



Role: **Volunteer Ambassador**
Department: Community and Events
Location: Homebased with travel up to 1 hour.
Time commitment: **Approximately 6 engagements per year**
We ask volunteers to commit to at least a year of volunteering due to the Charity's investment in the role.

Benefits

- The satisfaction of knowing you are having a positive impact on the work of Dementia UK and helping families facing dementia
- The opportunity to develop new and existing skills, self-confidence, and valuable work experience
- A chance to meet like-minded individuals and be part of a close network of volunteers
- Experience and knowledge of fundraising and events best practice
- Training, resources, and ongoing support
- Regular updates about Dementia UK's work, Admiral Nurses, campaigns, and events
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Support available

- A dedicated contact at Dementia UK: the Regional Fundraiser based in your area. They will take you through every step of the process to become a Volunteer Ambassador, hold regular catch ups with you and be on hand to provide any information or other support you may need
- Initial Volunteer Ambassador training with opportunities for further training in specific areas
- Support in developing communication and interpersonal skills
- Support from other Volunteer Ambassadors through meet ups and a private Facebook group
- We provide you with detailed information about dementia, Dementia UK and Admiral Nurses and all the appropriate materials that you will need to undertake your role
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Background

There are currently over 850,000 people living with dementia in the UK, and this is expected to increase to 1.1 million by 2025, and 2 million by 2050.

In response to this 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. The unique dementia expertise and experience an Admiral Nurse brings is a lifeline - it helps everyone in the family to live more positively with dementia in



the present, and to face the challenges of tomorrow with more confidence and less fear.

The charity has seen significant income growth over the past five years. Despite Covid-19, we have had our most successful fundraising year to date, and we have ambitious plans to maintain this growth so we can significantly increase the number of Admiral Nurses, and the specialist support they provide.

Our Volunteer Ambassadors are passionate individuals who are committed to supporting Dementia UK. You will work alongside the Dementia UK Regional Fundraising Team to support people raising money in your area, identify new fundraising opportunities and raise awareness of Admiral Nurses.

ROLE DESCRIPTION

Volunteer Ambassadors represent Dementia UK in their local area. There are various ways to do this, and the role is flexible, so you are free to pick and choose which activities appeal to you.

Please note that this role does not involve working directly with people living with dementia.

Out in the community

- Delivering talks about the work of Dementia UK and our Admiral Nurses. Some of our Volunteer Ambassadors also share their own story and we will support you with this if it is something you feel comfortable doing.
- Attending cheque presentation events from supporters who have raised funds for Dementia UK
- Representing Dementia UK at community events e.g., fetes, school fundraisers, coffee mornings, music events etc.
- Providing information in your local area about the support Dementia UK provides e.g., putting information leaflets in local GP surgeries or posters on community boards.
- Holding awareness stands at local community events
- Supporting our campaigning work by lobbying your local representatives
- Promoting Dementia UK within your own network and encouraging more people to fundraise for us

Supporting our fundraising team at home

- Writing thank you cards to supporters
- Raising awareness of our flagship events such as Time for a Cuppa
- Supporting social media campaigns
- Supporting our virtual fundraising events on Facebook
- Prospect research for the Regional Fundraising team



- Writing letters to organisations and companies, encouraging them to fundraise or offering talks

PERSON SPECIFICATION

We welcome applicants with different skills, experience and backgrounds – however it is essential that you are passionate about Dementia UK and supporting the work that we do to help families face dementia.

Below are some of the attributes we look for in Volunteer Ambassadors:

- Good knowledge of Dementia UK and Admiral Nurses
- Able to demonstrate communication and interpersonal skills
- Good presentation and public speaking skills
- Friendly and approachable
- An ability to recognise and follow up on opportunities in your community and through your own networks
- Able to be flexible
- Good organisational skills
- Willing to complete paperwork such as expenses forms and keeping track of what activity you have done
- Ability to travel around your local area (within reason)- a clean driver's licence is advantageous but not essential
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All Dementia UK volunteers should actively promote the core Values of Dementia UK. Promoting equality of opportunity, diversity, and inclusiveness in all that we do.

How to apply

Complete and return the Volunteer Ambassador application form. This will then be reviewed by the Regional Fundraising team within two weeks and successful applicants will be invited to an informal interview over the phone.

Successful applicants will then be invited to a Volunteer Ambassador Induction.

For further details about becoming a Volunteer Ambassador, please see our FAQs or contact us on 020 8036 5440 or email volunteers@dementiauk.org .