

Fundraising pack



Great ideas for getting involved!



Welcome!

Thank you for choosing to support
Dementia UK.



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“Did you know 25 million people in the UK have a close friend or family member with dementia? That’s a staggering 42% of the population.” Your support is vital.

This fundraising pack is designed with you in mind. So whether you’re planning to climb Everest, reach for your running shoes or hold a karaoke evening at home you will find ideas and information, helpful hints and tips galore.

Thank you and good luck!
Dementia UK Fundraising Team

Resources



- Template Press Release
- Event Planner and Checklist
- Promotional Poster



What we do

Dementia UK is a national charity committed to improving quality of life for all people affected by dementia.

1

Admiral Nurses

Specialist Dementia Nurses who support carers and people with dementia in the community and via our national helpline Admiral Nursing DIRECT

We make a difference in these three ways

2

Uniting Carers

A national network of family carers, speaking out about their experiences to raise awareness and educate



Uniting Carers

3

Dementia UK Training

Raising standards of dementia care by providing high quality, affordable training for health and social care professionals

Are you, or is somebody you know, caring for a loved one with dementia?

Talk to us: Admiral Nursing DIRECT

0845 257 9406
direct@dementiauk.org

"I would simply love to see an Admiral Nurse available for every struggling family carer and a dementia specific nurse for every person with dementia."

Sue Ashcroft-Simpson, Admiral Nurse
Manchester

How will you make a difference?

An estimated **1,000,000** people will be diagnosed with dementia by 2025. A further **1,000,000** people will be thrust into the role of being a carer. Everyone affected by dementia needs our help.

Join our growing community of supporters to help Dementia UK make specialist dementia care available for all.



£33

Will enable an Admiral Nurse to provide specialist emotional and practical support to any family affected by Dementia via Admiral Nursing DIRECT

£50

Will pay for a professional working in health and social care to attend a specialist dementia course run by Dementia UK training

£80

Will equip a carer with media and public speaking skills to enable them to speak out about their experiences to educate both professionals and the public

Fundraising Ideas!

Join forces with friends or your local community



Golf day
Hold a music gig
Picnic or street party
Pub quiz or games night
Car wash in your area
Family treasure hunt
Talents night - comedy, music, recital, tap dancing
Fashion show

Fundraise at Work



'It's a knock-out' day - great for getting colleagues together for team building
Bake off or cake day

Mufti day - wear your own clothes or come in fancy dress

Auction of promise - the highest bidder could have the boss making tea for them all day!

Five a side football - Great activity for a department challenge

**** Top Tip ****
Don't forget to ask if your company offers a matched giving scheme - often companies will match part or all of the money you raise.

Easy fundraising ideas

- Swear box at work or home
- Car boot/attic/garage sale
- Placing collection boxes in your local shop/pub
- Cook for friends for a fee!
- Organise a movie night at home
- Hold a street sing along/carol singing
- Dress up in a costume and take pledges to stay in it!
- Sponsored wax/head shave/dye your hair blue!

For something a bit different...

- Gifts in Kind - If you can cut hair, service a car etc donate your skills for free and all donations can come to us
- Telly Addicts - Be inspired by your favourite TV show and host an X-Factor, Strictly Come Dancing, Apprentice or Come Dine With Me competition
- Up for the challenge - Get your friends to decide on a challenge for you to complete, then get sponsored for it.

In 2004
Admiral Nursing DIRECT
responded to 2400
enquirers



Join in Time for a Cuppa day in February. Log onto www.timeforacuppa.org for more information to host your own tea party.

For more help planning your event check out our event planner in the resources section.

Active Events

If you are looking to be more active as part of a healthy lifestyle or perhaps you enjoy a particular sport, read on to see how you can raise money for Dementia UK.



"STAY SAFE"
Safety is paramount, do check with your doctor before undertaking a new exercise regime

Run

Here are some organised runs you can get involved in whether you're an experienced runner or just starting out.

Brighton Marathon - April
www.brightonmarathon.co.uk

Virgin London Marathon - April
www.virginlondonmarathon.co.uk

Bupa Great Manchester Run - May
www.greatrun.org

Bupa London 10,000 - July
www.london10000.co.uk

Bupa Great North Run - September
www.greatrun.org

Royal Parks Half - October
www.royalparkshalf.com

To enquire about charity places for the London or Brighton Marathon and other runs **please call 020 7874 7207** or email **fundraising@dementiauk.org**



Cycle

Cycling is great fun and anyone can participate in a sponsored cycle ride;

London to Paris Cycle Ride - for an information pack contact **020 7874 7207** or email **fundraising@dementiauk.org**

You can set your own cycling challenge, how about a family cycle around a local park? You could try a 5, 10 or even 20 mile distance.



Take a look at the website **www.ukcyclingevents.co.uk** for inspiration

"It was so sad to watch as my Grandad's state declined and to see how it affected my Nan. He was my hero, I loved him so much and will do all I can to support Dementia UK."
Christopher Bowness, running in the Brighton Marathon for Dementia UK



Be Inspired

Don't stop at running and cycling, here are some other ideas:

- Sports day sponsored event - get together with your colleagues, friends or family. Egg and spoons at the ready!
- Rollerblading - great exercise and a perfect event to get sponsored
- Sponsored aerobics, yoga or boxercise with your local group
- If you like racket sports why not try a sponsored squash or tennis tournament?
- For the very active (and brave) how about tackling a triathlon or Ironman challenge?

Challenge Yourself!

Overseas Adventures

If you would like to raise funds for Dementia UK and go on a trip of a lifetime please call **020 7874 7207** or email fundraising@dementiauk.org for your pack today!

You can also visit our challenge events page <http://www.dementiauk.org/get-involved>



Destination:
London to Paris

Event: 5 day cross channel cycle ride taking in rural England and France culminating in the magical city of Paris



Destination:
Sahara Desert

Event: 5 day desert trek across the dramatic sand dunes



Destination:
China

Event: 10 day Trek across rural China and the GreatWall!

"£60,000 will help support the vital work of an Admiral Nurse for one year"

Other Challenge Event Ideas

Get yourself sponsored to take on an extreme challenge, it could be an activity you enjoy or perhaps it is a personal challenge



Skydiving

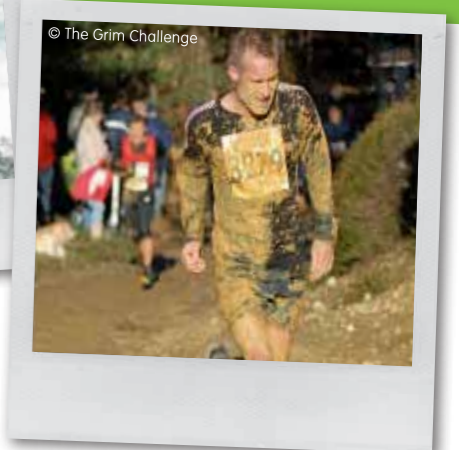
Our tandem skydive lets you enjoy the exhilaration of a 10,000 ft free fall jump, while being strapped to a qualified instructor. For your enquiry pack email fundraising@dementiauk.org or call 020 7874 7207



- Bungee jumping
- Whitewater rafting
- Abseiling
- Zip wire
- The Grim Challenge!



www.grimchallenge.co.uk



Destination:
The Inca Trail Peru

Event: 10 day trek across the Lares region of Peru culminating in a visit to Machu Picchu



Sponsorship

Setting up your own online sponsorship page is the easiest and quickest means of collecting immediate support from friends, family and work colleagues

There are two options available where you can set up your own fundraising page and sponsorship form



You can reach more people and raise more money by setting up an online fundraising page

You can create a page in less than a minute, and your friends and family can donate in less than 20 seconds

Sponsorship money donated via your fundraising page is sent directly to us, so you don't have the hassle of collecting all the money pledged to you

Top tips:

- Remember to personalise your page – Add a photo and state why you have chosen to fundraise for us
- Encourage your wealthy friends to sponsor you first! People tend to match whatever the last sponsorship amount was!
- You can edit your page at any time with updates and news
- Promote your fundraising page in your email signature, Facebook and/or Twitter page, your blog and website
- Tell everyone you know and don't be afraid to send reminders – once people see how dedicated you are, they will soon put their hands in their pockets

Offline Sponsorship form

You can request an offline sponsorship form and give copies to friends and family and local businesses to help you collect extra donations. Ask your local hairdressers or newsagents if you can put a copy on their pay station

Publicity

Engage with your community and tell everybody you know about your event. You will be amazed at how many people will be willing to support you

Word of mouth is still one of the most effective (and cheapest) ways of letting people know about your event. Tell your friends - ask them to tell their friends; stand on a chair in your local pub and tell the world – anything goes!

Local Press & Radio

Getting local or regional press coverage for your event not only will help you boost your fundraising efforts, it's also a great opportunity to highlight the work of Dementia UK

Press release example



Top tips:

- Send your press release to newspapers, regional magazines, radio and television stations
- Email your press release to the News Editor for newspapers and to 'Forward Planning' for radio and TV stations
- Follow up with a call and ask them if they're interested in covering the story
- Be persistent!

Posters & Leaflets

Promote your event through posters and leaflets in your local area. Use our branded Dementia UK posters to spread the word of your event

Any use of the Dementia UK logo must be approved by Dementia UK before hand and follow Dementia UK's Corporate Design Guidelines

Contact the fundraising team fundraising@dementiauk.org

Social Media

In the last few years social networking has created new opportunities to get your fundraising message out even further

Facebook



- **Become a fan on our official Facebook Page.**

- Use your own status updates to let your friends know what you're doing
- Ask your friends to talk about what you're doing in their status update
- Tell people about our Facebook page and send them the link

Twitter



- **Follow us on Twitter**

- 140 characters aren't a lot so tweet little and often with regular updates about your fundraising
- Whenever you're talking about your fundraising make sure you tag us (@dementiauk) so that we can hear what you're up to

Youtube / Vimeo



- **Make a video and upload it to Youtube / Vimeo** – it could be about what you're doing and why - or even while you're doing your event

- Make your video original, creative and short – you never know it might go viral



- Upload it onto your online fundraising page so that people can see what you're doing and why

- Post links on your Facebook page and tweet about it on Twitter

- Make sure you tag your video with keywords like charity, fundraising and Dementia UK

Blog



Set up a blog and update friends, family and the wider blogging community on your fundraising efforts



Write regular entries of commentary, description or information about your fundraising event, whether it be your marathon training or preparation for a dinner dance

You can update your blog with pictures, videos and just plain text

www.blogger.com www.wordpress.com

Making Your Event Safe and Legal

When you are fundraising for Dementia UK, you are acting "in aid of" Dementia UK rather than "on behalf of" or "representing" Dementia UK. This means you are operating independently of Dementia UK and what you do does not fall under control of the charity. Please make sure your posters include the line "In aid of Dementia UK registered charity no. 1039404"

First Aid Cover

For larger events you may well require first aid cover. The amount of first aid cover required will depend on the size of your event. Do check with your local council for advice. First Aid providers you might like to try include; St John Ambulance www.sja.org.uk or The British Red Cross www.redcross.org.uk

Temporary Event Licenses

If you are having alcohol and/or live music at your event you will need to apply for a temporary event license, if you are not using a licensed premises (pubs, bars and restaurants should all be fine). If you intend to serve cooked food after 11pm you will also need to apply for a licence. Please contact your local council to apply for a temporary license. The cost is £21 per license.

Collections

It is illegal to carry out a house to house or public street collection without a license. If you want to do a collection on private property (a train station, supermarket etc) you will need to get permission from the Manager. Dementia UK will need to see written proof that you have permission to collect.

Raffles and Lotteries

If you are holding a raffle and have a single prize worth more than £200 or you are selling tickets prior to the date of your event, you may need a license. Please contact your local authority and look at the website www.gamblingcommission.gov.uk for further information.

Food Hygiene

If you are selling food to members of the public you will need to ensure the vendor/ catering supplier is licensed. Contact your local council for food hygiene regulations and take a look at the website www.food.gov.uk



Sending In Your Money



You should aim to return your money within a month of completing your fundraising event.

Please complete and return the donation form below with your payment details to: Dementia UK, FREEPOST LON12637, London, NW1 2YZ

Title: Mr/Mrs/Miss/Ms/Other **First Name:**

Surname: **Tel No:**

***Email:**

**We will add you to our e-newsletter, you can unsubscribe at any time*

I enclose a cheque payable to 'Dementia UK' for £

Account details: National Westminster Bank Plc, 166 Camden High St, London, NW1 0NW

Account Name: Dementia UK **Account No.** 90269705 **Sort Code:** 60-04-24

I have deposited money into your account using the bank details above on
__ / __ / 20 __ the reference I used is as follows

I am paying by credit/debit card

Please circle

Visa **American Express** **Mastercard** **Switch/Maestro**
□□□□ □□□□ □□□□ □□□□

Start Date **Expiry Date** **Security No. (3 digits on back)**

□□ □□ □□ □□ □□ □□

Signed: **Date:**

Please tick the box and sign below if you are happy for us to claim Gift Aid on all your donations.

I confirm that I am currently a UK taxpayer* and would like Dementia UK to reclaim tax on all donations I make hereafter until further notice. If my status as a taxpayer changes, I will inform Dementia UK.



Signature: **Date:**

Please ensure that you have completed your contact details above so we can reclaim the tax on your donation.

*To benefit from Gift Aid you must pay income tax to an amount at least equal to the amount Dementia UK reclaims on your donations – currently 25p for every £1 you give.

Thank You For Your Support



Please send me more information.
A tick list to cut out and send to us:

Dementia UK, FREEPOST LON12637, London, NW1 2YZ

- Corporate giving - is your company looking for a charity to support?
- Volunteer opportunities Your skills and time can be just as valuable as your money
- Regular Giving
- A gift in your will
- In celebration or in memoriam giving
- Join our network of carers
- Training for healthcare professionals
- Stay in touch - sign up to our e-news.
Email enews@dementiauk.org

Name:

Address:

Tel No:

Email:

A big thank you to all our supporters who fundraise for us every year - we couldn't do it without you!



We appreciate feedback from our supporters to let us know how we are doing please email fundraising@dementiauk.org with any ideas and suggestions.

