



DementiaUK

Helping families face dementia

Volunteer Ambassador

Handbook

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If you have any questions about any of the information in this handbook, please get in touch with your Dementia UK Community Fundraising contact.

Welcome

On behalf of Dementia UK, thank you for your support and for choosing to become one of our Volunteer Ambassadors. We are delighted to have you as part of the team and look forward to working with you to help raise funds and awareness of Dementia UK and Admiral Nursing in your area.

As a Volunteer Ambassador you will be helping us to spread the word about our fantastic Admiral Nurses - ensuring families affected by dementia are aware of the support available to them, and taking us closer to our goal of having an Admiral Nurse available for everyone who needs one.

This is your Volunteer Ambassador handbook which will help you with your role. It contains important information about Dementia UK, practical advice about the Volunteer Ambassador role and details on what we expect from our Volunteer Ambassadors. Alongside this there are a number of policies, information sheets and resources to help you carry out your role effectively and safely.

We are always here to help if you have any questions or are asked anything that you are unsure of, so please do get in touch with the team anytime.

Thank you again for your support and for joining us as a Volunteer Ambassador.

With best wishes,

**Dr Hilda Hayo
Chief Admiral Nurse and
Chief Executive – Dementia UK**



Volunteer Ambassador Network

We want to make sure that Dementia UK is able to meet the needs of our supporters as well as reach new audiences, so we can help more families affected by dementia.

Our network of Volunteer Ambassadors help us do this by representing Dementia UK and Admiral Nurses in their community: by doing presentations, giving out leaflets, promoting the charity and accepting donations on our behalf.

Who are Dementia UK Volunteer Ambassadors?

Dementia UK Volunteer Ambassadors come from a range of backgrounds and have a variety of skills and experience. They are all passionate individuals who want to help Dementia UK to achieve our aims. We value everyone's skills at Dementia UK, so whether you are ready to deliver talks and network in your community or want to help now and then by putting up posters and monitoring collection tins; all of these tasks are vitally important to our organisation.

Through volunteering, our Volunteer Ambassadors are able to develop skills, build relationships and networks, and ultimately enjoy a rewarding experience. More details can be found in the role profile in your pack.

What is a Volunteer Ambassador?

As a Volunteer Ambassador you will be the face of Dementia UK in your local community. You can contact local groups, clubs and associations, churches, schools, Rotary clubs and Women's Institutes on our behalf to request opportunities to speak. We encourage you to be proactive in finding these opportunities within your community or network.

You can support us by fulfilling the requests that we regularly receive to attend events and meetings, if these arise in your area. Volunteer Ambassadors collect cheques and cash donations on behalf of the charity, and thank donors for their support.



Val Wilson, one of our Volunteer Ambassadors

You may also be able to help our Business Development Team develop new Admiral Nurse services by sharing your local contacts or knowledge.

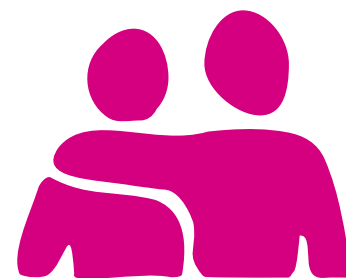
Our Volunteer Ambassadors help us with a range of fundraising opportunities and awareness raising activities. Whatever activities suit you best, we will support you to get the most out of this volunteer role.

Our Volunteer Ambassadors often are, or have been, carers of people affected by dementia. We understand that for people currently caring for someone it can be difficult to make alternative arrangements, so we will always give you as much notice as possible with a request for a speaker or cheque presentation, for instance.

Why do we need Volunteer Ambassadors?

At Dementia UK our vision is to provide specialist and compassionate dementia support for all families that need it.

Dementia UK has limited resources to undertake this vital work—and we are reliant on voluntary donations. We are also still growing as a charity and the team aren't always able to attend the large number of events we are invited to.



Dementia UK Volunteer Ambassadors play a vital role in representing the charity at a local community level. By spreading the word about what we do and encouraging local support, Volunteer Ambassadors help us continue to support families through our specialist Admiral Nurses, as well as help us to increase the number of nurses—who are so desperately needed across the country.

“...the great thing is that with having Trish in the room from Dementia UK it encouraged more people to donate. She was lovely and talked to a lot of people during her time in my studio.”

- Dementia UK Fundraiser

Volunteer Ambassador Role

The role of a Volunteer Ambassador is a varied one. We want you to make this role suit you and your circumstances and make the most of your individual skills and experiences. We have detailed a few of the requests we receive from our supporters below, but these aren't exhaustive — if you get an unusual request, please do let us know!



Maureen, one of our Volunteer Ambassadors giving a talk at an event in Kirklees

Speaking engagements

You will have learnt about how to secure opportunities in your local community at your induction. In your welcome pack, we have included an example letter that you can use to approach groups who may be interested in a talk. We suggest that any letters or emails are followed up with a phone call.

When attending a speaking engagement, you will need to consider the style of the presentation: will it be a PowerPoint presentation or will it be more informal? What visual aids can be used to bring the presentation to life? We have provided a presentation in your welcome pack. You can edit it to include slides for your own story, if appropriate, and if you feel comfortable with this. You will also have a template script which you can use when there aren't the provisions for a PowerPoint presentation.



“The talk Jan gave was absolutely brilliant, there were around 100 people in the room and they were all really engaged and it hit home to a lot of them. Jan was great and received a massive round of applause at the end.”

- Dementia UK Fundraiser

Before you do your first talk for Dementia UK, we recommend you speak with your Community Fundraising contact to run through what you are going to say, either over the phone or face to face. This will help you to feel confident in the talk you are delivering, and prepared for any questions you may be asked afterwards.

You may also need to consider the best type of materials to leave with the group you have been addressing. We will be able to provide you with a range of resources — a list of materials is included in your welcome pack. We will also supply you with feedback forms to leave with the group, which we ask that they fill in and return to Dementia UK. This helps us monitor how the Volunteer Ambassador programme is going, and are required for our records and future training opportunities.

Please let us know as soon as possible about any engagements you secure so that we can update our Volunteer Ambassador calendar and give you any relevant information specific to your area. This helps us keep track of any future support or donations that come in, meaning we can attribute this resulting activity to your hard work.

We will arrange a catch up with you after each engagement to hear how you felt it went, and find out if there is anything we should follow up from our side; for example, if someone mentioned that their workplace would be interested in supporting us or someone might need support from an Admiral Nurse.

Cheque presentations

Sometimes people who have raised funds for Dementia UK request that someone from the charity attends a formal cheque presentation to receive the cheque, thank the contributors and explain how the money will be used. These presentations are often the subject of a photo call and press release. This serves multiple purposes:

- it allows the individual or group to celebrate their achievement
- it tells the people who supported their efforts the total amount raised
- it raises the profile of the charity and the importance of voluntary income
- most importantly, it allows us to thank our supporters for their hard work for Dementia UK

If you are approached about collecting a cheque, or if we ask you to collect a cheque on our behalf, we will ensure that you have all of the information that you need to attend the event.



Donna, one of our Volunteer Ambassadors at a cheque presentation

Receiving donations

As a recognised representative of Dementia UK, you should expect and be prepared to receive donations from the public on behalf of the charity, especially as more people become aware of you as a Volunteer Ambassador in the local area. Some individuals may ask for a receipt when handing over funds; there is a receipt book in your welcome pack. Please ensure that you send in any donations to us within three working days wherever possible. We have provided some freepost envelopes in your pack, but please let us know when you require additional envelopes.

Cheques should be made payable to 'Dementia UK' and posted to Dementia UK's head office at the following address:

Dementia UK
7th Floor, One Aldgate
London
EC3N 1RE

Cash should be paid into Dementia UK's bank account. If you are due to make a payment into the bank then please let us know so we can give you the details and a unique reference so we can track the payment.

Please also send us the details of the person or group making the donation, so that we can send them a thank you letter. We may also ask that you write a thank you letter or card to the group. We have some thank you cards for this purpose which we can send you.

If people would like to make a donation after your talk/presentation, they are very welcome to do so. We have some donation envelopes which you can use for this. We have included information about Gift Aid in your pack in case anyone has any questions on this.

General

We are working with a large number of stakeholders across the country on various projects that you may come into contact with as a Volunteer Ambassador. For example, we have a number of fundraising groups across the country who are set up to raise money for Dementia



UK in their local area. If there is a fundraising group in your area we will let you know of any fundraising activities that they are planning as you may be able to get involved. They might get a request for a speaker, and we can put them in touch with you about this.

You might be asked about setting up a new Admiral Nurse service, or encouraged to directly approach Clinical Commissioning Groups (CCGs), a local NHS Trust, care home or other organisation that could potentially host an Admiral Nurse service. If this does occur, please don't start any discussions with these organisations or individuals without first contacting your local Business Development Officer, whose business card is included in your welcome pack. Please keep them informed of any potential relationships with local CCGs and please also keep your Dementia UK Community Fundraising contact updated.

Dressing Appropriately

As you are representing Dementia UK we ask that you please dress appropriately for the engagement that you are attending.

We will supply you with a Dementia UK t-shirt which will mark you out as a Volunteer Ambassador, however for some events it may be more appropriate to wear business or smart casual clothes. Please check this with the organiser of the talk beforehand and if you are unsure check with your contact at Dementia UK.

You must wear your Dementia UK ID badge to all engagements.

Speaking to the media

Please also contact our communications team before speaking to the media on behalf of Dementia UK. They can give you tips for being interviewed or can help find an Admiral Nurse to speak to the media if appropriate. **Contact media@dementiauk.org or call 020 8036 5383.**

We can supply you with a press release template so you can tell your local press about any of the activities you are holding for Dementia UK. For example, you may be holding a ticketed fundraising event and could raise awareness of this in the local press.

Support from Dementia UK

“Having looked after my mother for 14 years with vascular dementia, when she died I felt a huge gap in my life and decided the best way to fill that gap was to become a Volunteer Ambassador for Dementia UK. As a Volunteer Ambassador I feel very much part of the team. I have lovely regular chats with my mentor, and through other things I have done, such as telephone interviews, cheque presentations, attending an amazing tea party at the House of Lords, I have had the opportunity to meet many more of the Dementia UK team.”

- Dementia UK Volunteer Ambassador

Induction

All Dementia UK Volunteer Ambassadors will be offered an induction, which is a half day workshop. The induction provides a great opportunity to discuss the role, ask any questions you have, meet the Dementia UK team as well as some other Volunteer Ambassadors, and hear first-hand about Dementia UK's work. We also aim to introduce all new Volunteer Ambassadors to their local Business Development Officer, an Admiral Nurse and another Volunteer Ambassador within the first six months of starting the role.

Identity and authority

Dementia UK Volunteer Ambassadors are issued with an ID badge and a letter of authority, to support them in their role, when formally confirmed as a Volunteer Ambassador.

Advice and guidance

Your Dementia UK Community Fundraising contact will arrange regular telephone catch ups with you and you will also have a six month review to discuss how you feel things are going. Their business card is included in your pack.

Materials and resources

We have a number of leaflets and resources available to our Volunteer Ambassadors. A list of these is included in your welcome pack.

We will be more than happy to send out materials to help with any activities that you have coming up. Please get in touch with your Dementia UK Community Fundraising contact to request these.



Our Volunteer Ambassador meet up at the Dementia UK head office

Meeting up

We have annual meetings of Volunteer Ambassadors to give you the chance to meet, network and share your experiences of the role and best practice.

Facebook group

You will be invited to join the Dementia UK Volunteer Ambassador Facebook group on being offered the role. This is a great way to speak to other Volunteer Ambassadors across the country, and read updates from Dementia UK. Any key points or learnings from the Facebook group can be shared with you via email or another method of contact, if you prefer not to use the Facebook group.



Regular updates

As a representative of Dementia UK, we want you to have as much up to date knowledge of the charity and our progress as possible. You will receive a monthly e-news letter (also available via post for those who don't use email) about Dementia UK and Admiral Nurses.

Policies

The following policies apply to your role and it is important that you read and abide by them. Policies can be found in your welcome pack; please read, sign and return one copy of each to your Dementia UK Community Fundraising contact.

- Volunteering
- Data protection
- Brand guidelines
- Cash handling
- Health and safety
- Lone working



If you have any questions please get in touch with your Dementia UK Community Fundraising contact.



Anna and Sheridan, two of our Admiral Nurses working in a hospital

Dementia UK

Dementia is a major health issue of our time: there are currently over 850,000 people living with the condition in the UK, and this is expected to increase to 1.1 million by 2025, and 2 million by 2050.

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.

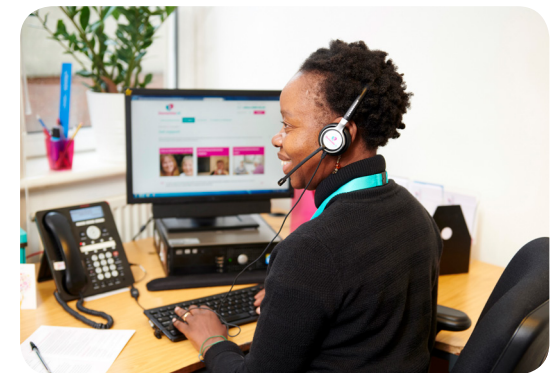


Tracey, one of our Admiral Nurses working in the community

Admiral Nurses are continually trained, developed and supported by Dementia UK. Families that have their support have someone truly expert and caring by their side - helping them to live more positively with dementia in the present, and to face the challenges of tomorrow with more confidence and less fear.

We believe that everyone who needs the support of a specialist dementia nurse should get one, and we're working hard to increase the number of Admiral Nurses across the UK.

We also have a national Helpline – the Admiral Nurse Dementia Helpline. This free service is for anyone with a question or concern about dementia. From looking out for the first symptoms of Alzheimer's, to understanding the challenges of living with someone with vascular dementia, our specialist Admiral Nurses have the knowledge and experience to understand the situation and suggest answers that might be hard to find elsewhere.



Barbara, one of our Admiral Nurses working on the Admiral Nurse Dementia Helpline

Other ways of supporting Dementia UK

You may be asked about the different ways to get involved with Dementia UK. There are lots of ways to support us so please encourage the person to get in contact with us. They can sign up to our newsletter by visiting our website: www.dementiauk.org

Fundraising events

Supporters can put on their own event to raise funds for us, or they can join one of our events, either by taking part in a challenge event or our national fundraising campaign, Time for a Cuppa. More information can be found on our website, or by getting in touch with the fundraising team on **020 8036 5440** or fundraising@dementiauk.org.

Corporate fundraising

Local supporters may have contacts at companies that we may be looking to work with – or be aware of opportunities coming up. Please ask them to contact the corporate team by emailing partnerships@dementiauk.org or calling **020 8036 5407**.

Legacies

If someone approaches you saying that they would like to remember Dementia UK in their Will, or would like to discuss this with the legacy team, then please thank them and ask them to get in touch with our legacy team by emailing legacy@dementiauk.org or calling **0300 365 5500**.

Regular giving

We would be delighted to have supporters make a regular gift to the charity. They can set this up on our website by going to www.dementiauk.org/donate and following a few simple steps or they can call **0300 365 5500**. There is also the option to make a one-off donation too.

Volunteering

We are always on the look out for new Volunteer Ambassadors. If you have inspired someone to apply to join the team then that's great news. Please ask them to email volunteers@dementiauk.org or call **020 8036 5400** for more information.



Appendices

There are a number of appendices which you should find included within your welcome pack.

- Dementia UK Volunteer Ambassador role profile
- Standard presentation which is on the USB stick provided
- Template script
- Information about dementia
- Frequently Asked Questions
- Fundraising Materials
- Information leaflets
- Data Protection
- Policies
- Banking
- Expenses
- ID badge

If you do not have any of these in your pack or you would like additional materials then please do let us know and we will send these out to you.

From time to time we may update our policies, information leaflets and guides and we will ensure you have the most up to date information at all times.

Thank you again for choosing to support Dementia UK as a Volunteer Ambassador – you really are helping make a difference to families facing dementia.



Admiral Nurse Forum 2017



DementiaUK

Helping families face dementia

www.dementiauk.org

020 8036 5400

Dementia UK, 7th Floor, One Aldgate, London, EC3N 1RE



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