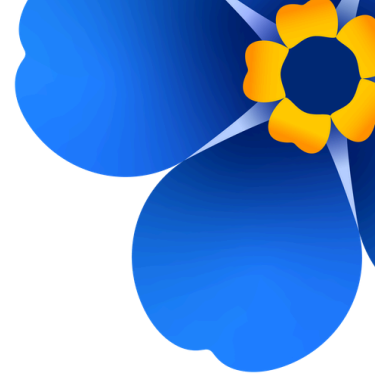


# Easter fundraising pack



Bring your team together this Easter to help raise vital funds to support those living with dementia.

This year, your organisation can embrace the sense of fresh beginnings and togetherness that comes with Easter and the arrival of spring, to make a difference to people affected by dementia.

Come together to celebrate in your workplace, bringing fun and connection to your team whilst helping us continue to provide vital support, research and awareness of dementia.

Whether you're looking to brighten up the office before Easter weekend or simply want a fun way to bring colleagues together, the fundraising activities below are a great way to connect, get creative and give back.

**By raising money during Easter, you are doing something amazing. You are helping to fund vital dementia research and giving help and hope to those living with dementia. Your support means that people with a dementia diagnosis can instantly access advice, guidance, and local services information. Thanks to you, they will not have to face dementia alone.**



# Easter fundraising ideas



**Easter egg hunt:** Why not turn a classic Easter activity into an exciting fundraiser? Host a workplace Easter egg hunt encouraging colleagues to donate to take part. You can hide chocolate eggs or other treats around the office and offer a small prize for the winner. You can also encourage teams to participate together.

**Spring bake sale:** Host an Easter or spring-themed bake sale. Ask colleagues to bring baked goods and invite everyone to contribute a small donation per treat.

**Egg decorating competition:** Encourage colleagues to get creative and decorate an egg (real or wooden). Participants donate to enter and the office can get involved to vote for categories such as 'Most Creative' or 'Best Team Design'.

**Guess the eggs in the jar:** Fill a jar with mini chocolate eggs and ask colleagues to donate to guess how many are inside. The closest guess wins the jar or another fun prize.

**Spring photo wall:** Create a colourful Easter or spring-themed wall in the office, or a digital board, where colleagues can share their Easter and spring photos and the memories behind them. Encourage a small donation for each photo added.

**Need help? Please contact us at [hotline@alzheimers.org.uk](mailto:hotline@alzheimers.org.uk) where we can provide additional support for your fundraising**



Registered with  
**FUNDRAISING  
REGULATOR**

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



**Alzheimer's  
Society**

It will take a society to beat dementia