

Fundraise during Dementia Awareness Week

Two for tea and tea for two... fundraising ideas

Dementia Awareness Week is our chance to make a big splash about [dementia](#). We want to transform understanding of dementia and encourage people to think and talk about it. And we want to raise as much money as possible to reach more people with dementia and their families and make a real difference to their lives. That's why the [fundraising](#) you do during Dementia Awareness Week is so important.

Tea - that very British tradition - is the theme of our fundraising activities during the week, and you'll find ideas and tips on this page and in our booklet to help you on your way.



Afternoon tea with a difference

Get together with family, friends or colleagues and turn your afternoon into something a bit special. Big and bustling in a community hall or park, small and intimate in your home or the office, or even extreme on the summit of a mountain, we're sure you'll make it an afternoon tea to remember.

Here are some ideas:

- Nip in your waist, roll out the bunting, wind up the gramophone and go vintage. You could invite a local hairdresser to give people a 40s look for a donation, or hold a competition for the best-dressed guest.
- It's (almost) summertime and the living is easy. Hold your tea alfresco, complete with wicker

basket, strawberries and checked picnic cloth. How about inviting some musicians to create that extra-special atmosphere, or holding an egg and spoon race?

- Abandon tradition and go for health with a contemporary green tea and sushi theme. You could combine this with exercise and offer taster sessions of yoga, pilates and tai chi, or get your guests to have a go at making their very own sushi.
- Or forget all about healthy for an afternoon and indulge your guests with sumptuous cakes. Hold your great British bake-off followed by a cake sale. Or how about having a cup cake decorating competition and a raffle?

Hold a tea dance

Pull on your dancing shoes, brush up on your Foxtrot or American Smooth, and give your guests a trip down memory lane by holding a Strictly-style tea dance.

You could charge an entrance fee or fundraise at the event with a collection or a raffle. Or how about holding a dance-a-thon or a sponsored dance-off? People love to dress up, so you could also hold a competition for the best-dressed dancer.

Do you know any professional dancers who would give up their time for free to teach your guests some moves for a donation?

If you don't have the time or know-how to organise your own, you could ask your local dance school or class to hold an existing event in aid of Alzheimer's Society.

Promoting your event

You can download a [poster template](#) to advertise your event. And how about contacting some local businesses to ask them to support your event. They are often keen to help local charities and may give you free advertising, fundraising or gifts for your raffle.

For more ideas about fundraising download [Tea party - A guide fundraising during Dementia Awareness Week](#)

Fundraising responsibly

When organising your event remember to consider things like food hygiene and entertainment and music licenses. [Find out more about fundraising and the law and other guidelines](#).

Sending in your money

There are a variety of ways you can send in the money raised.

[Find out more about sending in your money](#)

Ordering fundraising materials

To order fundraising materials such as collection tins, stickers and balloons call 0870 417 0192 or contact your local [community fundraiser](#)

If you have any further questions you can also [email us](#).

Dementia Awareness Week 2012 is sponsored by Saga Homecare. Together Alzheimer's Society and Saga Homecare hope to maximise awareness and understanding of dementia across the UK.

Alzheimer's Society National Dementia Helpline

England, Wales and Northern Ireland: 0300 222 11 22

9.00am-5.00pm Monday-Friday

10.00am-4.00pm Saturday-Sunday

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