



DementiaUK
Helping families face dementia

Fundraising Handbook



**Ideas and inspiration
to get you started...**

Thank you!



By choosing to raise money for Dementia UK you will be making a difference to thousands of carers, families and people living with dementia across the UK.

Dementia UK offers specialist one-to-one support and expert advice for people living with dementia through our world-class Admiral Nurses. We work hand in hand with families, helping them cope with the fear, uncertainty and difficult everyday reality of dementia.

The money you raise will go directly to providing practical help and support to people whose lives have been affected by dementia.

This handbook offers loads of ideas and inspiration for holding an event that will help you raise vital funds for Dementia UK.

Whatever you are doing to raise money, this handbook will also tell you how Dementia UK can support you; from providing t-shirts, fundraising materials and information about the charity, to helping you to negotiate fundraising rules and regulations.

We'll be with you every step of the way and look forward to hearing your plans.

Thank you for supporting Dementia UK and good luck!

The Dementia UK Fundraising Team





Hilda Hayo,
Chief Admiral Nurse
and Chief Executive,
Dementia UK

“Having worked as a specialist dementia nurse for many years and as a person who has supported family members living with a diagnosis of dementia, I’ve seen first hand the complex range of emotions a diagnosis of dementia can evoke, not only for people living with dementia, but for also for their families and friends. I’ve also seen the enormous difference Admiral Nurses can make to families living with dementia.

We are there to work alongside families ensuring their needs are met, and to share our expert knowledge and skills to prevent some of the difficulties that can occur when a person has a diagnosis of dementia.

Our charity’s aim is to ensure everyone who needs one has access to an Admiral Nurse so families can live as well as possible after a diagnosis of dementia. Your generous efforts will help Dementia UK to continue and increase the impact Admiral Nurses can have UK-wide. Thank you so much for your support.”

Thank you for making a difference to families affected by dementia.

£15

could pay for 10 family carers to receive clear, easy to understand information with practical advice on caring for a person with dementia.

£50

could pay for an Admiral Nurse to spend quality time with a carer who may be feeling desperately alone and unsupported.

£167

could pay for one month’s support and supervision of an Admiral Nurse, ensuring they are always at the forefront of dementia care.

£2000

could pay for our vital helpline service —Admiral Nursing Direct —to be kept open for one week, and offer a lifeline to those people who can’t get access to an Admiral Nurse in their area.

A year of inspiration and ideas



Spring

Time for a Cuppa: 1st-8th March is when Dementia UK asks you to make Time for a Cuppa. Invite some friends, provide a few cakes and put the kettle on with thousands of others across the country. Ask your guests for a donation for your delicious bakes!

Easter egg hunt: Arrange an Easter egg hunt around the house or garden, and get friends and family round to join in the search! Ask for a donation to attend.

Spring clean: Time to clear out the loft and collect up the clutter! Join a local car boot sale and tell buyers every penny will go to Dementia UK. Or hold a clothes swapping party with friends and ask them for a donation to attend.

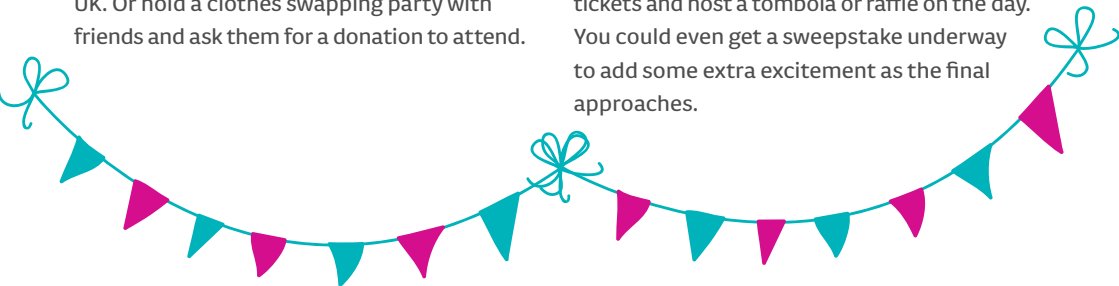


Summer

Carwash: Get your buckets out and wellies on. Turn your road into a carwash one Sunday, and ask neighbours to let you loose on their mucky motor.

Head shave: It's getting hot out there so get the clippers out and raise sponsorship to shed those lovely locks (or beard). Tell donors you'll post pictures or a video online when you reach your fundraising target.

Organise a summer party: Summer sporting events (like Wimbledon) are a great excuse to set up a big screen at home or at a local venue. Lay on a BBQ and games for the kids. Sell tickets and host a tombola or raffle on the day. You could even get a sweepstake underway to add some extra excitement as the final approaches.



In this seasonal guide, we've included lots of simple and quick fundraising ideas, as well as some larger events which may take more planning – but don't worry, we are here to help! Choose what's right for you, or come up with your own idea. Every penny you raise will enable us to be there to support people living with dementia, their families and carers.



Autumn



Quiz night: School is back in session! So now's the time to put your (and your friends'!) brains to the test with a quiz. Get in touch with your local pub and book one in. They might even offer a prize for a raffle on the night. Check out our guidance on raffles later in this handbook.

Dress down or dress up: See if your work would let you have a dress down day at work. If you have a relaxed dress code at work, how about dressing up?!

Share time with friends: Use festivals like Hallowe'en, or fireworks night to host a party, eat tasty food, get dressed up and share time together with friends and colleagues for a great cause.

Winter



Cake and craft sale: With Christmas approaching, everyone appreciates the opportunity to enjoy great food and unique presents. Get together with talented friends to bake and make, creating your own Christmas craft fair.

Christmas hamper raffle: Get colleagues, or friends and family to contribute something festive to a Christmas Hamper and sell raffle tickets for the big prize. You can find out more about raffles on page. 11.

New year, new you: Traditionally a time to start a new diet or give up an old habit, so why not ask for support for Dementia UK to firm up your resolve? Or take on a physical challenge for Dementia UK – check out some challenges on our website www.dementiauk.org



How to maximise your fundraising





Set up an online fundraising page:

It's really easy to fundraise securely online. To set up your page, go to www.justgiving.co.uk/DementiaUK. Funds are collected securely online and transferred to us directly so you don't need to worry about collecting your sponsorship after the event – easy!

Spread the word:

Circulate your fundraising page link on your email signature, social media profile and share with friends and contacts.

Use photos:

Use motivating, wacky or inspiring images along with fundraising text. Spark people's emotions and they're more likely to donate.

Tell your story:

Share your motivations for supporting Dementia UK. Are you fundraising with someone in mind or in remembrance of a family member? Supporters want to hear the story behind your challenge.

Set a target:

People like to feel they're contributing towards a set goal. Set a realistic target and keep people informed of your progress towards it.

Fundraise with work:

See if your workplace offers match-giving for the funds you raise. It'll make it even more motivating for you and for your supporters.

Gift Aid it:

The government allows Dementia UK to claim an extra 25p for every £1 donated by UK tax payers. Make sure your supporters fill in GiftAid section of the sponsorship form or tick the right boxes if donating online.

Say thank you! It goes a long way and could even lead to further donations or support for your next event. Always report back on your fundraising, thanking everyone who gave a donation.

Anita's story

Anita's husband, Trevor, was diagnosed with young onset dementia in 2005 when he was only 55 years old, and sadly he passed away in 2014. This is Anita's story:

“It was a terrible shock getting the diagnosis. You have all these questions, ‘what next? What do we do now?’

Trevor's psychologist put me in touch with Helen, an Admiral Nurse. Helen was my lifeline. She answered all my questions and she really understood what we were going through.

When you get married you make a promise to stand by your loved one, no matter how hard it's going to be. And, as a carer, you feel such guilt when you can no longer cope. You feel like you're letting your loved one down. Helen was wonderful. She really helped me work through my emotions and made me realise that it wasn't my fault.

Not only did Helen provide invaluable psychological support, she was also on hand to help me with practical things too.

Taking over all the things Trevor used to look after was a big learning curve for me. I'd never looked after the finances before. But Helen was an absolute god send. She advised me to set up a legal power of attorney early, and she told me that we could get a 25 per cent reduction in our council tax because of Trevor's condition.

Without Helen, things would have gone wrong, I would have crumbled long ago and the health service would have had to take care of me too. Carers need support. You want to believe that you can get past it, that you can do it on your own. But Helen would talk to me, and through these chats, we'd discuss what I needed too.

Having that one person that you can turn to, who listens and really understands what you're going through; that makes all the difference.”





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Not only did Helen provide invaluable psychological support, she was also on hand to help me with practical things too.

Sending in the funds you raise



The sooner you are able to send in the funds you raise, the sooner we use the money to help families facing dementia.

Online:



If supporters donate using your online fundraising page, the money is automatically transferred to Dementia UK. It's safe and secure.

Cheque:



Donations can be made out to 'Dementia UK' and sent to the address on the back cover. Ideally please collect cheques together and send in a single batch, including a note that they are from you and should go towards your fundraising total.

Bank transfer:



Get in touch for our bank details to pay your fundraising directly into our bank account. Give us a call on 020 7697 4052.

Telephone:

We are able to take credit/debit card donations over the phone – give our fundraising team a call on 020 7697 4052.

Cash:



You can collect cash donations, then pay in these funds using one of the methods above. Please don't send cash in the post for security reasons.

If you have any questions please don't hesitate to get in touch. Thank you!

Please return any unused fundraising materials, collection buckets and tins, so that we can send them out to our other wonderful fundraisers across the country!





The legal bit

Some fundraising events and initiatives require approvals, safety checks or insurance, but don't let the red tape put you off. We'll help you ensure everything is legal and safe.

The legal line: So everyone knows where their money is going please make sure any posters, or information about your event includes the line; "In aid of Dementia UK, Registered Charity No. 1039404"

Street collections: You'll need permission from the local authority to hold a collection on public land (like a high street). The process is simple and usually requires a single form to be completed. For a private land collection, for example a shopping centre, you need the permission of the land owner. Get in touch with the fundraising team for advice.



Food hygiene: One-off events selling food don't require food safety approval or certificates - but it's still advisable to research safe food preparation. Remember to label things containing ingredients that can provoke allergies. Everyone should be able to enjoy the your culinary delights, but we don't want them going home with a funny tummy! All the information you will need on food handling and preparation is available at www.food.gov.uk

Raffles and lotteries: The four UK nations have specific (and sometimes differing) rules on anything regarded as gambling. There is comprehensive advice available at www.gamblingcommission.gov.uk. If in doubt, get in touch with the fundraising team who can advise you.

Child protection: Children should always be accompanied by their parents or guardians at events. Anyone wishing to fundraise under the age of 18 will need the permission of their parent or guardian. Please make sure that you've made provision for children who become separated from their parent or guardian at an event.

Double check: Public and private venues are likely to have their own insurance, fire regulations, risk assessment procedures and safety guidelines. Make sure you check with your venue, follow their instructions and ensure you have sufficient insurance in place.

First aid cover

For larger events you might need first aid cover – just in case! The amount of first aid cover required will depend on the size of your event. Do check with your local council for advice. First Aid providers you might like to try include; St John Ambulance www.sja.org.uk or The British Red Cross www.redcross.org.uk

Remember!

If in doubt about anything, ask our experienced fundraising team.



Next steps

Contact us now to discuss your event

020 7697 4052
fundraising@dementiauk.org

Dementia UK
356 Holloway Road
London N7 6PA

www.dementiauk.org

So you've done one fundraising event for Dementia UK and want to get more involved? Get in touch to find out more about holding another event, joining our team in a number of different challenge events across the country, or to becoming a fundraising Volunteer Ambassador.

Thank you so much for your support.

You should be proud that the funds you raise will make a real difference to carers and families affected by dementia in the UK. You are amazing.