egg and spoon race, exercise class, Easter egg hunt

## F

Fashion show, fishing competition, fancy-dress party, film show, face painting

## G

Garage sale, garden party, gala evening, golf day

## H

Halloween party, head shave, hockey match, hugathon

## I

Ice skating, indoor bowling, Italian evening, indoor games evening

## J

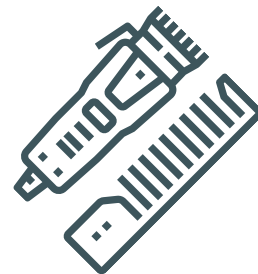
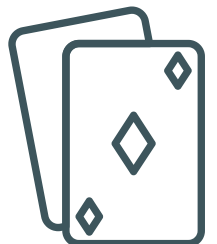
Jumble sale, jokeathon, jazz evening, jelly bath, juggleathon

## K

Karaoke night, kick a bad habit, keep fit

## L

Lunch party, line dance



# A-Z of Fundraising Ideas...

**M**  
Marathon, magic show, Monopoly challenge, massage, murder mystery

**N**  
Non-uniform day, no smoking day, netball competition

**O**  
Open day at work or in your garden, open air concert

**P**  
Plant sale, pub quiz, ping pong competition, pantomime, pancake race

**Q**  
Quiz, quit smoking, 'Question of Sport'

**R**  
Rugby match, raffle, roller skating, raft race, race night, readathon

**S**  
Sponsored silence, skydive, swishing – clothes swap, sponsored swim, sports day

**T**  
Talent contest, treasure hunt, tennis match, teddy bears' picnic, tug-o-war

**U**  
Unwanted gift sale

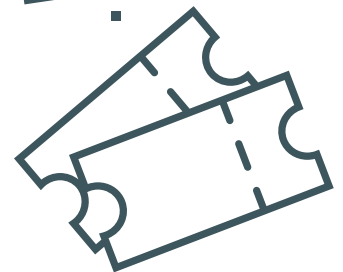
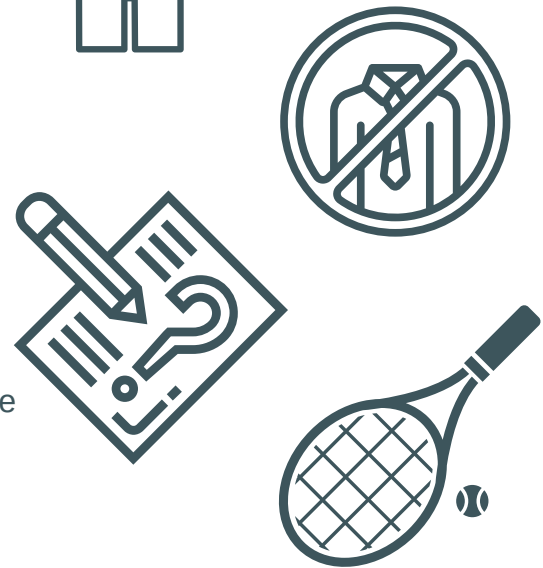
**V**  
Variety show, volleyball match

**W**  
Wine tasting, welly throwing

**X**  
Xmas party

**Y**  
Yodelling contest

**Z**  
Zany as you like...



**Sign up for a running, cycling or trekking events by visiting:**  
**[tessajowellfoundation.org.uk/support-us](http://tessajowellfoundation.org.uk/support-us)**

Any questions? We're here to help.  
Contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk)



# How to fundraise online

Whatever type of fundraising you're doing, setting up your own personalised sponsorship page online is a quick, easy and secure way for people to support you.

## JustGiving

**JustGiving** is Tessa Jowell Foundation's preferred online giving site because it's easy to set up and offers helpful tools to make your fundraising as successful as possible.

JustGiving sends your donations straight to Tessa Jowell Foundation and reclaims Gift Aid automatically on our behalf.

**Gift Aid adds 25% to every donation if you're a UK taxpayer, meaning that your fundraising can go even further.**

JustGiving no longer takes a fee from donations and is now asking donors to add a small tip on top of their donation to keep their site running and improving.

The only fee deducted from the donation is a card processing that is standard for each transaction made through their site.

In return they help people raise more money, more efficiently.

*Create your  
JustGiving  
page*

Any questions? We're here to help.  
Contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk)



# Create your JustGiving page

## STEP 1

Visit [justgiving.com/tessajowellfdn](https://justgiving.com/tessajowellfdn)

## STEP 2

Click 'Fundraise for us' and follow the step by step instructions

## STEP 3

Once your page is created, get sharing!

## Fundraising:

### Our top tips:

Spread the word through social media. Use Instagram, Facebook, LinkedIn, Twitter and more to share your JustGiving link to friends and followers and keep them up to date with your progress.

Don't forget to tag us in!

Make sure you tell a really good story about why you are supporting Tessa Jowell Foundation. It will keep people interested and willing to donate.



Any questions? We're here to help.  
Contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk)

# Fundraising

## More top tips:



Photos and videos are really effective ways to personalise your page. JustGiving provides step by step instructions for this – so get creative!



Add your JustGiving link to your email signature so people can click straight through and donate as soon as they get an email from you.

Don't be modest – set your fundraising target higher than you are aiming for, as people will often donate more to help you reach a bigger target. You may even raise more than you first thought!

Thanking your supporters is so important. Acknowledge their support and what a difference they are making. You can do this in a number of ways:

Send an email, update your JustGiving page story, tweet or post a thank you and update your Facebook status.

**IMPORTANT** If you are taking part in one of our events and have a minimum sponsorship target then please make sure that you include the following wording when you set up your JustGiving page: "Please do not tick yes for Gift Aid if you are sponsoring me on behalf of a company, or if you are related to me. I'm not allowed to claim Gift Aid on these donations. More information is available on JustGiving's Guide to Gift Aid." If you are self-funding then you don't need to include this on your JustGiving page.

Any questions? We're here to help.  
Contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk)

# Event planning tips

## Your checklist:



### Theme:

Decide the type of event, how large you want it to be, and if there is any particular theme



### Fundraising plan:

Plan for how you're going to raise money through ticket price sales, raffle, auction, etc



### Materials:

See the fundraising materials you can order or print

### Volunteers:

What roles do they need to play and how many do you need?



### Research and secure:

Confirm the basics of location and venue, date and time

### Promotion plan:

Invite your guests, promote the event on social media and use your local community to spread the word



## Location

**On the day**  
Check you have everything you need for the day.



## Get publicity

Important considerations include size (too small means people get turned away, too big means it looks half-full), disabled access, toilets and accessibility for transport.

Consider whether the venue is licensed, electricity for music and microphones, a kitchen/food preparation area.

Think about neighbours if your event includes music or will run late into the evening.

Phone your local paper and ask for the editor of the 'What's On' section. Give them details of your event and how/where people can get tickets. The paper should do this for free.

Contact your local radio station too and ask them to mention your event on air and on their website.

Use our posters to promote your event. Put them on notice boards in supermarkets, libraries, pubs and sports clubs.

Any questions? We're here to help.  
Contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk)

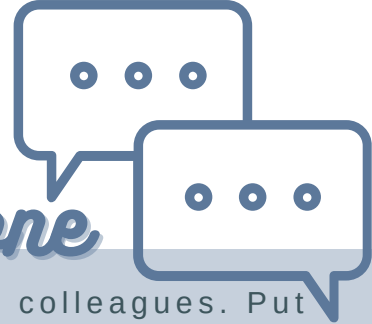
# Event planning tips

*Our top tips:*



## *Check the calendar*

Make sure your event doesn't clash with a major sporting event, or a national day, such as Mother's Day.



## *Tell everyone*

Friends, family and colleagues. Put your event info on social media. If you work in a company with an Intranet ask to put your event details up on that. Or if an email can be circulated.



## *Budget*

Write out a detailed budget, and stick to it. Consider both the major and minor costs, and make sure you have money on hand at the event for a float and any last-minute expenses. Allocate someone to be responsible for counting and sending in the money raised.

## *Sell tickets in advance*



This will help you work out how many people will be attending. Create a special email address for people to reserve tickets, and include this in your publicity.

## *Get a little help from your friends*



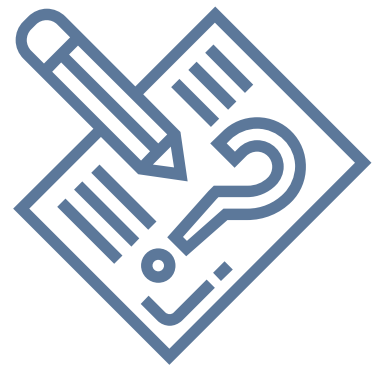
Find out what they could do to help, like ticket sales, cake making or writing pub quiz questions. Ask if their friends and family can help too. And don't forget to say thank you:

**Build up a contact list of people who have helped –**

It's a nice touch to write to everyone after your event to let them know how much money they helped you raise.

Any questions? We're here to help.  
Contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk)

# Fundraising guidelines...



If you have any questions about the legality, or concerns about safety of your event or fundraising activities, contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk).



## Is it legal?

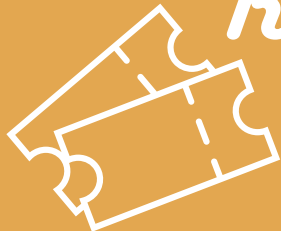
Some methods of fundraising are restricted by local or charity law. Below you will find some basic guidelines you will need to bear in mind when organising your fundraising activities.

## Collections

You must have a licence or permit from your local authority or Metropolitan Police if you want to hold a street collection, house-to-house collection (including pubs, factories and offices) or any other collection in a public place.



## Raffles and lotteries



If your raffle or draw is held within a 24-hour period, is in one single venue and is part of another event, you can use cloakroom tickets. If your raffle lasts longer than 24 hours you will need a local lottery licence and printed tickets, as there are things that must be legally printed on each ticket.

## Selling alcohol

If you plan to sell drinks like beer, wine or spirits at your event you'll need a licence. Live music If you're planning to have a band or singer perform at your event you'll need a licence.



## Correspondence and publicity material

When you're writing to anyone about your event or producing any publicity items, remember to include Tessa Jowell Foundation's registered charity number. Please use these exact words: Tessa Jowell Foundation: a restricted fund under the auspices of Prism the Gift Fund, registered charity no. 1099682



Any questions? We're here to help.  
Contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk)

# Fundraising guidelines...



## Is it safe?



We really appreciate what you are doing for NHS brain cancer patients, but we want you to do this safely. We advise you to identify any potential accidents or hazards before you decide to hold an event by completing a risk assessment. Don't forget to think about first aiders for your event.

## Public liability insurance

Tessa Jowell Foundation is unable to accept any liability or responsibility for anything that might happen to people or property as a result of your fundraising activity.

If you are planning an event that involves the general public you will need to get public liability insurance. You can find independent insurance brokers details in our full guidelines to safe fundraising.

If you are holding an event at a place which has public liability insurance (like a school or workplace) you should check the cover with them in case you need to secure extra cover.



## Food safety



Whenever food is sold at events there should be adequate facilities to prepare and serve food safely. Food handling procedures should avoid exposing food to risk of contamination. Food handlers must also receive adequate training, instruction or supervision.

For more information please contact us. Further information about fundraising guidelines can be found at the following websites:

The Charity Commission - [gov.uk/charity-commission](http://gov.uk/charity-commission)

Institute of Fundraising - [institute-of-fundraising.org.uk](http://institute-of-fundraising.org.uk)

The Fundraising Regulator - [fundraisingregulator.org.uk](http://fundraisingregulator.org.uk)

Any questions? We're here to help.  
Contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk)



# How to pay in your money

## Online

You can pay in the money you've fundraised by visiting <https://www.tessajowellfoundation.org.uk/support-us>.

If you've used them don't forget to return your sponsorship form/s! Encourage your sponsors to complete their address details on the sponsorship form and tick the Gift Aid box. This will enable us to claim an extra **25%** on the donation. You can post these forms back to us.

## Gift Aid

Gift Aid is simple and costs you nothing, yet it increases the value of your donations to the Tessa Jowell Foundation. That is why we invite every eligible person who supports us to sign up for Gift Aid.

If you are a UK taxpayer, we can claim an extra 25p for every £1 you donate, at no extra cost to you, from the tax you have already paid. The same applies to your sponsors – all you have to do is let us know.

Supporting the Tessa Jowell Foundation using Gift Aid is easy:

If you have an online page then just **tick the Gift Aid box** and ask your sponsors to do the same if they are UK taxpayers. If you are being sponsored make sure that each person sponsoring you enters their **full name, address and postcode** and ticks the Gift Aid box on your sponsor form and that you return it with the money.

If you are raising money as a group of people, each person needs to provide their name and address details and agree to Gift Aid – we can provide donation envelopes where this information can be entered.



Need help paying in your fundraising?  
Contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk)

Any questions? We're here to help.  
Contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk)



# How to print and order merchandise

We have a small range of fundraising materials and TJF merchandise to help you raise awareness of your event and the Tessa Jowell Foundation.



We have a range of beautiful **Human-sized Picture** hoodies, t-shirts and cards.

These have been worn by supporters including David Beckham, Alastair Campbell and Deliciously Ella and are available to buy at [www.tessajowellfoundation.org.uk/our-merchandise](http://www.tessajowellfoundation.org.uk/our-merchandise)

If you think you'll be raising more than £300 for TJF then we can send you a blue Tessa Jowell Foundation t-shirt.

Make sure you tag us on your socials wearing your TJF #humansizedpicture

[www.tessajowellfoundation.org.uk/our-merchandise](http://www.tessajowellfoundation.org.uk/our-merchandise)

POSTER



*Downloadable items to print at home*



BUNTING

INVITE



[www.tessajowellfoundation.org.uk/fundraising](http://www.tessajowellfoundation.org.uk/fundraising)

Any questions? We're here to help.  
Contact us at [fundraising@tessajowellfoundation.org.uk](mailto:fundraising@tessajowellfoundation.org.uk)