



Community Fundraising Pack

Facts about Dementia UK



Around 820,000 people in the UK today have a form of dementia and this is set to rise to over a million by 2025*

About us

- Dementia UK is a national charity committed to improving quality of life for all people affected by dementia.
- The charity works in partnership with many organisations such as mental health trusts, universities, local authorities and other charities.

What we do

- **Admiral Nurses** – specialist dementia nurses.
- **Admiral Nursing DIRECT** – a national telephone and email helpline provided by Admiral Nurses.
- **Uniting Carers** – a national network of family carers, former carers and friends of people with dementia.
- **Dementia UK training** – the training division providing high quality, affordable training to care staff and other professionals.

By fundraising for Dementia UK, you will be helping us to improve quality of life for people affected by dementia, whilst helping to raise awareness of the issues facing carers and family members.

“We chose to raise funds for Dementia UK because all of our families have been affected by dementia in some way. We heard that Dementia UK is a charity that supports carers so we wanted to raise money for this cause but have fun at the same time!” – Community Fundraiser 2010

Fundraising ideas

Fundraising in a flash

- **Bake Sale** – Easy as pie!
- **Retail Therapy** – Sacrifice three luxury items from your next 'big shop' and donate the money you save to us! Encourage your colleagues and friends to do the same.
- **Swear Box** – Clean up the work place and charge offenders for their offensive language. Demanding payment in advance is a good idea on those stressful days!
- **Charity Fantasy Football League** – One for the footie fans and all for a good cause.
- **Film Night** – You provide the venue, film and snacks and charge people what they would pay for a night at the movies.
- **Sponsored Event** – Organise a sponsored swim, run or silence. These projects are great for the little ones.
- **Wedding Favours** – You donate money to us in exchange for pin badges that you can use as favours for your big day (suggested donation of £1 per badge).

Fundraising for all

- **Gifts in Kind** – Can you cut hair, run a fitness class or service a car? Donate your skills for free and all the money raised can come to us.
- **Car Boot/Bring and Buy Sale** – Sell your old belongings and raise some money.
- **Craft Day/Art Workshop** – Why not see if local businesses are willing to donate the supplies?
- **Fancy Dress Party** – Why not theme this with the time of year? (Christmas, Halloween etc).
- **'It's a Knock Out' Day** – Great for getting your colleagues together and raising some cash!
- **Sport Challenges** – Get the guys together and organise a charity football/cricket/tennis match.
- **Dinner Parties/Cheese and Wine Night** – Invite the neighbours around and ask for donations in exchange for their supper.
- **Pub Quiz** – Get the local pub involved. The more the merrier!
- **Wii Olympics** – Turn your living room into an Olympic Stadium and charge people to enter.



Fundraising for the adventurous

- **Challenge Event** – Thought about doing a Marathon, walking the Great Wall of China or a doing sky dive? Why not challenge yourself and raise money at the same time!
- **Cash in the Attic Event** – Clear out the loft and raise some cash.
- **Gala Ball or Concert** – Ask the local choir or orchestra to hold a charity concert on our behalf.
- **Golf Day/Sports Club Event** – If you are part of a sports club, see if Dementia UK could be the chosen charity of the year for all activities.
- **Treasure Hunt** – Hide the treasure and write the clues. This one can involve the whole community.

“I have appreciated the personalised support and encouragement that I received from Dementia UK when doing my fundraising event. The individual service spurred me on and helped me to stay motivated!”

An Edinburgh Marathon participant 2010

Tell people about it!

Posters and leaflets

- It is a great idea to make some posters or flyers to promote your event. However it is important to us that you use our charity identity in the right way. If you are planning to produce any printed information, you must have our registered charity number (1039404) clearly displayed and use our logo correctly. Please contact us for the logo and don't forget you must send us all material first for approval before you print off thousands of copies! Please send it to fundraising@dementiauk.org

Word of Mouth

- Word of mouth is still one of the most effective (and cheapest!) way of letting people know about you event.
- Tell your friends – ask them to tell their friends; stand on a chair in your local pub and tell the world – anything goes!
- If you don't ask, you don't get and you will be amazed at what people will do to support you. So do politely approach local companies and businesses to donate time or prizes for your fundraising activity.



Social Networking

- Why not use facebook, myspace or twitter to advertise your event? If you don't have a facebook page then ask someone who does.
- You can even add a link from your JustGiving page to your facebook page which will allow you to show your friends and followers how you are getting on in reaching your fundraising total.

Local papers and radio stations

- Many local papers and radio stations are keen for new 'human interest' stories, so give them a call, following it up with a press release.
- They may want to interview you, or a Dementia UK representative, in which case please get in touch with us as we may be able to provide a spokesperson. If you have questions or queries about any of this, don't hesitate to contact our Communications Officer on 0207 897 7203 or media@dementiauk.org

Fundraising Top Tips

Here is a list of things that you need to remember when organising an event... however big or small!

Planning

- A good starting point when deciding what to do is to decide how much you want to raise.
- Chose a fundraising activity that you are going to enjoy, as this will make the whole experience fun for you.
- Stick to what you know. For example, if you are a sports nut, why not organise a sporting event?
- Is the date suitable? Check that it doesn't clash with any other events in your area or national, school or religious holidays.
- Organisation is 'the word' on the day! Make lists, keep a note book or write on the back of your hand... do whatever you need to do to make sure that your event is organised and efficient.
- Do keep a good record of all event correspondence and an accurate account of your income and expenses. If this is not your thing, then ask someone you trust to help you.



Venue

- Is the venue available? Do check well in advance to avoid disappointment.
- Check whether there is a hire charge and deposit required. Don't forget, sometimes venues offer discounts for charity events; so don't be afraid to ask.
- Is the venue suitable for the event? Big enough, small enough, enough tables and chairs?
- Does it have appropriate facilities; wheelchair access and disabled toilet, baby changing facilities, bar, food preparation facilities, sound system etc?

Equipment

- What will you need? Sound system, Microphone, TV, projector?
- Can you source your own equipment, or do you need to hire it? If so, will there be a charge for this?
- Make sure that you know how to operate all the equipment. Alternatively, rope someone in who can look after the technical side of things on your behalf.

Help before the event and on the day

- A rule of thumb is usually 'the more the merrier'; so do ask your family and friends for help.
- Make sure all your helpers have defined roles and responsibilities. That way everyone knows what is expected of them and what their commitment should be.
- Try to get as much done in advance of your event date. This will avoid last minute panics and allow you to enjoy the big day.
- Try to give all your helpers a bit of background about Dementia UK just in case anyone asks them.

Finance and insurance

- Make sure that you have a process in place for logging and accounting the funds raised (see planning section).
- Remember to have a float of small change if you are selling anything on the day.
- Do make sure you have a safe place to keep the money until you can pay it in.
- Check whether you are covered by the venues Public Liability Insurance. If not, you may need to take out insurance cover for your event.

After the event

- Pay us the money! Do not send cash through the post. There are several ways to get the money to us. For details, please see the 'Paying us your money' section.
- Remember to say Thank You! It is so important to thank all your helpers and supporters, especially if they have given up their free time to help you. This will make them see that it was all worthwhile and may increase the chance of them helping you out with your next event.
- Take a break and plan your next fundraising venture!

Set up a JustGiving Page



A step by step guide

- 1 Go to our unique web address www.justgiving.com/dementiauk and follow the link on the left hand side that says 'make your page', then follow the instructions!
- 2 Once you have done that you can send an email directing people to your webpage. Don't forget to personalise your page and to state why you have chosen to fundraise for us.
- 3 Notify those most likely to sponsor you about your page first. People tend to match whatever the last sponsorship amount was, so encourage your wealthiest friends to sponsor you first!
- 4 Now it's time to tell everyone you know; you will be surprised who will be touched by your story and inspired to donate.
- 5 Take the time to regularly update your page by changing your pictures or video and if you are doing a sporting event, keep a training diary.
- 6 Don't be afraid to send another email to everyone giving him or her a gentle reminder about sponsoring you. Once people see how dedicated you are, they will soon put their hands in their pockets.
- 7 If your company has a website or intranet, ask if you they can feature your fundraising event and JustGiving page address. If you use a work email signature, add your unique JustGiving web address to the bottom of it.
- 8 When you create your page, don't forget to personalise the 'thank you email' that donors will receive. You can also use this as an opportunity to ask people to forward on your web address to anyone they think may be interested in sponsoring you.
- 9 The fundraising doesn't have to stop once you cross the finish line as 20% of all donations through JustGiving come in after the event. Update your page and email everyone to let them know you have completed your event so they have no excuse not to sponsor you!

Do it Legally and Safely

Using our name and charity number

- You must display our full name (Dementia UK) and our Registered Charity Number (1039404) on all event publicity. This is a legal requirement under the Charity Act 1992 and it is a criminal offence not to include it. Don't forget you must send us a copy of all publicity material for approval before printing. (see 'Tell people about it!' section)

Collections

- If you wish to do a street collection you will need to apply for a special local authority licence. We do not recommend a door-to-door collection and ask you to consider your safety at all times. Do not allow children to collect money from strangers.
- If you wish to do a collection on private property (railway station, supermarket etc) then you must get permission from the Manager. Dementia UK will need to see written proof that you have permission to collect.

Alcohol and Entertainment

- If you are having Alcohol and/or Entertainment at your event, make sure you check that the venue is correctly licensed (pubs, bars and restaurants should be fine). If it isn't, you will need to contact your local council to apply for a temporary license.

Lotteries and Raffles

- If you are thinking of holding a raffle and only selling tickets at the event, you do not need a license. However, if you are selling tickets in advance, please contact the Gambling Commission or your local authority first to obtain the relevant permissions.
- There are strict rules regarding what events are deemed as 'lotteries' (balloon or duck race, for example) so do check with your local authority beforehand.

Health and Safety

- Do take professional advice from staff providing facilities and equipment. Dementia UK cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event.
- Do make sure that all food hygiene regulations are adhered to and take great care when handling food preparation, storage and cooking. If in doubt, ask!

First Aid

- Make sure adequate cover is available for larger events. Providers are St John's Ambulance and The British Red Cross.

Paying us the money!

Cheque

- Please send a cheque made payable to Dementia UK. Please see 'Useful Contacts' section for the address.
- Please make sure you enclose a cover note with your contact details and full details about your event. Otherwise we don't know who to send the 'Thank You' letter to!

Over the Phone

- Call 0207 874 7207 and pay over the phone with a credit or debit card. We will then send you an acknowledgement letter with your receipt.

Bank transfer

- You can pay directly into our bank account. If you wish to do this then please call 0207 874 7207 for our bank details.

Through your JustGiving page

- If you have a JustGiving page you can pay money to us through that with a credit or debit card. However, please note that we may be **liable for extra charges**. Therefore, if you wish to pay money with a credit or debit card we would prefer if you paid it over the phone (see above).



Gift Aid

- Please ask supporters to 'Gift Aid' their donation. This means that Dementia UK can claim an extra 28p for every £1 donated. It doesn't cost your supporters any extra and we will not put their details on a database, but we will need their full name, home address and postcode, **and they must be UK taxpayers**. You can request Gift Aid donation envelopes by contacting us on 020 7874 7207.

Match Giving

- You can ask whether your employer does match giving. This is where they will donate £1 for every £1 you raise. It's a great way to boost the money you've raised and an extra incentive for all your friends and colleagues.

Other ways to help

If you would like to stay involved with the work of Dementia UK, there are many ways in which you can support us.

Regular Giving – By setting up a regular gift to Dementia UK you can help us develop our services for the future. For more information please visit www.dementiauk.org/donate

Consider leaving a gift in your will – Legacies are a great way of making a difference so please do think of us in your will.

Payroll Giving – This is a great way to make a regular tax efficient donation through your salary or wage.

Corporate Giving – Perhaps your place of work is looking for a charity to support.

In Lieu of Flowers – Many people ask for donations in lieu of flowers in memory of a loved one. We are happy to send Gift Aid envelopes for your memorial service if this is your wish.

Drink Tea – Take part in Time for a Cuppa Day every February and join hundreds of people across the country in lifting your teacup and raising money and awareness of Dementia.

Sing Carols – Attend our annual Carol Concert every December. For more information please visit our website www.dementiauk.org/events

Wear your Care – We have Dementia UK pin badges available on a sale or return basis, a great way to increase donations. Simply place on a reception desk, or at an event and ask for a £1 donation per pin.

Volunteer – Your skills and time can be just as valuable as your money, so if you would like to find out more about volunteering at Dementia UK please contact volunteers@dementiauk.org

Spread the Word – Find us on Facebook and Twitter and help spread the word. One in four people are affected by dementia. You may just be the Tweet they need.

Share your Stories – Join Uniting Carers and share your experience of dementia, take part in campaigns and help raise awareness of carers' issues. www.dementiauk.org/what-we-do/uniting-carers

Place us in your Community – Are you a member of a club, a regular at the hairdressers or the local bakery? We have collection boxes, which fit very nicely on reception desks and next to cash tills so please contact us for one.

Stay Informed – Sign up to our monthly eNews for regular updates on our work and ways to get involved. Email enews@dementiauk.org

Useful contacts

If you want to know about...

- Help and advice with events
- Sponsorship information
- Challenge fundraising
- Gift Aid envelopes
- Collection tins and fundraising merchandise

Contact fundraising@dementiauk.org

T 0207 874 7207

If you want to know about...

- Legacies
- Payroll giving
- Corporate giving

Contact fundraising@dementiauk.org

T 0207 874 7205

Gambling Commission

www.gamblingcommission.co.uk

Health and Safety

www.hse.gov.uk

Food Standards Agency

www.food.gov.uk

JustGiving

www.justgiving.com

We hope that you enjoy your fundraising activity, whether it is your first time or you are a regular supporter, we are really grateful for your efforts.

Dementia UK
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Registered charity no: 1039404

THANK YOU
for choosing to fundraise
for Dementia UK