



Walk
31 Miles
in May



Your fundraising guide



Welcome to Dementia UK!

Thank you for committing to walk 31 miles this May to support families facing dementia. By stepping up for Dementia UK, you'll help more families access the life-changing support of our specialist Admiral Nurses.

Next steps?



Join the Facebook Group

Meet your fellow walkers and introduce yourself [▶ here](#)



Set up your [▶ fundraising page](#) so you're ready to start raising vital funds

Why not get a head start and make the first donation yourself?



Share your page

The more people who hear about your challenge, the more you'll raise for families facing dementia, so start spreading the word.



Plan your month

Think about some routes you want to try around your local area or new places to explore.

All that's left to do is get your walking shoes ready, head out on some practice walks and wait for your t-shirt to arrive. If you requested one, it will be with you within two weeks of registration.

Your impact

Together we will make sure no one faces dementia alone.

Our specialist dementia nurses, known as Admiral Nurses, provide life-changing support for families affected by all forms of dementia.



could cover the telephone costs of a carer calling our free national Helpline for expert dementia support.



could fund an Admiral Nurse to spend an hour working with a family in the community, offering practical solutions and emotional support.



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

You can download your own impact graphics and other virtual fundraising resources [▶ here](#).

We're here for you

During your challenge for Dementia UK and beyond, our specialist nurses are here to support you or anyone you know who is affected by dementia. Here's how we can help:

'Dementia: what next?' online sessions

If you or someone you know have been diagnosed with dementia and you're looking for information on what to do next, register for our free online sessions.

Visit [▶ dementiauk.org/dementia-what-next](https://dementiauk.org/dementia-what-next)

Dementia UK Helpline

If you would like to speak to an Admiral Nurse straight away, please contact our free Helpline.



Call: 0800 888 6678



Email: helpline@dementiauk.org



Opening times: Monday-Friday 9am-9pm

Saturday, Sunday and bank holidays 9am-5pm

Every day except 25th December.

Virtual clinic appointments

If you have a more in-depth query, you can book a phone or video appointment with an Admiral Nurse at a time to suit you. Please visit [▶ dementiauk.org/book](https://dementiauk.org/book)

Please share this information with anyone who you think might benefit from talking to our specialist dementia nurses.



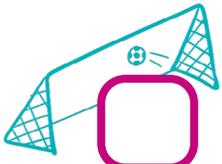
Fundraising top tips

We've put together these handy fundraising tips and ideas for you.
See if you can tick them all off!



Add a story to your page

This will help your supporters understand why you are taking on the challenge for Dementia UK and could help you raise up to 65% more.



Set a fundraising goal

By posting a target on your page, you could raise 17% more.



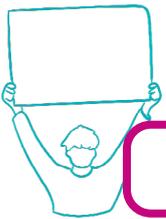
Post photos of your adventures

Add updates from your walks so family and friends can see your commitment to the challenge.



Share, share, share!

Don't be afraid to keep shouting about your challenge. Often, supporters need a few reminders before they donate, and sharing your page via Facebook, WhatsApp, Instagram, email and text will mean you raise more for families facing dementia.



Find some team support

If you have family and friends who are interested in the challenge, encourage them to get involved too.



Let your colleagues know

Email your colleagues letting them know about your challenge. You could even add your fundraising page link to your email signature.



Find out about matched funding

Ask your employer if they will match your donations. This could double your funds!

? Frequently asked questions

Can you give me more information about the challenge?

We are challenging you to walk 31 miles throughout May to raise vital funds for Dementia UK.

You can complete your miles wherever – and however – you like. We recommend recording your walks to keep your sponsors updated on your progress.

Is there a fundraising target?

There is no fundraising target for this challenge – we just ask you to raise as much as you can for families affected by dementia.

How do I fundraise?

You can fundraise via your [Dementia UK fundraiser](#) or by using a sponsorship form – we'll send you a paper copy in the post.

Where do donations to my fundraiser go?

All donations made to your fundraising page will be sent directly to Dementia UK so we can put them straight to work supporting families facing dementia.



How can I send in sponsorship money I've collected offline?

The easiest way to send cash donations to Dementia UK is by donating to your online fundraising page.

Alternatively, you can:

Donate via our website:

➤ secure.dementiauk.org/donate/payin

Send in a cheque made payable to Dementia UK

Enclose a note including your full name, the email address that you used to register for your challenge, and an explanation that you raised the money for the Walk 31 Miles in May challenge.

Post it to us at:

Dementia UK
7th Floor
One Aldgate
London
EC3N 1RE

Make a payment by phone
by calling 0300 365 5500.



How do I record how many miles I have walked?

Strava is a free, easy to use app that you can use to track your miles. We highly recommend downloading it for this challenge. You will also receive a Walk 31 Miles in May tracker with your t-shirt (and on the next page), which you can use to tick off your miles.

Can I get additional resources?

If you would like to buy additional Dementia UK branded items, please ➤ [visit our shop](#).

You'll even find dog bandanas for sale so your four-legged friend can join in with your adventures too!

Can I do more or less than 31 miles?

Absolutely. This is your challenge and you can tailor it to suit you. Just be clear with your supporters about how far you are intending to go and keep them updated regularly with your progress.

We hope these FAQs are helpful, but if you have any further questions please don't hesitate to get in touch with us in the ➤ [Facebook Group](#) or via email at virtualevents@dementiauk.org



Walk 31 Miles in May



DementiaUK
Helping families face dementia

I'm aiming to raise £..... for Dementia UK by walking 31 miles in May.
Use this tracker to record how many miles you complete each day.

1 st Personalise your page	2 nd	3 rd	4 th	5 th	6 th	7 th First week done	
8 th	9 th	10 th	11 th Share your fundraiser	12 th	13 th	14 th	
15 th Halfway	16 th	17 th	18 th	19 th Update your supporters	20 th	21 st	
22 nd	23 rd	24 th Wear your t-shirt	25 th	26 th	27 th	28 th Nearly there...	
29 th	30 th	31 st Well done!	Grand total:				A big congratulations from everyone at Dementia UK. You did it!



Thank you for stepping up for families facing dementia this May.



DementiaUK
Helping families face dementia

Walk 31 Miles in May bingo card

How does it work?

Head out to get your steps in and see how many of the things on our bingo card you can find. Keep us updated with your progress and photos in our [Facebook Group](#) – and post ‘BINGO!’ if you cross off every item.



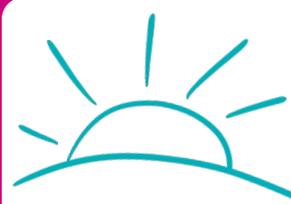
**Somewhere
with a special
memory**



A duck



Tulips



A sunset



Bunting



A church



A green car



A yellow door



A stream



A butterfly



A bridge



A postbox



A crow



A heart



**Walking with
family or friends**



**Your Dementia UK
t-shirt**

This isn't a competition, but we hope our bingo card will help make your spring walks even more enjoyable. We can't wait to hear about your adventures in our [Facebook Group](#).

