



DementiaUK

Helping families face dementia

Your challenge welcome pack



We are Dementia UK – the specialist dementia nursing charity.

Our nurses, known as Admiral Nurses, provide life-changing support for families affected by all forms of dementia – like Vanessa, who cared for her husband Stan:

“The role of full-time carer was the hardest role I have ever had in my life, but I never regretted my decision to care for Stan. I could not have done this without Helen, my Admiral Nurse. She was there to give expert advice and support, helped us through this journey in the way Stan had wanted, and gave me the strength to do it.”

When you fundraise for our charity, you’re helping us grow the number of specialist dementia nurses so they can offer a lifeline to more families when they need it most. With your help, no one will face dementia alone.

Thank you so much for supporting Dementia UK.



How Admiral Nurses support families

Dementia Helpline

Our free national Helpline is staffed by Admiral Nurses who offer expert support with all aspects of dementia.

Call: **0800 888 6678** (Monday-Friday 9am-9pm; Saturday, Sunday and bank holidays 9am-5pm)

Email: [▶ helpline@dementiauk.org](mailto:helpline@dementiauk.org)

“When things get too much, I can pick up the phone and speak to a dementia specialist who understands my emotions.”



Free virtual clinic appointments

We also offer pre-booked phone or video appointments with an Admiral Nurse in our virtual clinic.

Visit: [▶ dementiauk.org/book](https://dementiauk.org/book)

“Admiral Nurse Ruby gave me some practical suggestions about dealing with Mum’s challenges, which were empowering when we often feel helpless.”



In the community

Admiral Nurses work in local communities, including GP practices, face-to-face clinics, NHS hospitals, care homes, and hospices. For information about local Admiral Nurse services, families can speak to their GP or social worker or phone our Helpline.

“Admiral Nurse Jules has given me the strength and confidence to know that I’m doing all I can. She has helped me get more professional support in place.”



Get started – set up a fundraising page

Setting up a fundraising page is a great way to collect donations securely online. Here are our top tips.

- Set a target – this could increase donations by 17%
- Personalise your page with your photo and story. You can use the AI ‘story enhancer’ tool to help write your story in one click
- Share your page widely – on social media, by email, and via WhatsApp or on LinkedIn
- Create a JustGiving QR code for your page so people can donate if they don’t have cash
- Ask family and friends to donate first – this will encourage others
- Share regular updates, photos, and details of fundraising events – you could raise 8% more
- Connect your page with Strava to share training updates. More shares = more donations
- After your challenge, reshare your page – 20% of donations come in after the event has ended
- Thank your supporters in person or on social media

If you don’t have a JustGiving page, set one up at justgiving.com/dementiauk or scan the QR code.

For certain events you can also create an Enthuse page – please contact us for more information.



JustGiving™

Fundraising as a team

Fundraising is more fun together! If you've already got a team together, you're one step ahead. If not, why not recruit some team members to join you?

If you have a team already, please email events@dementiauk.org to let us know your team name and who the team leader is.

If you're using JustGiving, there is a great 'Teams' feature where you can link all your pages to show the overall fundraising total. Create your fundraising page and under the title, select the 'Create a team' button. You can then share it with your team members to get set up.

Use your networks

Sometimes, it might feel like you're always asking the same people for donations, so we've come up with a list of other potential sponsors who you could ask to support you.

- family and friends
- work colleagues/employer
- sports teams
- clubs (choir, knitting group, book club etc)
- school/university
- social media connections
- faith community



Boost your fundraising

Organising another fundraising activity alongside your main event will help you smash your target. Here are some ideas.

Quiz

Host a quiz for friends and family.



Raffle



Arrange a raffle – local businesses will often donate prizes. Please email the team for a letter of authority, which you can use to request prizes.

Sweepstake

Hold a sweepstake on a sporting event, reality TV show, or even your finishing time for your challenge.



Bake sale

Sell your tastiest bakes – who doesn't love cake?



Playlist



Ask people to donate to add their choice of song to your challenge playlist.

Sell your stuff

Have a clear-out and sell unwanted items online or at a car boot sale.



Involve others



Ask your community for support – could you ask a local school to hold a non-uniform day, or get your work to do a dress down (or up) day?

Challenge yourself



Take on a personal challenge and collect sponsorship – for example, you could give up coffee for a month, or pledge to walk 10,000 steps a day.

Resources to help you fundraise

Letter of authority

You can show this to sponsors and prize suppliers as proof of your fundraising. Email events@dementiauk.org to request a copy.

Online fundraising resources

We have lots of printable and digital resources and fundraising inspiration at dementiauk.org/fundraisingresources (password: Admiral).

Fundraising materials

If you'd like balloons, banners, posters and more for your fundraising event, contact us at events@dementiauk.org

Join our online community

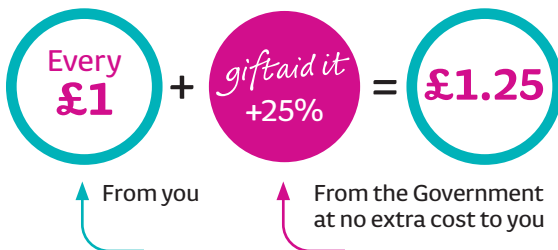
Join the #TeamDementiaUK Facebook Group.

facebook.com/groups/teamdementiauk

Making your donations go further

Gift Aid

We can claim an extra 25p for every £1 donated voluntarily by a UK taxpayer, so please encourage your supporters to tick the box.



Matched funding

Ask if your company offers matched funding, which could double the amount you raise.

Email events@dementiauk.org if you need us to provide proof of your fundraising.



Emily's story

Dementia UK supporter Emily explains why she took on the Royal Parks Half Marathon for families facing dementia.

Why did you join #TeamDementiaUK?

“Dementia UK was amazing in supporting me and my mum when my dad was first diagnosed with dementia, as we had no idea what was going on.

“As well as explaining Dad’s diagnosis and preparing us for what to expect, Dementia UK gave us practical advice on how to comfort him, told us how to request a nurse to visit him and even helped us understand our legal rights when his original care home was neglecting him, supporting us every step of the way in getting him moved.

“I had taken part in the Royal Parks Half Marathon about five years ago but hadn’t done much running since then. When I saw the advert, I felt I had to give it a go even though I was well out of practice.”

How did you find event day?

“Seeing all the other runners with their charity tops and the supporters with their banners made me feel quite emotional. The atmosphere was amazing and having so many strangers calling out my name and cheering me on was phenomenal.

“The bit I liked the most was meeting the folks from Dementia UK afterwards, who were gracious in listening to me talk about my dad and how this race was extra special, as he died less than two months before the event.”



Share your story



Many of our incredible supporters have a personal connection to dementia – and so might you.

Whatever your reason for supporting Dementia UK, sharing it with your supporters will help raise more funds for families facing dementia.



“Supporting Dementia UK was an obvious choice for me – not only because of how dementia affects my nan, but also because of how it has impacted my mum’s life as Nan’s carer.”
James, who took on the London to Paris Bike Ride in honour of his nan

“I decided to support Dementia UK because if I could help just one family get the support we did not have, that would make my heart happy. People do not know where to turn when dementia hits a family. I’m glad Dementia UK is able to help”

Michele, who took on the One Million Steps Challenge in memory of her dad



“I decided to sign up as my dad has been struggling against this awful disease for the last two years and my mum has been supported by the local Admiral Nurse, who has been a great help.”

Dan, who took on the London Marathon for his dad

The legal bit

Some fundraising activities require approval, safety checks or insurance. For extra guidance, please email events@dementiauk.org

Essential wording

To show who you're fundraising for, include the words 'In aid of Dementia UK' and 'Dementia UK is a registered charity in England and Wales (1039404) and Scotland (SC 047429)' on promotional materials.

Food safety

Charity events selling food don't require food safety approval, but it's advisable to research safe food preparation and labelling: search 'charity events' at [food.gov.uk](https://www.food.gov.uk)

Raffles

If you're holding a raffle, ensure you follow the regulations at [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk). Contact us if you need advice.

Permissions

If you're holding an event or collection in a public place, you must get permission from the local authority or property owner. Find your local authority's details at [gov.uk/find-local-council](https://www.gov.uk/find-local-council)

Insurance

If your event involves the public, it's important to have Public Liability Insurance. Check if your venue has this, as your event may be covered.

First Aid

Larger events may need First Aid cover. Contact your local council, St John Ambulance ([sja.org.uk](https://www.sja.org.uk)) or the British Red Cross ([redcross.org.uk](https://www.redcross.org.uk)) for advice.



Sending in your donations



The sooner you send in the money you raise, the sooner we can put it to work helping families affected by dementia.

Online

Visit dementiauk.org/payin and use the reference given to you from the team.

Phone

Call us on **0300 365 5500**

Bank transfer

Get in touch on the number above to request our bank details.

Cheque

Please make cheques payable to Dementia UK and send them, along with your details, to:

Dementia UK
7th Floor
One Aldgate
London
EC3N 1RE

Scan the QR code to pay
in your donations.



Good luck with your challenge!

If you have any questions about your challenge or fundraising, please get in touch – we're here to help!

Email: events@dementiauk.org

Call: 020 8036 5440

For advice or support with any aspect of dementia, please call our free Admiral Nurse Dementia Helpline on 0800 888 6678 or email helpline@dementiauk.org

Dementia UK is a registered charity in England and Wales (1039404) and Scotland (SC 047429)

