



DementiaUK
Helping families face dementia

How to...

organise a collection



Dementia UK's guide to street collections



Collections are a fantastic way to raise lots of money whilst also raising awareness of Dementia UK and our specialist dementia nurses.

A street collection is a charity collection in a public area, such as on the high street, in a shopping centre or at a train station.

1. Contact us

Let us know you'd like to do a collection so we can issue you with a letter of authority. You are likely to need this when you apply for permission to hold your collection.



2. Get permission

If your collection is taking place on public land you will need to gain a permit from the local council ([visit www.gov.uk/street-collection-licence](http://www.gov.uk/street-collection-licence)), or the Metropolitan Police in Greater London (excluding the City of London). If your collection is on private property, such as a supermarket or shopping centre, you will need to contact the venue, usually the site manager or owner, directly for written permission.

We recommend you make your application at least **two months** before the date you're hoping to do the collection, but for popular areas and dates (such as Christmas) you may need to apply further in advance.



3. Request your materials



We have lots of materials we can send you for your collection, such as a branded t-shirt to wear while you collect, a Dementia UK collection bucket and security seals (which must be used on the day), stickers and Admiral Nurse Dementia Helpline postcards.

5. After your collection

Transport and count the funds securely, with at least one other person present. Make a note of the final total and please bank the money as soon as possible (ideally within three working days). You can either pay it in directly to Dementia UK (call us on 020 8036 5440 for details), or deposit it into your account and pay it in by cheque or credit/debit card over the phone.

4. On the day

Wear comfy shoes and dress accordingly for the weather. Stand in an area where lots of people will pass by (but don't cause obstruction or congestion!) and do not open the collection bucket while the collection is in progress. Make sure you adhere to any regulations set out by the local council or private authority. Please don't shake your bucket or put pressure on people to donate as this is illegal. You're allowed to ask people to donate, as long as you accept 'no' as an answer.



6. Sit back and relax

Give yourself a pat on the back for a job well done, and wait for us to send you a thank you letter and certificate!

If your collection was in a public place you may need to submit a returns form to the local council, usually within 28 days (they will issue this with your permit). You may also be required to send a press release to your local newspaper, so please get in touch if you would like us to send you our press release template.

If your collection was on private property, make sure you let the company/owner know how much was raised – this is also a good opportunity to request a date to collect again!

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Please note, all collectors should be at least 18 years old, or 16 years old if accompanied by a parent or guardian.

Dos and Don'ts



Do... Check the conditions of the licence from your local authority as they may have additional stipulations, such as collectors standing at least 25 metres apart (but for safety, remain within sight of each other).

Do... Smile and be active! There's nothing worse than a disinterested looking collector. Moving around will keep you warm and people will be more likely to donate if you look like you want to be there. Enthusiasm is the key to a successful collection!

Do... Recruit some helpers! Ask friends or family to join you – the more the merrier! It's more fun to do things together and you're also likely to collect more money. Make sure that you follow council rules and ensure all collectors have a permit and sealed bucket.



Do... Only collect during hours set by the terms of your agreement /license/permission. If times have not been set out, only collect between 9am and 9pm on weekdays and 10am to 9pm on weekends and public holidays.

Do... Take your letter of authority from Dementia UK and your collection licence or written permission letter with you on the day.

Do... Be prepared. People may ask you what Dementia UK does, so be prepared with some information about the support our specialist dementia Admiral Nurses can provide for families living with dementia. We can send you some postcards about Dementia UK that you can give out to people who may need support from an Admiral Nurse.



Do... Get creative! Think about fun and captivating ways of getting people to donate. Wear fancy dress or give out stickers to people who donate.



Do... Say thank you to everyone who donates!



Don't... Collect without informing Dementia UK first.

Don't... Leave it too late to apply for your permit or get permission for your collection.

Don't... Put yourself at risk. In the unlikely event that someone tries to take your bucket, let them have it.

Don't... Smoke or drink alcohol while collecting or wearing your Dementia UK t-shirt.

Don't... Collect without the permission of the council or property owner. Collecting without a permit is against the law.



Don't... Collect door-to-door. We ask that fundraisers do not do this type of collection for Dementia UK.

**Good luck
and
thank you!**





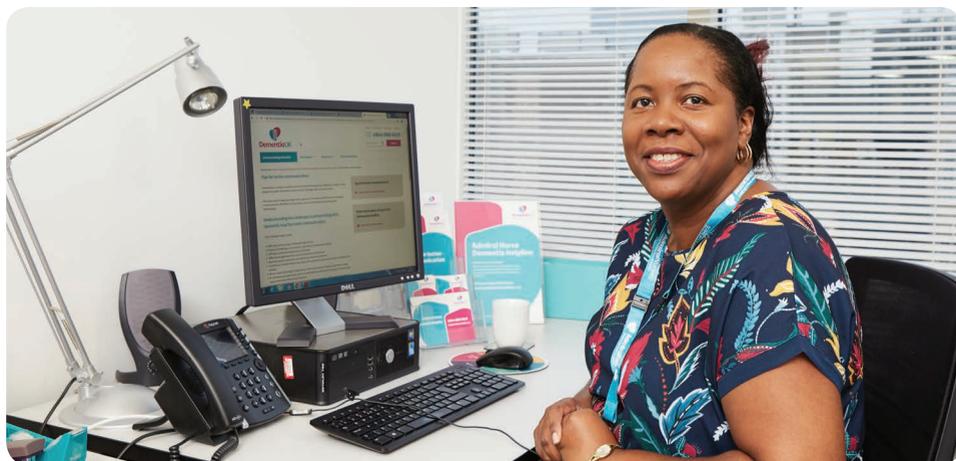
How your fundraising will help

By choosing to do a collection for Dementia UK, you will be making a difference to thousands of carers, families and people living with dementia.

Dementia UK's specialist Admiral Nurses work with people with dementia and their families, giving them one-to-one support, expert guidance and practical solutions people need to face dementia with more confidence.

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.

To find out more visit www.dementiauk.org



£140

could fund an Admiral Nurse to answer calls for an evening on our Dementia Helpline, when other sources of support have closed for the night.

Richard and his mum Margaret

“I’ll always be extremely grateful for the advice the Nurse gave me about my mum’s care and being able to talk through my concerns and worries about future arrangements was especially helpful.”



Richard contacted the Helpline after his mum, Margaret, was diagnosed with Alzheimer’s.

Any questions?

Get in touch with the fundraising team by calling

020 8036 5440

or emailing fundraising@dementiauk.org



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



Dementia UK is a registered charity in England and Wales (1039404) and Scotland (SCO47429)

