

Jessie's fund

MUSIC HELPING CHILDREN



Fundraising Toolkit

Help us give seriously ill and disabled children a voice through music.

Our Story and Mission

How we began

Jessica George was nine years old when she was diagnosed with an inoperable brain tumour. Jessie's Fund was established to meet the cost of extra treatment, but this bright and musical child died less than six months after her diagnosis. Registered as a charity in 1995, Jessie's Fund enables children with life-limiting illnesses or serious disabilities to be heard and supported through the language of music.



Our vision

For every child in the UK who is seriously ill or disabled to experience music as a form of expression, communication, learning and therapy.

Our mission

To help children who are seriously ill or disabled to express themselves and to communicate through music — by connecting them, and those who care for them, with specialist musicians.



The difference your support makes

In the last year, thanks to our supporters:

874

children and young people took part in Jessie's Fund projects in specialist schools and early-years settings across the UK

5

children's hospices and hospitals received additional funding for music therapy

46

seriously ill and disabled children with no other means of access received funding for individual music-therapy sessions



Together, our supporters raised over £116,000 last year

through community events, concerts and gigs, regular giving, the Big Give Christmas Challenge, and gifts left in wills — every gift, of any size, helps another child to have a voice through music.



Top tips to boost your fundraising

A few simple ideas to kickstart your fundraising and help it go further:

Make it personal

Share why Jessie's Fund matters to you. A heartfelt reason and a clear target help people connect with your cause and give generously.

Play to your passions

Turn something you love into your fundraiser — a gig, a sponsored sing, a quiz night or a coffee morning. Musical themes are a natural fit.

Set up an online page

It's the easiest way to collect donations and sponsorship, and the money reaches us directly. Share your link far and wide.

Rally local support

Ask local businesses for raffle prizes or a venue, check whether your employer will match what you raise and let the local press know what you're doing.

Add Gift Aid

If you're a UK taxpayer, Gift Aid adds 25% to every eligible donation — at no extra cost to you or your supporters.

Keep sharing and say thanks

Many donations arrive after the event, so keep posting updates — and remember to thank everyone who supported you.



Fundraising in action!

Real examples of how our supporters have raised money and made a difference:



Enid's Jam & Music events

Enid and her local community came together to host a series of Jam and Music events — sharing the joy of live music and raising £1,484 in Jessie's name. Residents in the village of Barnetby donate the fruit to make the jam that Enid starting selling at local events and choir rehearsals. This has now developed into her Jam and Music events. Local bands, choirs and solo musicians have given their time to play and sing at these events, with a jammy afternoon tea, jam sale and raffle supporting Enid's fundraising efforts. They have raised over £2,000 in the first year alone!

Community events, concerts & gigs

In 2025-26, nearly £30,000 was raised by supporters across the UK taking on challenges, including donations as part of concert ticket sales, going busking, hosting raffles and many other events. Acapella choir On That Note put on their hats and scarves to sing for us at St Pancras station, whilst East Knoyle choir sang as part of Shaftesbury fringe.



Fun ways to get involved

However you choose to fundraise, you'll be helping a child find their voice:

Take on a challenge

Run, walk, swim or cycle — set yourself a sponsored challenge and share your page.



Fundraise at work or school

Choose Jessie's Fund as your charity of the year and rally your team to host fundraising events or take on a team challenge.

Get musical

Arrange a concert, go busking, learn a new instrument or get a group together for a grade 1-a-thon.



Host an event

Put on a coffee morning, a bake sale, a ceilidh, an auction...whatever your idea, bring together your local community to help support us.

Get set up:

Set up your online fundraising page

Create a page in minutes and share it with friends, family and colleagues at:

donate.giveasyoulive.com/charity/jessiesfund
or scan the QR code.



“To see her actually enjoy her life so much in these sessions is truly amazing. To watch her engage, to share such precious, elevating and profound moments, brings joy to my heart — and music is the only thing that can do this.”

— A parent, on music therapy at a children's hospice

Your support helps us reach more children like this — in hospices, hospitals, schools and homes across the UK.

Fundraising safely and legally

A few simple steps keep you, your supporters and Jessie's Fund safe — and your fundraising within the law:

Tell us your plans first

Get in touch before you start so we can support you and send you any publicity materials you may need.

Be clear you're fundraising in aid of us

Say you are raising money “in aid of Jessie's Fund” and never present yourself as an official representative of the charity.

Get the right permissions

Public collections, raffles, lotteries and selling alcohol may need a licence — check with your local council or venue in good time.

Keep the money safe

Count cash with another person, keep clear records, and pass what you raise to us promptly and securely.

Keep everyone safe

Risk-assess your event, follow food-hygiene rules, and check whether you need insurance or first-aid cover.

Photos and videos

Please make sure that anyone attending your event or activity knows that you are taking photos and video, and offer them the option of not being featured.

New Charity Commission guidance

Read the Commission's public guidance on raising money for charity safely and responsibly:

www.gov.uk/guidance/raising-money-for-charity-public-guidance

Your fundraising checklist

Tick each step off as you go — everything you need for a safe and successful fundraise:

- ☐ Choose your fundraising activity, event or challenge
- ☐ Set a target and a date to aim for
- ☐ Let Jessie's Fund know what you're planning and if you need any resources to help
- ☐ Set up your online giving page
- ☐ Tell friends, family and colleagues why you're fundraising
- ☐ Share your page link far and wide
- ☐ Check any permissions or licences you may need
- ☐ Sort insurance if your event needs it
- ☐ Ask your employer about match funding
- ☐ Remind your supporters about Gift Aid
- ☐ Take photos and share your story with us
- ☐ Pay in the money you've raised
- ☐ Thank everyone who supported you
- ☐ Celebrate — you've made a real difference!



Thank you!

Every gift, and every hour of fundraising, helps another seriously ill or disabled child find their voice through music. Thank you for your support.



Get in touch

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