



REMEMBER TO MAKE A DIFFERENCE

Your guide to fundraising

Leading the fight
against dementia

**Alzheimer's
Society**

Thank you

for choosing to raise money for Alzheimer's Society

By fundraising for the Society you can help us to support people to live well today and fight for a world without dementia tomorrow. Our research shows that **850,000** people in the UK have dementia and in ten years more than one million people will be living with the disease, so your support is more important than ever.

We are the leading support and research charity for people with dementia, their families and carers. We provide information and support and rely on voluntary donations to continue our vital work.

This guide should give you some pointers on how to go about your fundraising. We've got lots of ideas, hints and tips on how to make your event successful and information on how the money you raise helps. So before you get started, put the kettle on, sit down and take some time to have a read.

And, whatever your fundraising target is, remember you're not on your own. As well as the information in this booklet, our team of experienced fundraisers is always on hand to offer advice and support.

If you'd like to chat about your fundraising or find out more about the Society's work, please call 0116 254 0800, email communityevents@alzheimers.org.uk or visit alzheimers.org.uk



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support people to
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Before your event

When you're deciding how you're going to fundraise there are a few important things to bear in mind.

What do you enjoy doing?

Sometimes the easiest way to fundraise is to do something you already enjoy or are good at. If you love baking, then a cake sale might be for you or why not get friends together and host your own tea party or coffee morning?

When do you want to hold your event?

Are you planning to hold your event during the week or at the weekend? What time of year? You can do something at any time, but the summer gives you a bit more flexibility. You could always coincide your fundraising with a big event like Wimbledon or the FA Cup.

Who will you invite?

Would you rather have an exclusive event for your closest friends and family, or do you want to invite as many people along as possible? If it's your first event, keep it simple, but if you're an old hand why not try something on a large scale and a bit more adventurous?

Where do you want to hold it?

Will your house hold all the people you're planning to invite or would a local community centre, village hall or pub be more appropriate?

How much time do you have to spare?

Some events like balls or dances, although fun, can take weeks or months to organise. If you don't have the time to spare try something simpler or just ask your friends to help you.

Fundraising at home

Holding an event in your home is a fun and easy way of raising money. We have some suggestions for events whether you have a little bit or a lot of time.

If you have a little bit of time ...

Sponsored quit

Smoking, alcohol, chocolate or just over indulging. Get sponsored to kick your bad habit and raise money for people affected by dementia at the same time.

Clothes swap

You could ask friends to raid their wardrobes and donate any unwanted clothes, shoes or accessories. Ask guests for a donation before browsing for a bargain.

Do-athon

Whatever you chose to do, whether its knitting, reading or even staying silent, get friends and family to sponsor you.

If you have a lot of time ...

Wine tasting

Host a social evening and taste wines from around the world. Make it fun and ask your guests to guess the region, price or grape. If you're a wine novice see if a local wine merchant can come and give you a lesson.

Come dine with me

Take inspiration from the hit TV show and host a dinner party. Ask your friends to donate what they think the meal was worth and to make it competitive get them to each host a meal in return and see who raises the most.

Pamper party

Open a bottle of bubbly, get some nibbles and hold a beauty evening for friends. Local beauty professionals may be happy to visit and charge less for a group booking so you can then ask your friends to donate what they would normally have paid.



‘Your daily hobbies can be turned into a powerful fundraising event; get friends to join you for a sponsored knitathon’

‘Dance the night away with friends, family and the rest of your community’



Fundraising in your community

You might want to get out and about and do some fundraising in your community.

If you have a little bit of time ...

Quiz night

Hosting a quiz at your local pub is a lot of fun and easy to organise. All you need is some questions and a prize, then simply ask teams for a donation for entering. Check out alzheimers.org.uk/quiz for some questions to get you started.

Jumble sale

Turn your trash into treasure and sell your unwanted items. Find a local venue and advertise to get as many people along as possible. Or if you're digitally savvy you could always try an online sale on eBay instead.

If you have a lot of time ...

Time for tennis or a game of golf

If you are a member of a sports club why not hold a tournament? Charge every entrant a fee and the winner gets a certificate or trophy.

Ceilidh/barn dance

Hire a local venue, find a band and then dust off those dancing shoes. Ask friends to make a donation or charge your guests an entry fee.

Party time

A fancy dress disco, or a masquerade or gala ball, host your own party and raise money in style. Boost your fundraising with a raffle, and ask local businesses to donate prizes.

Fundraising at work

How about taking your fundraising into your work place?
Get your colleagues behind you to help us fight dementia.

If you've got a little bit of time ...

Swear box

Pop a swear box in your office and charge people for their minor transgressions!

Sweepstake

Your favourite sporting competition is the perfect opportunity to run a sweepstake at work. The Grand National or Wimbledon are popular places to start, or for a non sporting alternative how about guessing the winner of Strictly Come Dancing, the Oscars or the X-Factor?

Holiday raffle

Ask your boss to donate an extra day or afternoon off work and get everyone to enter a raffle to be in with a chance of winning it.

If you've got a lot of time ...

Great British Bake Off

Hold a cake sale or coffee morning in your office. Challenge everyone to bake their favourite treat, vote for a winner and crown your very own bake off champion.

A big breakfast

If you don't work with lots of budding bakers try a big breakfast instead. Offer your colleagues bacon butties or a healthy fruit muesli alternative in return for a donation.

Skills auction

Find people with a special skill (cooking, knitting, languages, yoga etc), and auction them off for the best price. If your company lacks exciting talent then try something simple like asking your manager to make tea or coffee for the week.



‘Some companies will match give whatever you raise for charity, doubling your funds with no extra effort’



‘Simple fundraising events will never fail to draw in a crowd’

Fundraising at school

Whether you are a student, teacher or parent; there are many ways your school can help raise money to support Alzheimer's Society.

If you've got a little bit of time ...

Dress-down day

Hold a non-uniform day where, for a small donation, pupils can wear what they like. To add a touch of spice, create a theme or make it fancy dress.

Guess how many sweets are in the jar

Or guess the weight of the cake. These simple add ons to any kind of fundraising event never fail to draw in a crowd.

Cake sale

Students and teachers can show off their baking skills by making their favourite treats and selling them at break or lunch.

If you've got a lot of time ...

Easter egg hunt

An excellent idea for younger students. Hide some eggs around your school or playground and ask for a donation to take part in finding them. For some added interest ask your students to dress in their very own Easter bonnet.

Apprentice style competition

Something for your budding entrepreneurs: task students with coming up with their own money making product or idea. After a set time, the winning team is the one who raises the most for the Society.

Fashion show

Get your students to work together as models, marketers and designers. Ask students and parents for a donation to come along and watch on the day.

Promote your fundraising

From getting your story into your local paper to putting up posters around your neighbourhood, there are lots of ways to spread the word about your fundraising efforts.

Read all about it

Write a press release about your event using the template on our website and send it to your local paper or radio station. Follow it up with a phone call to make sure they've received it and if you want a journalist to come on the day, make sure you send a diary date out at least two weeks before your event.

For more tips on getting into your local paper including a press release template visit alzheimers.org.uk/publicise

Spread the word

You'll find a poster in your pack that you can use to promote your event. If you need more you can make your own poster using our online poster maker at postermaker.alzheimers.org.uk

Finally, never underestimate the power of word of mouth! Don't be afraid of a little self-promotion and call all your friends and family to let them know about what you're doing, invite them along or even rope them in to help.



‘Don’t be afraid of a little self-promotion.
Call all your friends and family to let
them know what you’re doing’



‘We love to hear about your fundraising so don’t forget to get in touch and let us know how it’s gone’

Fundraising and the internet

Everything is moving online these days, and fundraising is no exception. Using the internet is a great way to collect funds and spread the word about your fundraising.

Online fundraising sites

Setting up a Just Giving page will make collecting funds much easier. Visit justgiving.com/alzheimerssoc and follow the on-screen instructions to set up your own page. Make sure you personalise it with your own story telling potential sponsors why they should sponsor you, and add a photo.

Sites like this aren't just for sponsored events; they're great for collecting donations and entry fees for any event in advance.

Now, just email the link round to your friends and family, or post it on your Facebook page.

Using social media to keep your supporters up to date

Make sure you keep your supporters up to date with what you're doing using Facebook and Twitter. Or if you've got more to say why not set up a blog using a site like www.blogger.com

Don't forget you could also ask at work and see if they will post information about your fundraising efforts on the intranet.

Remember why

While you're in the midst of planning your fundraising, it's important to always remember why you're doing it.

Did you know?

Dementia affects **850,000** people in the UK with numbers estimated to rise to over **1.1 million** by 2025.

This number is predicted to rise to over **two million** by 2051.

Every penny you raise whether its **£5**, **£500**, or **£5,000** will help us to help people with dementia, their families and carers.

Here's how your fundraising can help

£7 could pay for a person with dementia to attend a session at our **Dementia Café** where they can meet others living with dementia, share experiences and feel less isolated.

£80 could pay for 100 copies of 'The Dementia Guide,' our vital resource supporting people who have recently been diagnosed with dementia.

£130 could fund a PhD researcher for one day to continue **vital research** into understanding the causes of dementia, how it can be treated and ultimately to find a cure.

‘Dementia can happen to anyone and there is currently no cure. But with the right support, people can live well with dementia’





‘Make sure your fundraising is done legally and safely’

During your event

Fundraising for the Society is all about having fun and raising money, but you should make sure that what you do is legal and safe. This is mostly just common sense and planning ahead but we have a few tips below:

Raffles and lotteries

Activities such as lotteries, raffles and sweepstakes, where the winner is chosen mainly by chance, are governed by gambling legislation. To find out about the rules and regulations that apply contact us for more information on 0330 333 0804.

Collections

Collecting donations is a good way to boost your funds, but depending on where you're doing it you'll need to get permission first. Contact us and we can send you collection tins as well as a fact sheet for more information.

Food and drink

If you are preparing and serving any food or drinks to the public you must make sure you have a basic understanding of food hygiene. To sell alcohol you need to have a licence which you can get from your local Magistrates Court.

Large events

If you are planning a large event in a public place, make sure you get permission from the local authority first. You may also need permission if you are planning an event that has an impact on the area or public eg, if you plan to release balloons, hold a noisy event or invite the public. If you're planning any entertainment in a building that doesn't already hold a Public Entertainments Licence you'll need to get one.

Risk

When organising an event, take some time to consider what risks may be involved and how to minimise them. Speak to your local Community Fundraiser if you have any questions about managing risk.

If in doubt about the legal implication of anything you are thinking of doing, please contact us and we can advise you. Phone 0330 333 0804 or email communityevents@alzheimers.org.uk

Making the most of your Gift Aid

We really want to make the most out of your donation and through Gift Aid we can do so – increasing it by an extra 25% at no cost to you. That’s an extra £25 for every £100 we receive!

We can claim Gift Aid on the donations made towards your sponsored event as long as your supporters are UK tax payers and have paid an equal amount in income/capital gains tax to the Gift Aid claimed by all charities and CASCs?

It’s really easy to do, simply follow the steps below:

- Ask sponsors to tick the Gift Aid box on your sponsorship form when they sponsor you

Or

- Ask guests for a suggested donation rather than charging an entrance fee to your event and get them to fill in the Gift Aid form
- Each individual must complete their own details
- Write their full name and title
- Include their home address with full postcode
- Avoid (“ “) ditto marks. If a number of sponsors/guests live at the same address, they must each complete the address and post code fields

You should:

- Reassure your guests/sponsors that we do not use their details for marketing purposes
- Fill in the ‘date payment received box’ on the sponsorship form when you receive the donation
- Return all sponsorship/Gift Aid forms with your donation form to Alzheimer’s Society when all the outstanding funds have been collected. We can’t claim Gift Aid without these forms



‘Gift Aid is a great way to make your donations go even further at no cost to you’

‘Fundraising events are a great way to raise money and push yourself with a real challenge’



After your event

Paying in your money

Once you've finished your fundraising there are a few ways you can send in your donation.

1. By phone

We accept credit and debit card donations over the phone.

Call us on **01323 830830**

2. By post

You can send money (cheques, postal orders, or CAF vouchers) together with the money return form in your pack to:

**Customer Care Team,
Alzheimer's Society,
Scott Lodge,
Scott Road,
Plymouth PL2 3DU**

3. Online

If you set up an online fundraising page, all the money you raise will be forwarded to us directly.

Tell us your story

We love to hear about your fundraising so don't forget to get in touch and let us know how it's gone. If you've taken any pictures remember to send them in as well and (with your permission) you could feature on our website or other marketing materials. Simply email communityevents@alzheimers.org.uk

Thank you

We really appreciate everything you do to raise funds for people affected by dementia and will send you a thank you letter when we receive your donation. If you've had a lot of help putting on your event or received donations from friends and family make sure you thank them too!

Other ways to get involved

If organising your own event doesn't appeal to you, there are plenty of other ways you can get involved and support Alzheimer's Society.

Donate your Old Jewellery

If you have jewellery that is either broken or no longer wanted you can put it to good use and recycle it to raise funds for Alzheimer's Society. alzheimers.org.uk/oldjewellery

Recycle

We can recycle your old inkjet cartridges for money, rather than them being sent to landfill. alzheimers.org.uk/recycle

Foreign coins

We can accept any and all loose change you have lying around including old foreign coins, pre-Euro currency and pre-decimal coins. alzheimers.org.uk/foreigncoins

Giveacar

If you have an old car you no longer use, recycle it through the Giveacar scheme and we'll receive the proceeds. giveacar.co.uk

Memory Walks

Memory Walks are a series of fundraising walking events taking place across England, Wales and Northern Ireland every September. memorywalk.org.uk

Become a Dementia Friend

Dementia Friends is a national initiative that aims to improve people's understanding of dementia and its effects. A Dementia Friend learns a little bit more about what it's like to live with dementia and then turns that understanding into action – anyone of any age can be a Dementia Friend. dementiafriends.org.uk

Thank you for
joining us in the fight
against dementia

Alzheimer's Society operates in England, Wales and Northern Ireland. Registered charity no. 296645



We're always here to help. Contact us on

E: communityevents@alzheimers.org.uk

T: 01235 330850

W: alzheimers.org.uk/fundraise

Together Alzheimer's Society and Alzheimer Scotland work to support families affected by dementia throughout the UK. Alzheimer's Society operates in England, Wales and Northern Ireland, registered charity no. 296645, Alzheimer Scotland is a registered charity in Scotland, number (SC022315).

