



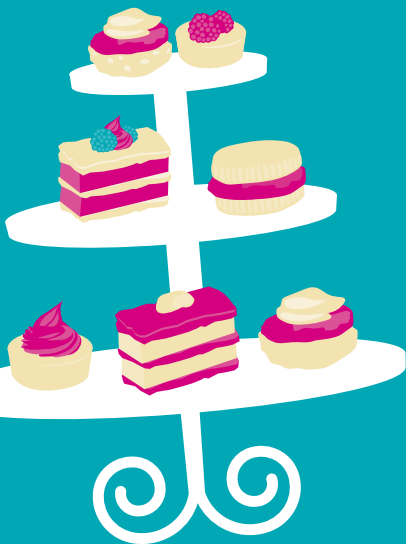
DementiaUK

Helping families face dementia



Fundraising Guide

Ideas and inspiration
to get you started



By choosing to raise money for Dementia UK you will be making a difference to thousands of carers, families and people living with dementia across the UK.



Dementia UK provides specialist dementia support for families through our Admiral Nurse service. When things get challenging or difficult for people with dementia and their families, Admiral Nurses work alongside them, giving the one-to-one support, expert guidance and practical solutions people need.



Admiral Nurse, Tracey, with Mary and Roger

The money you raise will help us provide more Admiral Nurses to the families that need them, in their communities, in hospitals, in hospices, and taking calls on the Admiral Nurse Dementia Helpline.

Whatever you are doing to raise money, this guide is crammed with fundraising ideas and advice, as well as how we can support you: from providing t-shirts, fundraising materials and information about the charity, to helping you to navigate fundraising rules and regulations.

We want every family who needs an Admiral Nurse to have access to one. Thank you for helping us get closer to our goal.

Your Dementia UK Fundraising Team



£27

could pay for a brand new Admiral Nurse for an hour, offering life-changing support to families facing dementia.



I've worked as a specialist dementia nurse for over 20 years, as well as supporting family members living with a diagnosis of dementia.

I've seen first hand the complex range of emotions a diagnosis of dementia can create, not just for the person with the diagnosis, but also for their families and friends. Admiral Nurses can make all the difference to these families, giving them the tools and the knowledge to face dementia with more confidence.



We work alongside families, listening to their particular needs and getting to know them and their situation, so we can help them to prevent some of the challenges associated with dementia. We think everyone who needs it should have access to this specialist dementia support. Your fundraising will help increase the number of Admiral Nurses around the UK, providing a lifeline for people who often have nowhere else to turn. Thank you for making a difference to families affected by dementia.”

Dr Hilda Hayo

Chief Admiral Nurse and Chief Executive,
Dementia UK

A year of inspiration and ideas

This seasonal guide has lots of simple and quick ideas, as well as some larger fundraising events which may take more planning – we can help you with this. Choose what's right for you, or come up with your own fundraiser. We'd love to chat through some ideas with you so just give us a call on **020 8036 5440**. Every penny you raise will help us be there for even more families living with dementia.



Spring

Time for a Cuppa

1st-8th March is when we ask you to make Time for a Cuppa. Invite some friends, provide a few cakes and put the kettle on with thousands of others across the country.



Easter Egg hunt

Get children involved in your fundraising, or release your inner child! Hide decorated eggs and sweets all around a safe place. Ask for donations from parents for their kids to join in the fun, or get your mates to donate to get involved.

Spring clean

Time to clear out the loft and collect up the clutter! Join a local car boot sale and tell those donating that every penny will go to Dementia UK. Or hold a clothes swapping party with friends and ask them for a donation to attend.



Summer

Carwash

Buckets out and wellies on! Turn your road into a carwash, asking neighbours to let you loose on their mucky motor.

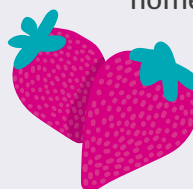


Head shave

It's getting hot out there so get the clippers out and raise sponsorship to shed those lovely locks (or beard). Tell donors you'll post pictures or a video online when you reach your fundraising target.

Organise a summer party

Summer sporting events (like Wimbledon) are a great excuse to set up a big screen at home or at a local venue. Lay on a BBQ and games for the kids. Sell tickets and host a tombola or raffle on the day.





Autumn

Quiz night

School is back in session. Now's the time to put your (and your friends'!) brains to the test with a quiz. Get in touch with your local pub and book one in. They might even offer a prize for a raffle on the night. Check out our guidance on raffles later in this guide.



Dress down

Approach your local Head Teacher or parents' group to organise a £1 non-uniform day for pupils to wear their own clothes. You could do this at work too – or, if you have a relaxed dress code at work, how about dressing up?!

Get ready to party

Use festivals like Halloween or Bonfire Night to host a party, eat tasty food, get dressed up and share time together with friends and colleagues for a great cause.



Winter

Craft and cake sale

With Christmas approaching, everyone appreciates the opportunity to enjoy great food and unique presents. Get together with talented friends to bake and make, creating your own Christmas craft fair.



Christmas Hamper Raffle

Get colleagues or friends and family to contribute something festive to a Christmas Hamper and sell raffle tickets for the big prize.

New Year, New You

This is a traditional time to start a new diet or give up an old habit, so why not give your willpower a boost by officially sticking to your resolution for Dementia UK? Or you could take on a physical challenge for Dementia UK – check out some challenges on our website www.dementiauk.org



£500

could allow two Admiral Nurses to take Helpline calls all day on a Sunday, when other services are closed.

How to get the most out of your online fundraising



Lyn

Lyn bravely shaved her head, raising over £1500, so that more families could receive the same support that she had from an Admiral Nurse.

“My Dad, Bill, was diagnosed with dementia in 2007 which got progressively worse in 2013, and sadly he passed away in May 2017. It was a terrible shock for us all getting the diagnosis. So, we asked ‘what next? What do we do now?’ We were put in touch with Dementia UK and were able to have the support of an Admiral Nurse. She answered all our questions and really understood what we were going through. When things got challenging our Admiral Nurse was there alongside us, giving support and practical solutions so we could face this together with confidence”.

Set up an online fundraising page

It's really easy to fundraise securely online.

To set up your page, go to

www.justgiving.co.uk/DementiaUK

Funds are collected and transferred to us directly so you don't need to worry about collecting your sponsorship after the event – brilliant!

Use photos

Use motivating, wacky or inspiring photos along with your story. A picture, after all, speaks a thousand words.

Spread the word

Circulate your fundraising page link in your emails (we can also send you a small advert to display), on your social media pages (remember to use #DoItForDementiaNurses) and in other ways you communicate with your friends and contacts.



Fundraise with work

See if your workplace offers matched-giving for the funds you raise. It's a great way to boost your fundraising total.



Tell your story

Share your motivations for supporting Dementia UK. Are you fundraising with someone in mind or in honour of a family member? Supporters will want to hear the story behind your challenge.

Set a target

People like to feel they're contributing towards a set goal. Set a realistic target and keep people informed of your progress towards it.



Gift Aid it!

The government allows Dementia UK to claim an extra 25p for every £1 donated by UK tax payers. Get in touch for a sponsorship or Gift Aid form. Make sure your supporters fill in the Gift Aid section of the sponsorship form or tick the right boxes if donating online.

Remember to say thank you!

It goes a long way and could even lead to further donations or support for your next event. Always report back on your fundraising, thanking everyone who gave a donation.



Beth

Beth, a first-time runner, took part in the Wigan 5k to help us increase the number of Admiral Nurses across the UK.

“I had avoided running for over 30 years and I always maintained that I couldn't possibly run even 50 yards. But then members of my slimming club started talking about this 5k, and I downloaded a couch to 5k app. I then went out for the first session - mostly because my husband talked me into it - and guess what?! I LOVED IT.

Just five weeks later we completed the 5k, and raised over £340 for Dementia UK. We chose this charity because dementia is a condition which touches so many of our lives. My mother-in-law has dementia and my husband and I know firsthand how important it is to have a network of support around you as you try to care and cope. I knew of the work of Dementia UK and the amazing Admiral Nurses, and we all felt it was a fabulous cause to get active for”.

Alf's story

“I will always love Mary, my wife who I met 55 years ago. She always had a natural fighting spirit and it was this which made me determined that we would beat dementia.

Following Mary's diagnosis of vascular dementia, watching her behave in ways which she had never done before was particularly heart-breaking. For example, Mary was such a gentle lady and never swore, but there were instances where she would curse me and others around her. It was totally out of character and very distressing. We all watched



Alf and Mary

her change and decline health-wise and it took its toll on the whole family. We were simply muddling along doing our best to support her and each other.

I was introduced to my 'angel' Anna Bennett – an Admiral Nurse for the Tameside and Glossop area – after a referral from a social worker. All the family took to Anna straight away. Anna listened to my concerns and offered practical advice on how to deal with many of the obstacles we were facing. She explained to me the science behind what was happening to Mary at the different stages, and to have this kind of tailored and personalised advice and support was absolutely amazing.

I truly hope that every family experiencing dementia who is without an Admiral Nurse, finds their 'angel' as I did. Even though Mary has sadly passed away, the impact that Anna had on our lives was profound and I will continue to sing her praises.”

£1,000

could pay for a brand new Admiral Nurse for an entire week, offering life-changing support to families facing dementia.

Richard's story

“When my mum, Margaret, was diagnosed with Alzheimer’s neither of us had a clue as to what lay ahead. It was like we ‘sleepwalked’ into the condition.

We didn’t look it up on the internet or anything... I just thought Mum’s symptoms were a sign of getting older.

She moved much closer to me after we realised she couldn’t cope on her own. For the first three weeks after she moved into her new home, I couldn’t leave her at all – she wandered around and had no idea where she was. It was devastating to see the Alzheimer’s strip away all that was familiar and to see my mum become so disorientated as a result.

Within a year Mum became quite immobile; she fell, her legs became ulcerated and at the same time she got pains in her knee. Mum couldn’t get out of bed and I had to carry her to the toilet. She wouldn’t accept help from others and I hadn’t made any plan for this inevitability.

It was at this point that a friend told me about Admiral Nurses, so I called the Admiral Nurse



Margaret and Richard

Dementia Helpline. The Nurse gave me advice about her care and talked through my concerns and worries about future arrangements and how to manage the finances.

It was extremely helpful talking to a nurse, even on the end of the phone. I was really struggling to reach the right conclusion but after a few calls we were on the right track and for that I’m extremely grateful.”



£140

could pay for in-depth, specialist support from an Admiral Nurse for ten families contacting our Helpline.



Collecting the cash

The sooner you send in the funds you raise, the sooner we can put it to work helping families face dementia. Thank you.

Online

If supporters donate using your Dementia UK fundraising page, the money is automatically transferred to us. It's safe and secure.

Cheque

Cheques can be made out to 'Dementia UK' and sent to Dementia UK's head office.



Please collect cheques and send together, including a note that they are from you and should go towards your fundraising total.

Bank transfer

Get in touch for our bank details to pay your fundraising directly into our bank account. Give us a call on **020 8036 5440**.



£4,050

could send 30 Admiral Nurses to a specialist masterclass on caring for people with dementia at the end of their life.

Telephone

We can take credit/debit card donations over the phone. Just call us on **0300 365 5500**.

Cash

If you collect cash donations, then please pay in these funds using one of the methods above. Please don't send cash in the post.



When we receive all your fundraising we'll send out a thank you letter and certificate as a token of your achievement.

If you have any questions please don't hesitate to get in touch. Thank you.

★ Please return any unused fundraising materials, collection buckets and tins, so that we can send them out to our other wonderful fundraisers across the country! ★ ★



£50

could mean an Admiral Nurse can send life-changing advice on how to communicate with someone with dementia to 40 families.

The legal bit

Some fundraising activities require approvals, safety checks or insurance, but don't let the red tape put you off. We'll help you ensure everything is legal and safe.

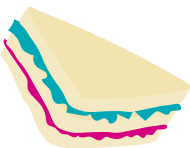
The legal line

So everyone knows where their money is going, please make sure any posters, or information about your event, includes the line: **'In aid of Dementia UK'** and our charity number: **'Dementia UK is a registered charity in England and Wales (1039404) and Scotland (SC047429).'**



Street collections

You'll need permission from the local authority to hold a collection on public land (like a high street). The process is simple and usually requires a single form to be completed. However for a private land collection, for example, in a shopping centre, you need the permission of the land owner. Get in touch with the fundraising team for advice on the type of collection you're planning and we'll make sure that you have everything you need.



Food hygiene

One-off events selling food don't require food safety approval or certificates – but it's still advisable to research safe food preparation. Remember to label products containing ingredients that can cause allergic reactions. When preparing or handling food, there are guidelines you will need to follow to make sure that it is safe for people to eat. All the information you will need is available at www.food.gov.uk

Raffles and lotteries

The four UK nations have specific (and sometimes differing) rules on anything regarded as 'gambling'. There is comprehensive advice available at www.gamblingcommission.gov.uk If in doubt, get in touch with the fundraising team who can advise you.

Child protection

Children should always be accompanied by their parents or guardians at events. Anyone wishing to fundraise under the age of 18 will need the permission of their parent or guardian. Please make sure that you've made provision for lost children at events.

Insurance and Safety

Public and private venues are likely to have their own insurance, fire regulations, risk assessment procedures and safety guidelines. Make sure you check with your venue, follow their instructions and ensure you have sufficient public liabilities insurance in place to cover you in case of injury or accidental damage. If you aren't sure please get in touch with us.

First aid cover

For larger events you might need 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 British Red Cross www.redcross.org.uk





Remember!

If in doubt about anything, ask our experienced fundraising team by emailing fundraising@dementiauk.org or calling 020 8036 5440.

Ask

Top tips for successful fundraising!



However you decide to raise money for Dementia UK, we're here to support you.

1. Get into the media

Get in touch with us for template press releases and advice for contacting journalists to tell them all about your event. You can email us on fundraising@dementiauk.org

2. Go online

Online fundraising is quick and easy. We can show you how to set up your fundraising page and get your supporters donating.

3. Keep it legal

We know all about the rules for street collections, raffles, public events and more. Tell us what you're planning and let us advise you about any red tape.



4. Gift Aid

This scheme allows Dementia UK to claim an extra 25p for every £1 donated by UK taxpayers. Get in touch for the sponsorship forms you'll need.

5. Raise awareness

We can make sure you have the most up-to-date knowledge about dementia, as well as information booklets and leaflets to give out or read yourself. This information may lead to other people getting the help they need.



6. Get the merchandise

If you would like some of our fundraising materials to help promote your event then you can order these from us using the details below. We have lots to offer including:

- t-shirts
- balloons
- posters
- badges
- collection tins
- buckets



7. Next steps

Now you've fundraised for Dementia UK you may want to get more involved. Get in touch to find out about holding another event, joining our team in a number of different challenge events across the country or becoming a Volunteer Ambassador.

Contact us now

Tel: **020 8036 5440**

Email: **fundraising@dementiauk.org**



Thank you for your support

You should be proud that every penny you raise will make a real difference to families affected by dementia across the UK.

You are amazing!

£200

could pay for a brand new nurse for a whole day, offering life-changing support to families facing dementia.

We receive no government funding and rely on voluntary donations, including gifts in Wills. For more information on how to support Dementia UK, please visit www.dementiauk.org/donate or call **0300 365 5500**.



www.dementiauk.org

fundraising@dementiauk.org

020 8036 5440



[dementiauk](https://twitter.com/dementiauk)



[DementiaUK1](https://www.facebook.com/DementiaUK1)



[dementia_uk](https://www.instagram.com/dementia_uk)

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Registered with
**FUNDRAISING
REGULATOR**