

Corporate Partnership Guide

Be part of a community improving the lives of people affected by Tuberous Sclerosis Complex



Transforming the future of **Tuberous Sclerosis Complex**



What is Tuberous Sclerosis Complex (TSC)

TSC is a rare genetic condition that causes benign tumours to grow in vital organs including the brain, kidneys, lungs and heart. It affects thousands of people across the UK and has lifelong impacts on health, development and quality of life.

People with TSC often face:

- Severe and difficult-to-control epilepsy
- Developmental and learning disabilities
- Autism and neuropsychiatric challenges (TAND)
- Lung and kidney problems
- Complex multi-system medical needs requiring lifelong monitoring

While the TSA provides vital support and advocacy, long-term change depends on research that improves diagnosis, treatment and care.

Without sustained investment, families affected by TSC will continue to face delayed diagnosis, fragmented care and limited treatment options.



"We're accelerating the path between the lab and life-saving treatments."

Our work focuses on improving lives across all aspects of TSC

Work with us

There are many ways your organisation can support the TSA, whether you're looking to fundraise, engage your employees or align your business with a meaningful cause.

From one-off activities to long term partnerships, we'll work with you to find an approach that suits your organisation goals, capacity and interests.

In this guide, we've outlined the different ways you can get involved.



Charity of the Year

Make the TSA your Charity of the Year and unite your organisation behind a shared purpose.



Strategic Partner

A more focused partnership that creates long-term impact, aligned with your organisation's strengths.



Corporate Fundraiser

Bring your teams together through flexible and engaging fundraising activities.



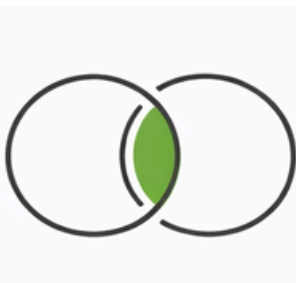
Corporate Sponsor

Support a TSA event, service, or project through sponsorship.



Corporate Donor

Make a direct contribution to support the TSA's work.



Corporate Partner

Align your products or services with the TSA to create shared value.



Payroll Giving

A simple tax-efficient way for your employees to support worthy causes.



Just before Hattie's 1st birthday she was diagnosed with epilepsy. EEG and MRI tests confirmed she has epilepsy, focal dysplasia, along with a calcified cyst on her brain.

Genetic testing then took place which showed she has TSC. This was a huge shock to us, as we had never heard of TSC before.

Lee, dad to Hattie



Charity of the Year

Make the TSA your Charity of the Year and unite your organisation behind a shared purpose.

What is Charity of the Year (COTY)?

A Charity of the Year partnership is when an organisation selects one charity to support over the specified year.

The support offered can be combination of fundraising, raising awareness and offering other services that meet the objectives of your company.

What could this look like for your company?

COTY activities

- Raffles
- Team events
- Bake sales
- Internal comms
- External comms
- Networking Events
- Volunteering
- Pro bono work
- Payroll Giving

Key benefits:

A Charity of the Year partnership allows for sustained support over time, helping the TSA to plan ahead and provide continued support for individuals and families living with TSC.

By selecting one charity to support over the course of a year, your organisation demonstrates a clear and focused CSR commitment. It removes the pressure of supporting multiple charities, while creating a more meaningful and measurable impact.

The flexibility of a Charity of the Year partnership means you can choose activities that suit your organisation's capacity, while engaging employees and making it easier to track and report on your CSR and ESG objectives.





Strategic Partner

Work with us on a deeper, more focused partnership that creates long-term impact, aligned with your organisation's strengths.

What is a Strategic Partnership?

A Strategic Partnership is a long-term, collaborative relationship between your company and a charity.

This type of support aligns to provide mutual benefit to both parties, combining resources and expertise to achieve shared goals.

What could this look like for your company?

Strategic examples

- Advocacy
- Passive giving
- Networking
- Pro bono work
- Equipment donations
- Donate office space
- Social media
- Product placement
- Project collaboration

Key benefits:

A Strategic Partnership with the TSA is a long term relationship that not only aligns our goals but grows with both parties, allowing the collaboration to extend into future strategic plans.

This type of relationship allows your company to connect and grow with the TSA without a financial commitment. Instead, you use your brand, expertise, and in-house resources to support our work.

By lending your knowledge, presence and reputation, you provide a platform to amplify our impact. This demonstrates your company's commitment to the TSC community, while also showcasing the positive impact of your CSR initiatives.





Corporate Fundraiser

Bring your teams together through flexible and engaging fundraising activities.

What is a Corporate Fundraiser?

A Corporate Fundraiser aims to raise funds for a charity by actively engaging your employees, clients and wider network.

It's a fantastic way to bring your team together through events, challenges or campaigns, raising funds while making a real CSR impact.

What could this look like for your company?

Fundraising examples

- Raffles
- Challenge events
- Sweepstakes
- Bake sales
- Seasonal activities
- Collection boxes
- Networking
- Charity dinners
- Dress down days

Key benefits:

Corporate Fundraisers are a fun way to raise awareness and much-needed funds for the TSC community.

With a Corporate Fundraiser you can tailor your activity to suit your business with little cost - whether making it a big public event or keeping it in-house with your smaller staff teams.

Sharing your efforts with clients and the local community goes a long way in highlighting your commitment to social responsibility and employee engagement.





Corporate Sponsor

Support a TSA event, service or project through sponsorship.

What is a Corporate Sponsor?

A Corporate Sponsor is a company that provides financial or in-kind support to a charity or event in exchange for visibility, branding opportunities and recognition.

Sponsorships are normally linked to a campaign or event run by the charity that aligns with the company's CSR objectives.

What could this look like for your company?

Sponsorship examples

- Gala
- Equipment
- Research
- Promotional products
- Premises
- Services
- Community events
- Virtual events
- Core costs

Key benefits:

Becoming a Corporate Sponsor provides much-needed security for a charity, supporting the costs of expanding our reach and potential fundraising opportunities.

A Corporate Sponsor enables your company to direct where your support is used, ensuring it aligns with your values and priorities. It also provides a strong platform to showcase your company's active commitment to the TSA.

Sponsorship opportunities often include linked marketing and promotional activity, allowing you to raise your brand profile while demonstrating your support for the TSC community.





Corporate Donor

Make a direct contribution to support the TSA's work.

What is a Corporate Donor?

A Corporate Donor is a company that makes a financial or in-kind contribution to support a charity's work, this could be as a one-off donation or a regular gift.

By making a donation to a charity, the process is normally very straight forward, without any expectations and offers an immediate impact to the charity.

What could this look like for your company?

Donation examples

- One-off donation
- Regular giving
- Match giving
- Milestone giving
- Raffle prizes
- Auction prizes
- Pledge
- Goods donation
- Restricted donations

Key benefits:

A Corporate Donor has an immediate impact on the TSA providing us with funds that can offer direct support to the TSC community.

A Corporate Donor is a simple and flexible way to support the TSA. You have full control over how much you give and where your donation is directed, ensuring it aligns with your company's values.

Your support will have a direct impact, with minimal time commitment and can be tailored as a one-off gift or a long term commitment to suit your business needs.





Corporate Partner

Align your products or services with the TSA to create shared value.

What is a Corporate Partner?

A Corporate Partner is an organisation that aligns its products or services with a charity, aligning your company's offerings and the cause you support.

This type of support is a long term commitment which embeds social impact directly into your business.

What could this look like for your company?

Partnership examples

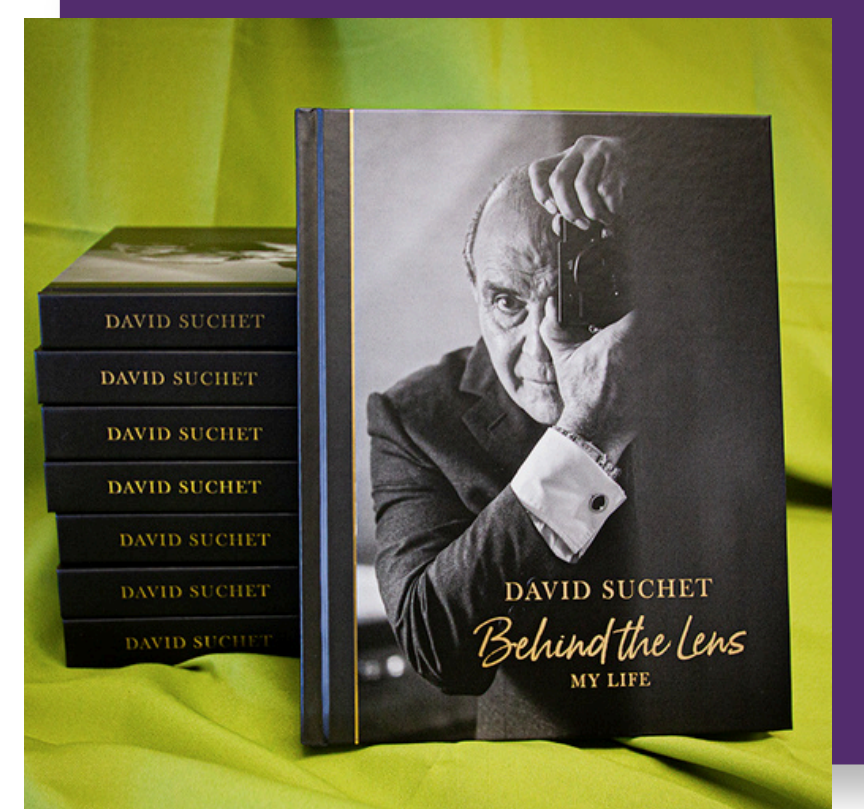
- % of profits
- Round up donation
- Checkout donation
- Co-branded products
- Service collaborations
- Customer campaigns
- Marketing campaign
- Event collaborator

Key benefits:

A Corporate Partnership with the TSA will raise much needed funds but it will place a strong focus on raising awareness of TSC and the TSA. These partnerships can grow into key campaigns and even form part of our long-term strategic plans.

Your company can lead in a way best suited to your business, with funds being raised directly through your company or customer-led contributions.

A Corporate Partnership also provides the opportunity to launch or promote a product or service, while clearly demonstrating your commitment to making a positive social impact.





Payroll Giving

A simple tax-efficient way for your employees to support worthy causes.

What is Payroll Giving?

Payroll Giving, also known as Give As You Earn (GAYE), allows your employees to give to charity direct from their pay before tax. As well as supporting their favourite charities, this reduces the amount of tax they pay on their wages.

The donations from your employees will provide regular, long-term income, allowing the charity to plan for the future.

Step 1

Register with a Payroll Giving Provider.

We recommend CAF Bank or any listed on gov.uk.

Step 2

Promote Payroll Giving across the company.

We can help with resources tailored to your company.

Step 3

Employees opt-in to donate their fixed amount to the scheme.

They will receive an annual thank you letter from us.

Step 4

Administration fees will be deducted from the donation or your company can pay the fees.

You can deduct this cost from your profits before tax.

Key benefits:

Payroll Giving provides a reliable and sustainable income for the TSA, enabling us to plan research, events and services that support the TSC community.

It's an easy, hassle-free way to engage with your employees while strengthening your company's social impact.

As donations are made directly by employees, there is no financial obligation for your company unless you choose to pay the fees or match the employee donations. Your company could qualify to receive the government-backed Payroll Giving Quality Mark.

Supporting your work

We provide the tools, guidance, and support you need to make fundraising simple, effective, and engaging.

We offer a wide range of resources to support your efforts, and if there is something you need that isn't available, we'll work with you to help make your activity a success.



What we will provide:



Marketing and Communications

- Media graphics
- Posters/leaflets
- Pop-up Banners
- T-shirts
- Charity pins
- Keyrings/pens
- Press releases
- TSA Messaging
- Balloons



Recognition & Engagement

- Certificates
- Thank you letters
- TSA media coverage
- Mention in the end of year report
- Company website listing
- Cheque presentations



Digital & Event Tools

- Company fundraising pages
- Event speaker
- TSC training
- Donation platforms
- QR codes
- Presentations
- TSA Logo
- Event invitations



Dedicated Support

- Dedicated partnership manager
- Compliance advice
- Fundraising guidance
- Updates on our impact
- Project support

We can tailor our support to your business needs.

Add your logo to our TSA T-Shirts



Fundraising with kids

Corporate fundraising activities that involve children are a great way to engage with your employees and inspire younger generations, while raising funds and awareness for good causes.

What could this look like for your company?

- 'Bring your child to work' days
- Family fun days
- Open office events
- Child-friendly challenge events
- Seasonal events
- Home-based activities or competitions

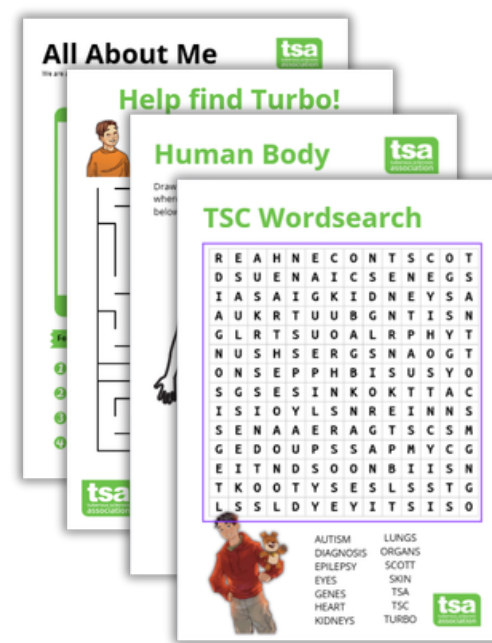
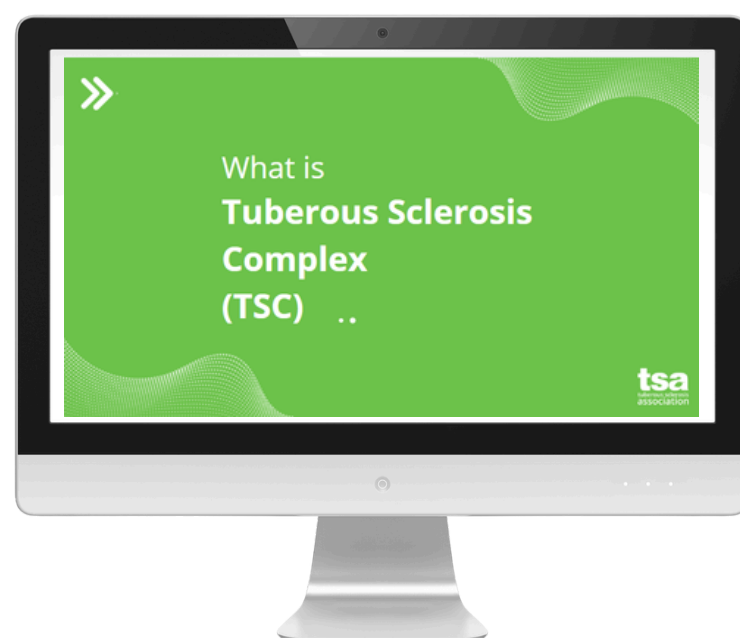
Fundraising ideas

- Bake sales
- Colouring competitions
- Dress up days
- Mini sports days
- Craft stall
- Walkathon
- Wear green day
- Scavenger hunt
- Smart ideas competition
- Kids bucket collection
- Lego competition



Safeguarding tips

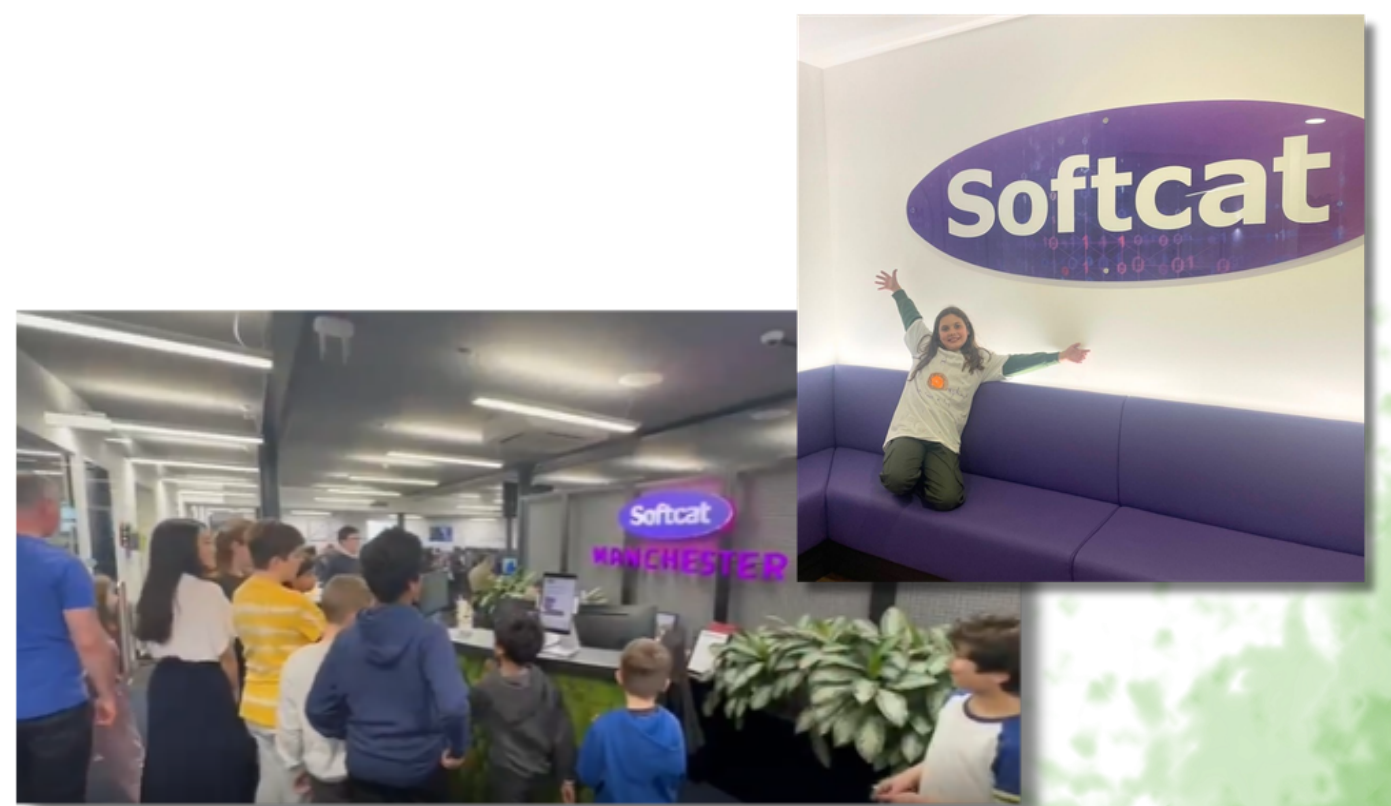
- ✓ Ensure the environment is safe and hazard-free.
- ✓ Make sure you have plenty of adult supervision.
- ✓ Get permission from parents and guardians before taking and sharing photos.
- ✓ Choose age-appropriate activities.



Child friendly resources

We were so pleased to be able to support The TSA during our recent 'Bring Your Child to Work' Day. We had 29 children attend the day and as part of the agenda they learnt about the charity and the work it does, and then they sold doughnuts to staff to raise money for the charity.

Holly
Softcat Client Director





**Connie, diagnosed with TSC
at two years old**

Why Partner With Us?

A corporate partnership with the TSA will provide meaningful opportunities to:

Drive measurable social impact:

Support research that improves outcomes for people living with a rare and complex condition.

Demonstrate CSR leadership:

Align your organisation with research, innovation and improving healthcare equity.

Engage employees:

Create powerful engagement opportunities through awareness campaigns and fundraising.

Be recognised as a research partner:

Corporate supporters will be acknowledged across relevant communications and research outputs.



Our world shifted when our daughter Connie was diagnosed with TSC at two years old. No parent expects to hear that their child has a rare, incurable condition.

The TSA has been a huge source of comfort and hope. Their research work is vital in creating a better future for children like Connie.

Ellen, mum to Connie

How to get the money you raise to the TSA

Set up your own personalised online giving page

The easiest and quickest way is to set up a personalised online giving page. Setting up your own page is fast, easy and secure. Once your page is set up you can share the links with your family, friends and colleagues for instant online donations. Just Giving is the TSA's preferred giving platform and you can set up your page by following

[justgiving.com/charity/tuberous](https://www.justgiving.com/charity/tuberous) You can also download a sponsorship form for any offline donations from our website [tuberous-sclerosis.org/fundraising-resources](https://www.tuberous-sclerosis.org/fundraising-resources)



Pay directly into our charity bank account

You can pay your fundraising donations straight to our charity bank account. Please include your name as a reference and do let us know that's how you're sending the money, then we can make sure we get in touch to say thank you.

Bank name: CAF Bank

Account name: Tuberous Sclerosis Association

Sort Code: 40-52-40

Account number: 00007047



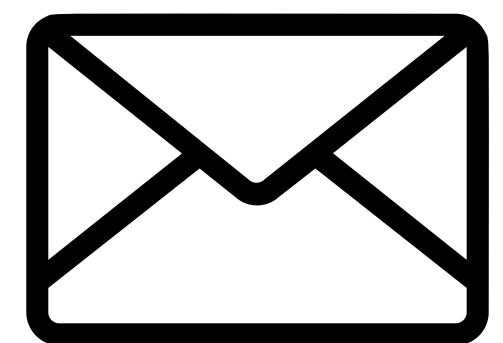
Pay by debit or credit card

You can give our team a call on 0300 222 5737 to pay in your fundraising donations over the phone or head to our website to pay online [tuberous-sclerosis.org/payonline](https://www.tuberous-sclerosis.org/payonline)

Sending your donations by post

Please make your cheque payable to The Tuberous Sclerosis Association and send it to our address below. Please remember to include a note with your cheque telling us your name, home or email address and your fundraising activity.

The TSA, Courtenay House, Pynes Hill, Exeter, EX2 5AZ



Don't forget to tick the Gift Aid box

Please encourage anyone who supports your fundraising who are UK taxpayers and eligible for Gift Aid to 'tick the box' and include their home address and postcode. We can then claim an extra 25p for every £1 donated at no extra cost to the donor.

giftaid it

Safe and legal fundraising

Your fundraising should be fun, but there are some things you should know:

Charity fundraising is regulated by law to ensure fundraising is legal and safe. You can view the full guidelines from the Institute of fundraising here: [institute-of-fundraising.org](https://www.institute-of-fundraising.org)

Your responsibilities

You must ensure that all donations are paid to us. If any money you raise won't be paid to us, you must inform donors. If you have to cancel your fundraising, you'll need to contact your donors and ask if they're still happy for the money to come to us. If not the donation must be refunded.

Permissions

If you're planning on holding an event in a public place then you'll need permission, either from the local authority, land owner or property owner.

Licenses and collections

Check with your local authority as you may need a licence for selling alcohol, holding a raffle, lottery or auction, or to put up banners or signs in public places. If you're holding a street collection you'll need a license. Please don't carry out any house-to-house or business-to-business collections.

Fundraising with children

If you're under 18, your parent or guardian is responsible for you. You'll need to show them this pack and make sure they're happy with what you've chosen to do. Please ask your parent or guardian to contact us to let us know that you're fundraising for us.

Photos, videos and data

Make sure people at your event know you're taking photos or videos and ask their permission. Don't take or share any photos of children without their parents' permission. You could tell people beforehand or put a poster up at the event. Only collect the data you need, keep it safe, only keep as long as needed and don't share it.

Cash handling

When counting money at events, have two people present if possible. If you're collecting cash in one of our cardboard collection boxes, please transfer it to a secure sealed container or cash box at the end of your event. Please bank any cash collected as soon as possible to the TSA charity bank account.

Keep everyone safe at your event

Think about any risk assessments, first aid, and if you'll need Public Liability Insurance. If you're providing food you'll need to follow the simple guidelines for preparing, handling and cooking food set out by the Food Standards Agency.

Let's Work Together

With your support, we can accelerate research breakthroughs and improve the lives of people affected by TSC today and in the future.



In 2025 we:



Held nine peer support events, bringing the TSC community together, with a mix of virtual and in-person events.



Expanded our Support Services with the TSA Community Hub and our new WhatsApp Support Line.



Helped 26 members of the TSC community through the TSA Support Fund that made everyday life a little bit easier.



Are proud to support two major TSC registry projects, helping drive forward data-sharing and understanding of TSC.



Introduced our refreshed Research Strategy and opened two new grant rounds.



Maintained strong advocacy efforts, especially around ensuring equitable UK access to Hyftor for facial angiofibroma.



Provided the secretariat for the update of the UK clinical guidelines for TSC, ensuring they reflect the latest evidence.



Played a key role in securing funding to repurpose metformin for use in TSC, a significant step towards expanding treatment options.

Your support goes a long way impacting lives and raising awareness of TSC.

Sally Dutton
Fundraising Manager
Tuberous Sclerosis Association
sally.dutton@tuberous-sclerosis.org

tssa
tuberous sclerosis
association





**Tommy, diagnosed with TSC,
pictured with mum Rebecca**

Get in touch today

We are so grateful for your incredible support. Your organisation's dedication not only helps raise vital funds but also spreads awareness about TSC, making a real difference to the lives of those affected by this condition.

From all of us at the TSA

Thank you



Registered with
**FUNDRAISING
REGULATOR**