



jane montague
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where Business and Charity meet

Press release

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Commercial Participator or Commercial Partner – who actually knows?

Jane does!

Jane Montague, Client Services Director at charity publication specialists and family business, Majestic Publications, has today announced the launch of her new consultancy business, Jane Montague Consultancy.

Jane and her family have owned and run Majestic Publications for 20 years. During this time they have built an enviable reputation and are one of the country's leading providers of free-of-charge publications to the charity sector.

During their 20-year history, the rules and regulations governing the activities and practices of charities and their supporters have changed beyond recognition.

Much of Majestic's enviable success has come as a result of the amazing bond which Jane and the team have developed with their charity clients – acting as an extension of the charity's own fundraising team and truly understanding and appreciating the charity's brand and services. As part of this relationship-building, Majestic have always been open and transparent with their clients and the supporters who they approach about how they work with each charity, about how the process works, and about where the support they generate goes.

Much of the new regulation governing Commercial Participators, such as Majestic, simply reinforces what Majestic were doing as a matter of course anyway. In fact, in 2008 Majestic were recognised with accreditation from the then Fundraising Standards Board, the only company within the industry to achieve this. But some of the regulation is new; some of it is open to interpretation; and some of it appears to be mind-boggling to both the charity and the commercial worlds.

During 2017, Jane convened a meeting between Stephen Dunmore and Gerald Openheim of the Fundraising Regulator, members of the National Association of Hospice Fundraisers, and Elizabeth Palfreman of Hospice UK, to highlight issues that Hospices were encountering with changes to legislation and the uncertainty of policy surrounding GDPR. In 2018, Jane met with senior figures in both the Charity Commission and Fundraising Regulator, keen to



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be a proactive part of the defining and communicating of the new legislation and the evolving Code of Fundraising Practice. Her close watchful eye on the process and on its ramifications have been welcomed by the charities and the commercial advertisers that Majestic works with – Jane is able to ensure that their activity is fully compliant and that both parties understand how and why.

Jane has now set up Jane Montague Consultancy so that she can work with other charity and business clients to help them define the different types of business support available within the charity sector and ensure that the paperwork and activity within those relationships remains compliant.

Jane said, “When regulation is changed or introduced, often there is confusion and concern. Sometimes there is the misconception that new regulation will restrict or constrain activity, or add unnecessary red tape.”

“What the new legislation actually offers for charities and for businesses, is the guarantee that any external business or organisation representing your charity and brand is doing so in a way that is also open, honest and transparent. Trust and integrity are at the heart of why an individual chooses to support a charity. If these are compromised, they can take a very long time to rebuild and they can have ramifications across the charity sector.”

“In my discussions with David Holdsworth at the Charity Commission and Gerald Oppenheim and Stephen Service of the Fundraising Regulator, I wanted to ensure that legislation and the Code of Fundraising Practice offers charities genuine reassurance and security that those businesses registered with the Regulator have agreed to abide by guidelines defining how those businesses will work, how they will act on their behalf, and how they will represent the a charity’s brand. Likewise, there are businesses who suffer guilt by association, where another competitor in their field has worked unethically, and therefore trust is lost across their sector too. By working with these companies and monitoring and reviewing their systems, I will help them ensure that they are legislatively compliant and representing their charity clients appropriately and responsibly.”

“I set up Jane Montague Consultancy as I can see the demand for knowledge and expertise in the fundraising regulations, in the evolving Code of Fundraising Practice, and on the ramifications to the charity sector of the new GDPR legislation. There is a need for someone to be able to support and advise charities and businesses on their activities and compliance. Jane Montague Consultancy allows me to do so, formally and separately from our Majestic Publications activity. After all, consultancy work is managed under entirely separate pieces



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of legislation than Majestic's Commercial Participant work. I know that, but charities and businesses also need to know and understand it too!"

The launch of Jane Montague Consultancy coincides with Jane's appearance as Guest Blogger on the Fundraising Regulator's October Blog, which can be found at <https://www.fundraisingregulator.org.uk/more-from-us/news/commercial-participants-find-right-one>

Jane is a widely respected active tour-du-force within the charity sector. Her work in her role at family business Majestic Publications, has seen her develop lasting and effective relationships with clients and also with larger organisations within the sector. She spear-headed Majestic's partnership with the National Association of Hospice Fundraisers, a relationship that still exists today, and she is asked to speak at conferences and charity events across the country. In 2017, Jane won the North West Institute of Directors award for Family Business Director of the Year.

Pictured shows Jane Montague

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For more information:

call 07866 433459

or email hello@janemontagueconsultancy.co.uk

www.janemontagueconsultancy.co.uk