



Your Memory Walk Pack

Providing help and hope one step at a time

 Alzheimer's Society
MemoryWalk

Your Memory Walk starts here

Thank you for signing up to Memory Walk this Autumn!

At an Alzheimer's Society Memory Walk, you feel it all. But you won't feel alone, because you'll be joining thousands of others walking to help fund vital support and research. Together, we will stop dementia devastating lives.

By fundraising, you can help those with dementia now and in the future. You are walking to fund faster diagnosis. You are walking to fund vital research for new treatments. You are walking for help and hope, for anyone affected by dementia.

This welcome pack contains everything you need to get the most out of your fundraising! Not sure how to get started? Check out the "What kind of fundraiser are you?" quiz, to find out what style of fundraising could work best for you.

Thank you so much for your support.

The Memory Walk Team



How to smash your fundraising using JustGiving



JustGiving is easy to use, safe, and saves admin costs for the charity by transferring funds instantly.



Make the most out of your JustGiving page

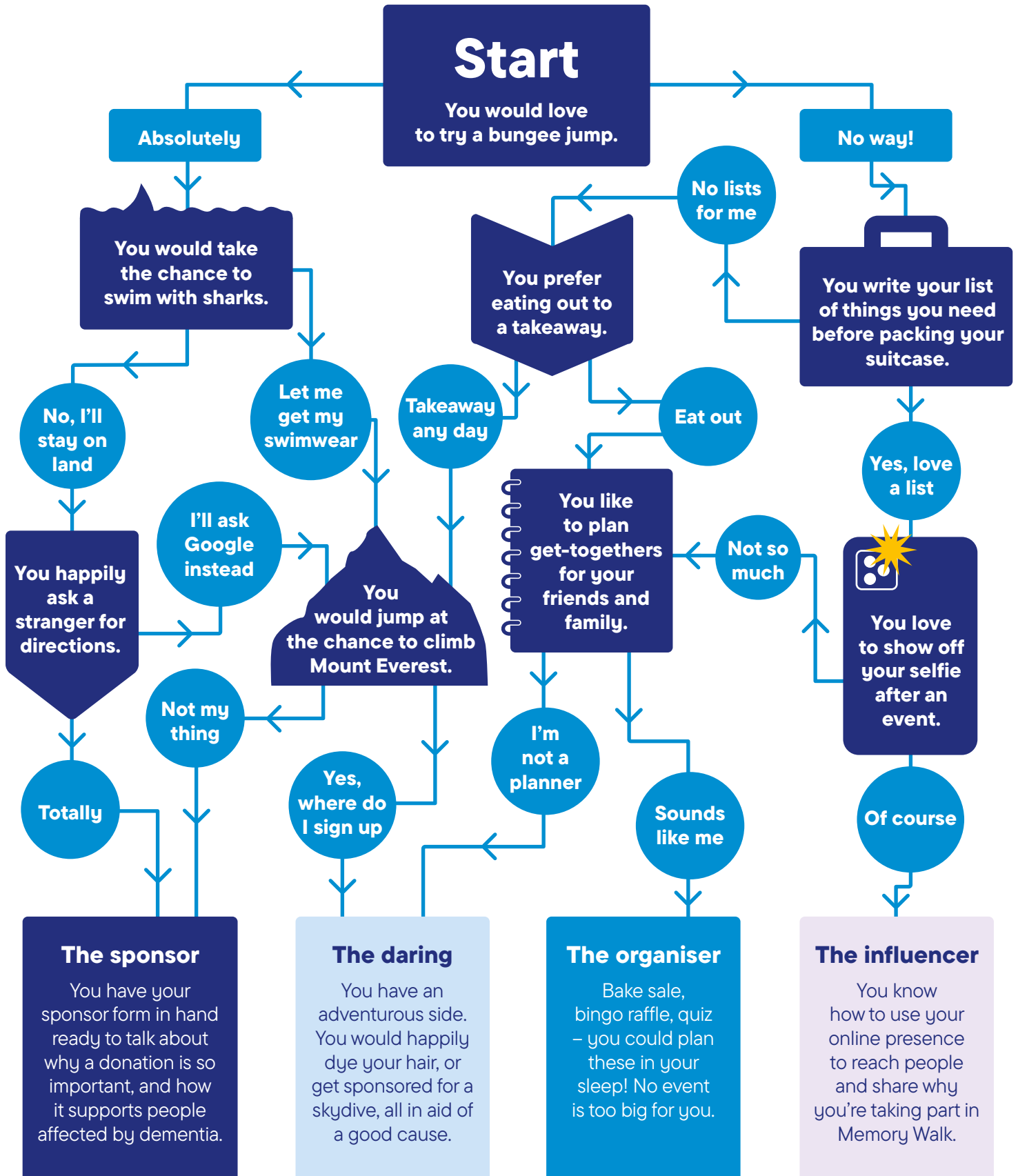
1. If you haven't already, head to [justgiving.com](https://www.justgiving.com) and set up your own page to gather donations online.
2. We've already set a fundraising target of £160 on your page. **Pages with a target raise on average 17% more.**
3. Tell your story. Sharing why you want to make a difference will help people understand your mission.
4. Add that personal touch by including photos of who you're walking for, or of yourself. **Pages with photos raise 13% more.**
5. Share your page on social media, tell friends and family, email your workmates – let everyone know

How to ask for donations

1. **Who?** Write a list of friends, family and colleagues, you could ask and the best method to ask them i.e email, text or a phone call.
2. **How?** Share your JustGiving page via social media, email or Whatsapp. The more times you share your page, the more donations you're likely to get!
3. **What?** Tell them all about your Memory Walk, including when and where you're doing it.
4. **Why?** Share your story of why you're taking part, and who you are walking for.
5. **When?** The earlier the better! The sooner you start fundraising, the sooner your funds will reach us and start changing the lives of people affected by dementia.
6. **Does your employer match your donations?** If so, use our matched giving form to make the most of your fundraising!

What kind of fundraiser are you?

Take our quiz to find out which style of fundraising is best for you, and tips and tricks to get you started.



Tips and tricks for your fundraising

The sponsor

- Learn a new skill and ask for sponsorship to achieve a goal. Maybe try to hula hoop 100 times in a row!
- Auction off your skills to your family or household. How much will someone pay for you to bring them a cup of tea in bed every morning?
- Get sponsored to quit sugar, alcohol or social media for a month.
- Do tasks and chores for your friends and family. Could you walk a friend's dog for a week or month?



The daring

- Jazz up your do and ask for donations to dye your hair blue!
- Take on a challenge and ask people to sponsor you to do 10,000 steps a day for a month.
- Add some fun to the working day and wear a costume to work. Has there ever been an office dinosaur? Get your whole team involved!
- Sell your unwanted, used or handmade items online, or at a car boot sale and donate the proceeds to your sponsor pot.



The organiser

- Choose your event – are you a baker? Arrange a bake sale. Love a quiz? Host one! Enjoy board games? Have a games night.
- Choose when and where to host your fundraiser, and tell your friends and family all about it. You could create an event on social media to spread the word even further.
- Contact us at **MemoryWalk@alzheimers.org.uk** if you need some extra banners or collection boxes.
- Take pictures of your event to share your success on social media and use **#MemoryWalk** so we can see too.



The influencer

- Set up an online fundraising page – we would recommend **JustGiving**, as it's super easy to use!
- Share why you are taking part in Memory Walk. Let people know the impact dementia has had on you and your loved ones.
- Sharing a snap of you in your Memory Walk t-shirt, or a photo of the person you are walking for, helps your sponsors connect with your story. Use **#MemoryWalk** so people can follow your journey.
- List all of the people you can share your fundraising page with, and get influencing!



Your money changes lives

Alzheimer's Society is the only UK charity that funds research, campaigns for change and supports people living with dementia today.

“

Honestly, I don't know what we would have done without our Dementia Adviser, Eula. She is an amazing lady.

”



Lisa's husband Paul was diagnosed with Wernicke Korsakoff's dementia in the spring of 2021 at the age of just 56. Suddenly Paul couldn't remember key memories, like their own wedding day, and it fell to Lisa to start caring for him and handling those important things Paul used to deal with. Their GP put them in contact with us to get the support they desperately needed.

'Honestly, I don't know what we would have done without our Dementia Adviser, Eula. She is an amazing lady.'

'If she hadn't given me the advice and the tools to look after Paul, my life would be a nightmare. It's important for me to understand how Paul's brain works so I can keep him calm and entertained. And with Eula's help, we are learning to focus on the good times too.'

'Paul doesn't remember our wedding day, but each time he picks up our wedding album I just see his eyes light up, which is so heart-warming'

Because of you, we can be there for people like Lisa and Paul when they need it most.

£50 supplies 134 uses of DNA duplicator in our research. This allows small samples of DNA to be copied into larger samples for study. Understanding our genes is vital to understanding the causes of dementia.

£160 provides expert face-to-face support for families dealing with the challenges of dementia. Whether they're supporting someone living with dementia, a carer, or an entire family, this support is invaluable.

£400 hosts five Dementia Voice group sessions. Each experience of dementia is different. That's why it's so important to listen to the people living with it. This ensures we can support everyone in the way they deserve.

Decorate this label and pin to the back of your Memory Walk t-shirt.
Wear it with pride, showing the world why you are taking part in Memory Walk.



I'm walking for



Alzheimer's society is a registered charity in England and Wales (296645) and the Isle of Man (1128). A company limited by guarantee, registered in England and Wales (2115499) and the Isle of Man (5730F). Registered office: 43-44 Crutched Friars, London EC3N 2AE.

#MemoryWalk



£50 covers the cost of an engagement platform for one day. This helps to manage and promote our open letters, surveys and petitions. It is crucial for challenging the government to respond to the needs of people affected by dementia.

£160 could cover the cost of a Dementia Advisor for over a day on our support line. Often people who call are at crisis point. Our expert advisors provide a listening ear, specialist guidance, and support people to access services that are right for them.

£500 will allow 3 people affected by dementia to travel to meet a member of parliament. No one speaks more powerfully about dementia than those who live with it. This way they can change views – and critically votes – on key issues affecting people with dementia.

How to use your matched giving form

What is Matched Giving and how to use it

- If your workplace offers a matched giving scheme, you can use this form to request a matched donation.
- Matched Giving is when an organisation matches the amount of fundraising an employee does for a charity. The fundraising of the individual is matched from the company's own resource up to a pre-determined level. Matched Giving can massively boost your totals, so it is always good to check if your employer has it!
- Please complete your details in the '**supporter details**' section of the form.
- Pass your form onto your employer to complete the '**employer details**' section.

Note for employer

Thank you for supporting us and matching donations for your employee's Memory walk – we're very grateful for your support. It is important that you complete this form to enable us to track your donation to your employee's fundraising total.

Please complete the '**employer details**' section of the matched giving form and take a look at how your donation could help people affected by dementia.

Please mark an 'x' on the form to show how you would like to make your donation. Once you have made your donation, please return the completed form to us in one of the following ways:

- **If donating via BACS or another online donation platform:** please scan your completed form and email a copy to us at memorywalk@alzheimers.org.uk
- **If donating via cheque:** please post the cheque and completed form to:
Alzheimer's Society, Bumpers Way, Chippenham, SN14 6NG



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



Memory Walk matched giving form

Please note this form is not for general donations.

Supporter details

Supporter name	
Supporter email address	
Supporter number	
Source code	EVMW23FMAT

Employer details

Employer name	
Employer contact name & email address	
Employer address	
Donation amount	
Is this payment going to be made as part of a larger payment? If so, please state the total amount of the payment to be made	
Payment method (please select)	<input type="checkbox"/> CAF <input type="checkbox"/> Charities Trust <input type="checkbox"/> Other third party platform. Please state the name of the platform: <input type="text"/> <input type="checkbox"/> BACS or CAF online transfer: HSBC Account No. 91304666 Sort code: 40-07-14 Please use the supporter number at the top of this form as your reference when making the payment and return this form to memorywalk@alzheimers.org.uk
	<input type="checkbox"/> CHEQUE or CAF vouchers: Please make payable to Alzheimer's Society and attach to this form before returning to Alzheimer's Society, Bumpers Way, Chippenham, SN14 6NG.

Thank
you

Please note: Funds will only be able to be matched to an individual's total on completion of this form. Should you have any queries, please do not hesitate to contact Alzheimer's Society on **0300 330 5452**.



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Sending your fundraising to us

Once your steps have been stepped, kilometers covered and sponsorship collected, it's time to donate your fundraising! You can pay in using any of the methods below:

- JustGiving:** If you've received donations via JustGiving, you don't need to do anything! Funds will be automatically transferred to us.
- Website:** Head to **memorywalk.org.uk** and click 'Pay in fundraising'.
- Cheque:** Make your cheque payable to 'Alzheimer's Society', and pop it into the freepost envelope from your welcome pack.
- Phone:** Call our Supporter Care team on **0300 330 5452** to make a payment over the phone using your card details.

Have a question, or need some help? You can find lots of answers to frequently asked questions at **memorywalk.org.uk**. Alternatively, you can email us at **memorywalk@alzheimers.org.uk**, or call us on **0300 330 5452**.

Finally, **the biggest THANK YOU to you** – we can't do it without you!



At Alzheimer's Society we're working towards a world where dementia no longer devastates lives. We do this by giving help to those living with dementia today, and providing hope for the future by campaigning to make dementia the priority it should be and funding groundbreaking research.

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memorywalk@alzheimers.org.uk

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