



DementiaUK

Helping families face dementia

**Walk 62 Miles
in October**



Your fundraising guide

Find top challenge and fundraising tips inside.

With your help, no one will face dementia alone.



Welcome to Dementia UK!

Thank you for committing to walk 62 miles this October 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.



Join the Strava Club

Track your miles and share with the community [here](#).

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.



£5

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



£33

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



£135

could pay for an Admiral Nurse to answer calls for an evening on our Helpline, when other support services 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

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

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. **If you raise £250,** we will send you a free Dementia UK beanie hat to say thank you.



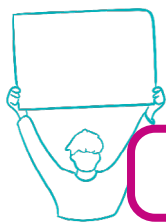
Post photos of your adventures

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 Strava, 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 take part 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 62 miles throughout October 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 online [Dementia UK fundraising page](#) 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 paying them into your own bank account and then 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 62 Miles in October 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?

Join our Strava community: ➤ **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 62 Miles in October tracker with your t-shirt (and below), 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!

If you hit £250 fundraising goal, then we will send you a free Dementia UK branded beanie hat too!



Can I do more or less than 62 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

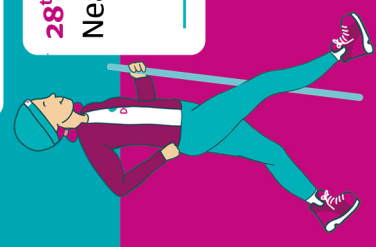


Walk 62 Miles in October



I'm aiming to raise £..... for Dementia UK by walking 62 miles in October.
Use this tracker to record how many miles you complete each day.

Ready, set, walk!	1st Personalise your page	2nd	3rd	4th	5th	6th
7th First week done	8th	9th	10th	11th Share your fundraiser	12th	13th
14th	15th Halfway	16th	17th	18th	19th Update your supporters	20th
21st	22nd	23rd	24th Wear your t-shirt	25th	26th	27th
28th Nearly there...	29th	30th	31st 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 October.

Capture and share moments that matter

As you cover your miles in October, take a moment to notice the people and places that make your journey special. We'd love you to share the moments that matter to you.

How does it work?

Head out to get your steps in and see how many of the moments on our list you can find. Keep us updated with your progress in our [Facebook Group](#) and share your **moments that matter**.

Share a photo of...



**Something blue for
our Admiral Nurses**



**Someone you're completing
the challenge for**



**A moment you're
grateful for today**



**A photo that captures
what togetherness
means to you**



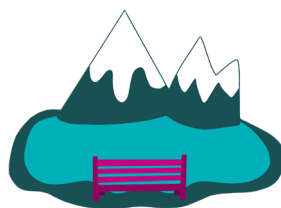
**A walking companion
(two legs or four!)**



**An autumn sky that
made you stop and look**



**A new place you've
discovered during
the challenge**



**Your peaceful
reflection spot**



**A milestone you're
proud to have reached**



Your favourite photo from the challenge so far

This isn't a competition, but we hope these prompts help you notice the moments that matter as you complete your 62 miles. We can't wait to see your photos and hear about your journey in our [Facebook Group](#) and on your fundraising page.