

Your fundraising guide



**Alzheimer's
Society**

It will take a society to beat dementia

A special game for a special cause.



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 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 Adviser, 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 help fund a Research Nurse for one hour, to recruit more participants for crucial clinical trials and provide hope for the future.



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.



Your Ultimate Golf Challenge ticklist

How to get started

1

Assemble your team and sign up to the challenge

2

Choose to play either 36 or 72 holes in one day

Play 2 or 4 rounds to help end the devastation caused by dementia.

3

Choose your course, pick a date and book your tee times

You can choose to complete your challenge whenever you like!
We recommend choosing a day which gives you plenty of daylight.

4

Set up a fundraising page

Share with friends and family, and don't forget to add your fundraising target!

5

Assemble your kit

Clubs, balls, tees, scorecard, gloves and sunscreen. Gather all the essentials you'll need for your time on the course.



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

Dan Gibbs
Dan's Ultimate Golf Challenge
I'm taking on 4 rounds of golf in one day for Alzheimer's Society in memory of my loved ones.

Story

Please support me as I take on this mega challenge. I'll be doing four rounds of golf, or 72 holes all in one day in support of Alzheimer's Society who helped to support my family when my parents were affected by dementia.

Supporters 162

- Bob A**
An amazing cause. Well done
£250.00 4 days ago
- Anonymous**
£15.00 + £3.75 Gift Aid 6 days ago
- Warren Parks**
You've still got it 🍷🍷🍷 10 days ago
- Peter and Margaret**
Love you guys xxx
£200.00 + £50.00 Gift Aid 11 days ago

Show more
Give Now

Updates

Dan Gibbs
There's no such thing as too much practice, so I've spent another day building up my stamina!

Dan Gibbs
The big day is getting close! A huge thanks to everyone who's sponsored me so far. The support has been overwhelming.

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 pages 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! And make sure to share your page as you could raise up to 5 times more than those who don't.

Track your progress

You can raise 111% more when your supporters can track your progress.

A photograph of two men on a golf course. In the center, a man in a light grey polo shirt and dark trousers is captured in the middle of a golf swing, holding a driver. He is wearing white gloves and brown and white golf shoes. In the foreground, on the right, the back of another man is visible; he is wearing a white polo shirt with blue stripes on the sleeves and dark trousers, and is holding a golf club. The background features a lush green golf course with several trees under a bright, hazy sky. The overall mood is serene and focused.

**Feel it all
with every
swing.**

Pathway to your target

We know fundraising can be challenging. Below are ways you can fundraise on and off the course!

£10

Self-donate

Why not kick-start your own fundraising by self-donating? This often encourages your friends to start sponsoring you!

Get thrifty

Have a clear out of your unwanted items 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 a helping hand. You could offer golf lessons, or domestic help like dog walking or car washing.

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 or golf club 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**

£30

Dress Down Day

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

Cake Sale

Sell 25 cakes @ 10p each = £2.50, or charge friends to enter a bake off competition.

£50

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 Rd, 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)**

alzheimers.org.uk

Call us on:

0300 222 5808

or email us at:

events@alzheimers.org.uk



**Alzheimer's
Society**

It will take a society to beat dementia

Every pound you raise makes a huge difference to people affected by dementia and their families. We can't thank you enough.

At Alzheimer's Society, we're the UK's leading dementia charity and the only one to tackle all aspects of dementia by giving help and hope to people living with dementia today and in the future. We give vital support to people facing the most frightening times of their lives, while also funding groundbreaking research and campaigning to make dementia the priority it should be.

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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REGULATOR**