



**Make it
memorable.**

**Make it
matter.**

Your fundraising
guide





£100

pays for 8 days of expert dementia training for a team of Dementia Advisers. Dementia Advisers provide crucial support for people affected by dementia when they need it most.

Thank you for making it matter

Hello and welcome. A huge thank you for signing up to fundraise for us. We're thrilled to have you on the team.

Whether you're thinking of doing a bake sale or a bungee jump, a quiz night or a ball, this guide is your starting point for ideas and tips on how to make it matter for people affected by dementia.

Where your money goes

Dementia is the UK's biggest killer, with a person developing it every three minutes. With your help, we can stop this. By organising your own event, you'll be raising money to power life-changing research and supporting people affected today.

As the UK's leading dementia charity, we are working tirelessly to change the world for people affected by dementia. Here's how we do it...



Research

We are the only UK charity investing in research into dementia care, cause, cure and prevention. We're spending £150 million on cutting-edge research over the next decade. All our projects are driven by the needs of people with dementia, their families, friends and carers.



Support

Our local services across the UK provide information, care and support to people with dementia, their families, friends and carers. These include Dementia Advisers and Side by Side volunteers who help people with dementia keep on doing the things they enjoy.



Campaigning

We fight for the rights of everyone affected by dementia. Our campaigns keep dementia firmly at the top of the political agenda. For example, our Fix Dementia Care campaign asks people to stand with us to influence political change to improve the unfair social care system for people affected by dementia.



‘There is so much enjoyment in organising an event. To see the whole community come together, and raising funds for brilliant causes is awe inspiring.’

Matthew Bullock,
Positive Vibez event

**Party
Planner**

Make it happen

Organising your own event couldn't be easier. Here's your step-by-step guide to success:

1

Fix a date

Choose a date and time for your event and start spreading the word.

2

Set your target

Decide how much you want to raise and know that every pound you raise will help us support the people who need it most.

3

Work your contacts

From bakeries to breweries, if you've got local contacts call in some favours to get the job done. When they know what a fantastic cause it's for, people are happy to help.

4

Tell the world

Share your event on social media and ask your friends to post about it too, using the hashtag [#makeitmatter](#). Get in touch with your local newspaper and radio station and ask them for a shout out.

5

Pay in the funds

When your event is done, send us the money you've raised and say a massive thank you to everyone who helped make it matter. Together, you've brought us closer to a world without dementia.

Make it memorable

When it comes to organising your own fundraising, there's an unlimited number of ways to make it memorable. We'll be right behind you every step of the way, with all the help, support and ideas you need.

The great thing about organising your own event is that you get to call the shots. Doing something you love is the secret sauce in the recipe for success. So have a think about what makes your heart sing – here are some ideas for starters.



Adrenaline Junkie

From bungee jumps to zip wires, if you're among the bold and the brave (for which we salute you), put that adrenaline through its paces and give everyone a thrill.



Party Planner

Love parties? Great organiser? Combine your passion and your skill to put on an event that will get everyone buzzing, whether it's a ball, a battle of the bands, a sleepover, movie night, sports day or old school disco... there are so many ways you could play it.



Doing something
you love is the
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success



Food Fanatic

From hosting a dinner party to holding a bake sale (always a great way to raise dough), gather your family, friends and workmates for a fundraising feast. Other favourites include work brunches, curry nights, doggy dinner parties and the good old cheese and wine party.



Quiz Master

If brain-teasers get you buzzing, hosting your own quiz night is a great way to outsmart dementia while giving everyone you know the chance to outdo each other (pretty much everyone has a competitive streak when you get down to it).



Will-powered Wonder

Booze, sugar, TV, caffeine... we all have our vices. Giving up your favourite fix for a set time (or maybe forever) is a super simple way to feel good and do good – a win-win!



Hair Raiser

Whether you brave the shave, wear a wig to work, or let your mates loose with the wax strips, there's a surprising number of hair-themed ways to fundraise. And who knows, you might just love your new look.



For more fundraising ideas, plus handy resources like posters and bunting, head over to alzheimers.org.uk/makeitmatter



David's dad was diagnosed with dementia in 2016. He decided to put on a charity basketball event with his team to raise money and awareness for people affected by dementia.

'Finding like-minded people willing to get involved and help on the day is vital. Remember to enjoy and share the experience with as many as you can.'

**Inspire
Me**

Make it all add up

Once your event is done and dusted, it's time to pay in your donations. There are three easy ways to do it:

- 1** If you've fundraised through your JustGiving page, everything happens automatically: the money is sent to us, Gift Aid collected, and your sponsors thanked. Job done.
- 2** Bank the cash and pay us by credit or debit card over the phone – our customer care team will be ready and waiting on **0330 333 0804**.
- 3** Send us a cheque (payable to Alzheimer's Society) to **Alzheimer's Society, Scott Lodge, Scott Rd, Plymouth PL2 3DU**.



£1,000

pays for our UK Dementia Research Institute scientists to have 35 hours of time on a specialised microscope which helps them to recreate the cells of the brain. This equipment allows them to see where fundamental issues may lie in the development of dementia.

Make it run like clockwork

(the legal stuff)



Raffles and lotteries: If you run a lottery over a period of time, or at more than one venue, you'll need a license from your local council. If you plan to draw your lottery or raffle winner on the same day you sell the tickets, you won't need a license but will have to charge a standard price. Check out gamblingcommission.gov.uk for the low down.



Collections: For collections on private property like supermarkets or garden centres, you'll need to get written permission from the owner or manager. For collections in the street and public places, you'll need a licence from the local council – or in London, from the Metropolitan Police.



Food and drink: If you're handling and serving things to eat and drink at a fundraising event, proper hygiene is a must. You'll find everything you need to know at food.gov.uk. If you'll be serving alcohol, check with your venue and local council as to whether you need a licence.



Data protection: You'll need to make sure your fundraising stays within data protection laws. Worry not, this isn't as daunting as it sounds; it's mostly about protecting people's names, contact details, photographs and other personal information. Think about how you'd want your personal details kept safe by an organisation.



Insurance: As event organiser, it's down to you to make sure you're covered – Alzheimer's Society's insurance doesn't cover personal fundraising events. For large events, you'll need to take out public liability insurance if the venue doesn't already have something in place.



Other considerations and permissions:

- Make sure your venue is accessible for people with disabilities.
- Check with your Community Fundraiser, venue and/or local authority whether you need permission for anything that has an impact on the area or public.
- Let the police know about your event if it's likely to affect traffic.
- You might want to get health and safety advice from your local St John Ambulance and fire station.
- Get a public entertainment licence if your event is in a building that doesn't already have one.



Luca's dad Adrian was diagnosed with young-onset dementia aged 55. His family formed a fundraising team 'Adrian's Army' and set out to take on a whole year of fundraising for Alzheimer's Society. As part of this, Luca sold homemade mince pies every Saturday in the run up to Christmas and raised £1,000!

**Food
Fanatic**

Alzheimer's Society is the UK's leading dementia charity. We provide information and support, improve care, fund research, and create lasting change for people affected by dementia.

0330 333 0804

makeitmatter@alzheimers.org.uk

alzheimers.org.uk/makeitmatter

[#makeitmatter](https://twitter.com/makeitmatter)



Alzheimer's Society a registered charity in England and Wales (296645); the Isle of Man (1128) and operates in Northern Ireland.

