



Alzheimer's  
Society

# Your fundraising guide

BRIGHTON MARATHON  
12111

LIVE LONDON MARATHON  
EVENTS INSPIRING ACTIVITY



**Out of breath,  
full of pride**



# Where your money goes

One in three people born in the UK today will develop dementia in their lifetime. It devastates lives and, at Alzheimer's Society, we're changing that. Together with your help, we can give hope and vital support to those who need it today, hold decision-makers to account, and fund groundbreaking research to transform the future for everyone living with dementia.



## Your fundraising will bring help and hope...

### £6

could fund one phone call to a **Dementia Advisor**, providing help at the end of the phone.

### £15

could fund the production of 12 **Dementia Guides**. Covering information about dementia itself, treatments, planning ahead, and crucially, where someone can find support.

### £20

could fund 117 visits to **Talking Point**, our online community where people affected by dementia can share their experiences and feel less alone.



## Research



We know that research is key to ensure that dementia no longer devastates lives. That's why right now, we're backing the world's brightest minds and funding over 600 research projects to find the best ways to get early diagnosis, innovate care and develop targeted treatments to change the landscape of dementia.



## Services

We make living with dementia less frightening by making sure people don't face dementia alone. Through our support line, online and print information, expert dementia advisers and online community, we give advice and practical guidance for the next steps as people living with dementia navigate the hardest times of their lives.



## Influencing change

We hold decision-makers to account, using evidence and working with thousands of campaigners to amplify the voices of everyone living with dementia to make dementia the priority it should be.

# Top 6 fundraising tips

You've set up your JustGiving page and you want to make it a winner. Here are six top tips to kickstart your page.

**JustGiving** Menu Start Fundraising Search Log in Sign up

**176%**  
£8,832 raised of £5,000 target by 162 supporters

**Give Now**  
Share

**Alzheimer's Society**  
We provide help and hope to everyone living with dementia.  
Charity Registration No: 296645

**Jeremy Sice**  
**Run shorty run**  
I'm running a half marathon for Mum for Alzheimer's Society because losing one's memory is a life without joy  
Event: Brighton Half Marathon 2023, on February 26, 2023  
Participants: Brighton Half Marathon

**Story**  
I'm not fit, quite the reverse. I'm not a natural runner, far from it - but I've decided to put my little legs through the Brighton Half Marathon to support the Alzheimer's Society for very personal reasons.  
Our Mum has suffered with dementia for a number of years. It's a cruel disease that chips away at your memory, creates confusion and disorientation. We are lucky that she still remembers us and with prompts can recall her past. Others are not so blessed and live a life where all their memories have been erased.  
Please support me, my Mum and this amazing cause.  
Alzheimer's Society is transforming the landscape of dementia forever.Until the day we find a cure, we will create a society where those affected by dementia are supported and accepted, able to live in their community without fear or prejudice.

**Supporters** 162

**Charles Cameron & Associates**  
An amazing cause. Well done from Simon and all at CCA xx  
£250.00 4 days ago

**Anonymous**  
£15.00 + £3.75 Gift Aid 6 days ago

**Roberto D'Andria**  
You've still got it 🍷🍷🍷 10 days ago

**Suzi w**  
Love you guys xxx  
£200.00 + £50.00 Gift Aid 11 days ago

**Tim & Ela**  
Having a heart attack is a poor excuse not to run.... Go Jo Jo  
£100.00 + £25.00 Gift Aid 13 days ago

**Show more**  
**Give Now**

**Share this story**  
Facebook Twitter Email

**Updates**

**Jeremy Sice**  
February 1, 2023, 09:26 AM  
Thank you Mr Postman

**8583**  
Brighton Half Marathon

**Jeremy Sice**  
January 27, 2023, 05:57 PM  
OK now it's getting real. Thanks everyone for sponsoring me!

## Set your target

Pages with a set target raise 17% more, so add a target – it's a no brainer.

## Up your target

Once you have reached your target, make sure to set a new higher one. Aim high!

## Keep it real

Personalised pages raise 65% more, so why not explain why you're taking on your challenge?

## Set the bar high

People who donate to their own page to get them started raise a whopping 84% more.

## Make it snappy

Don't forget to post regular updates. Fundraisers who add photos tend to raise 13% more per pic!

## Track your progress

You can raise 111% more when your supporters can track your progress. Connect your page to your Strava or Fitbit account.

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**Ask friends to sponsor you, and in return they can choose a track for your training playlist!**

Sarah, London Marathon runner

**Don't fundraise alone! Take advantage of your friends' and family's skills and contacts.**

Josh, RideLondon cyclist

**People seemed to like that the target I set equated to an exact outcome. Explain what the money will provide and the benefit it will have for people with dementia.**

Jessica, London to Brighton cyclist

**Don't be afraid to ask. If you don't ask, you don't get. Share your fundraising page far and wide, you'll be surprised!**

Josh, RideLondon cyclist

**Use social media as much as you can to raise awareness of what you're doing – some of my biggest donations came from people I don't know.**

Jessica, London to Brighton cyclist

**My advice to anyone is to spread the word, touch people's hearts and never give in.**

Jane, Trekker

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**Feel it from  
your handlebars,  
to your heart**





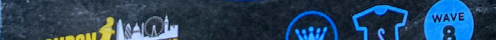


Alzheimer's  
Society

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# Quick wins

## fast and fun ways to fundraise

Here are some easy and engaging ways to drive up your donations and get people on board with the cause.

### Host a dinner party or bake up a storm

If you fancy trying your hand at baking but aren't quite ready for the Great British Bake Off, ease yourself in by whipping up some fairy cakes. They're sure to sell... well... like hot cakes!

### Sell your stuff

One person's trash is another person's treasure, so seek out all those toys and trinkets that are gathering dust and flog 'em. Not only will you raise money, you'll have a clutter-free pad.

### Display your collection tin

Displaying a collection tin in a local shop is a great way to raise some extra cash towards your target. Check out 'the legal bits' page for all the need-to-know stuff.

### Matched giving

A great way to help your fundraising go even further is to get your employers involved. Many will match some, or all, of the donations you raise – so it's definitely worth asking.



You can request a collection tin by calling Supporter Care on: **0300 222 5808**

# Epic events

## ideas for fundraising superstars

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Some fundraising ideas just always work. These can be done at home or online with friends, family and colleagues.



### Pub quiz

Get a friend or family member to be the question master and scorer, then choose your date and venue. It doesn't have to be the pub, it can be a club, local hall, your office, even a shepherd's hut halfway up a mountain if you like. Charge people to enter, individually or as teams. And don't forget to include picture and music rounds – people go wild for them.



### Raffle

A raffle is a perfect way to maximise the money you raise. Start by asking local shops and businesses to donate prizes, and tell all your friends and family. For more info, check out 'The legal bits' section in this pack.



### 'Come Dine With Me'

Do the hit TV series for real. Get four groups of four friends to compete against each other, with everyone putting in around £25 to participate. The four winners from each group go into the grand final. At the end of this nail-biting, goodie-munching event, the overall winner takes home a prize, with the rest going into your fundraising pot.



### Sports tournament

Tournaments are a great way to get your fitness up before the challenge. Hold a football, netball, volleyball or any ball tournament in your local park, and set an entry fee for your players to take part. Make sure it's enough to cover a prize for the winners and net oodles of cash towards your target.





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### Guess my time sweepstake

Don't forget to challenge your friends and family to guess your challenge time and give your sponsorship a little boost. Use the sweepstake poster included, and source a prize for winner or let them have ultimate bragging rights.

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### Timing is everything

Ask your friends and family to donate right after pay day, or ask your friends to donate the cost of a drink during that payday round or lunch trip.

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### Auction off chores

Get your friends, family and workmates together for a grand auction in which you sell off their skills to the highest bidder. A butler for a week, anyone?







# Fundraising in action



“The whole day was one of the best ever experiences, there is such a feel good, happy atmosphere. Seeing the finish line and hearing the music, the MC and the cheers from the crowd lifts you up and

all your aches & pains disappear and you literally float over the line and the pride in what you have just achieved is exhilarating”

**Dave, Trek26 participant 2022**

“My sisters and I decided to do the walk in honour of our beautiful mum, who has been suffering from Alzheimer’s for a few years now. Our family has felt so powerless seeing our mum decline with this cruel disease and we felt moved to do something proactive to help others affected by dementia.



Make sure to share your fundraising page on all of your social channels and encourage friends to share your page too! Personalising your fundraising efforts also helps when you are asking people for donations.

Taking part in The Winter Walk was such a positive experience - my sisters and I would highly recommend taking on an Action Challenge to raise money for this wonderful charity. You feel supported throughout the whole process and it felt so good to play a part in helping fight dementia.

The atmosphere on the day of the Winter Walk was really special and we felt our mum was with us with every step we took”

**Catherine and Rachel, Winter Walk Participants 2023**

For your training, try to do a bit of walking every day - every little bit helps! Work it into your day - walk to work instead of catching the bus, walk up the stairs instead of using the lift - things like this will do wonders for your fitness in the lead-up to the event.







## Taking part in one of our challenges can be the experience of a lifetime!

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As the day got nearer, I started to feel nervous, but the jump was the best thing I've ever done. I would tell anyone thinking about doing it, just go for it!

**Patricia who took part in our August Skydive Day to help support people affected by dementia**

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# Pathway to your target

We know finding ways to reach your target can be challenging so here are a few ways to help you smash it!

£10

## Self donate

Why not kick-start your own fundraising by self-donating? This often helps encourage your friends and family to start sponsoring you!

£

## Get thrifty

Have a clear out of your unwanted items and clothes and sell your second-hand goods on sites such as DEPOP, Vinted or Ebay.

£70

£50

## Sell your skills

Charge friends, family or neighbours for chores. We all know that super-busy person who would pay for an extra helping hand. You could charge £10 for chores like dog walking, car washing or cooking a meal

## Quiz night or Game day

Hold a fun quiz night or games day with your friends or even your work colleagues. These work well virtually too, so even your remote colleagues can join the fun!

£50

£40

## Collection tin

Placing one of our official collection tins in your local shop may raise more than you would think. It also raises vital awareness of our work. Order yours by calling our Supporter Care Team on **0330 333 0804**

£50

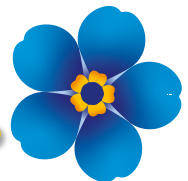
## Cake Sale

Sell 25 cakes @ = £2.50, or charge friends to enter a bake off competition

£30

## Dress Down Day

Charge your colleagues to dress down for a day or wear fancy dress



# How to pay in your donations

OK, this is the important bit. We've made it as easy as possible for you to get your money to us.

## JustGiving®



## JustGiving

With your JustGiving page, everything happens automatically: the money is sent to us, Gift Aid collected, and your sponsors thanked. Job done.

## Cash

If you have cash to pay in, you can:

- Bank it and pay over the phone with a credit or debit card - call our lovely Supporter Care team on:  
**0300 222 5808**
- Bank it and send us a cheque payable to Alzheimer's Society. Include your sponsorship form and post this to:  
**Alzheimer's Society,  
Suite 2, 1st Floor East Wing,  
Plumer House, Tailyour Road,  
Plymouth PL6 5FS**



You can also pay offline donations to your own JustGiving page to add it to your total - just remember not to add GiftAid if you're paying your sponsorship in yourself.



# The legal bits

A few key bits of extra information to help everything go smoothly with your challenge.

## Raffles and lotteries

The most straightforward way to host a raffle is to make sure:

- all tickets cost the same amount.
- the sale and draw of tickets happen on the same day or night – you'll need a licence if tickets are sold in advance (see website in the panel, right).
- no more than £500 is deducted from ticket sales to cover the cost of prizes.
- tickets are only sold to people aged 16 and over.

## Collections

To collect money in public places you might need a street collection licence – visit

[gov.uk/street-collection-licence](https://www.gov.uk/street-collection-licence)

for all the details. If you'll be collecting on private land (a supermarket or train station for instance) you'll need permission from the landowner or manager.

## Food and drink

If your event involves food and drink, [food.gov.uk](https://www.food.gov.uk) is your one-stop shop for all the information you need before hosting an event. If you have any doubts or questions about anything, we are, as we pledged at the beginning of this pack, here for you. Just call or email us and we'll pull out all the stops to help.



If you're looking to do something slightly different, please give our lovely Supporter Care team a call on **0300 222 5808**. They'll be able to advise you on whether you'll need a license. You'll also find handy info on raffles and lotteries at [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)



# Alzheimer's Society

Together we are help & hope  
for everyone living with dementia

**alzheimers.org.uk**

Call us on:  
**0300 222 5808**

or email us at:  
**events@alzheimers.org.uk**

**Every pound you raise means we can continue being a vital source of support and a powerful force for change for everyone living with dementia. We can't thank you enough.**

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.

Alzheimer's Society is a registered charity in England and Wales (296645) and the Isle of Man (1128). A company limited by guarantee and registered in England and Wales (2115499) and the Isle of Man (5730F).



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**FUNDRAISING  
REGULATOR**