



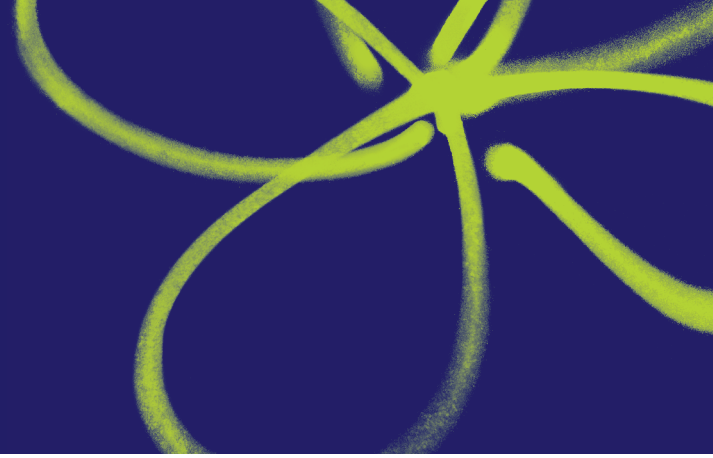
# Running support pack

United *we* run  
against dementia

[alzheimers.org.uk](http://alzheimers.org.uk)



# Welcome



Thank you for signing up to run for Alzheimer's Society - it's great to have you on the team! With your support we can continue to make sure that people live well with dementia today, and fight for a world without dementia tomorrow.

Knowing you're making a difference to our work is a great motivator when training gets tough. Whether you're taking part in a race for the first time, or an experienced runner, we're here to support you.

The following pages give you a lot of useful fundraising and training advice. If you need anything else, please do [email us](#) or call 0330 333 0804.

[Download a sponsorship form](#)

[Set up your fundraising page](#)

[Promote your fundraising](#)

[Order your fundraising materials](#)

[Download a paying in form](#)



# How you're helping people with dementia

With currently over 850,000 people living with dementia in the UK and this number set to rise to over 2 million by 2051, Alzheimer's Society is leading the fight against dementia, supporting people to live well today and researching to find a cure tomorrow.

The Society's vital work is only made possible thanks to the generosity of our supporters. It is with the help of fundraisers like you that we have been able to continue expanding our network of local services, including introducing over 100 new Dementia Cafés and over 80 Singing for the Brain® groups in the last year.

Through our services we are able to touch the lives of over 30,000 people each week, providing practical services and support for people with dementia and their carers. We also fund innovative research programmes, looking into the causes, care, prevention and pursuing a cure, as well as lobbying and campaigning for better awareness, treatment and the rights of people affected by dementia.

Every pound you raise makes a difference and is a valuable contribution to the charity's funds, helping to ensure that the charity can continue its work, improving lives and committing to finding a cure for dementia.



# Online sponsorship



The easiest way to start raising money is by setting up a [JustGiving page](#). It only takes a few minutes and your friends, family and colleagues can easily and safely donate to your challenge. Make sure to follow these top tips to really make the most out of your page.

## 1. Ready for your close up?

Fundraisers with pictures on their page raise 14% more per photo. A legitimate excuse for a #selfie.

## 2. Tell your story

People will give more if they know why you are fundraising for Alzheimer's Society. Add your story to your page and use the statistics in this pack to inspire your donors.

## 3. Smash your target

Pages with a target raise 46% more. Be brave and tell the world what you're aiming for!

## 4. Update your friends

Been out training or have some news about your fundraising? Post an update to keep your friends interested.

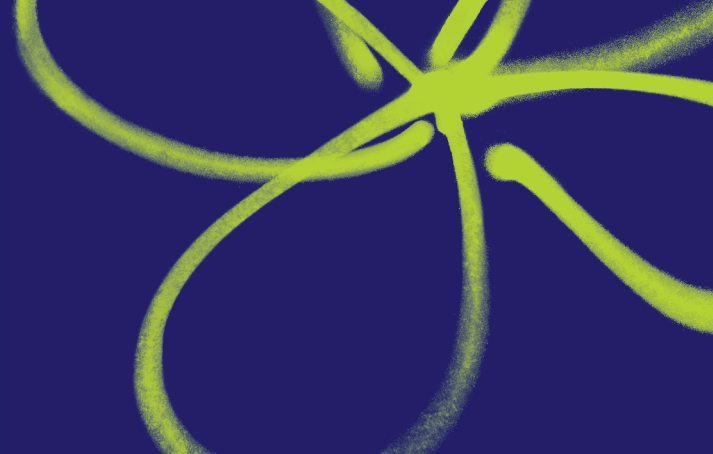
## 5. Share your page

Once your page is looking perfect, share it on social media. Every share is worth about £5 in donations.

## 6. It's all over... or is it?

20% of donations come in after the event. Make sure to keep sharing your page as you never know who might still be feeling generous.

# Your fundraising target



Having a target to work towards will help to keep you motivated with your training and is a brilliant way of inspiring your friends and family to support your challenge!

Everything you raise will help us to continue supporting people with dementia, so aim high and remember you can [contact us](#) at any time for advice!

- £21** could pay for a person with dementia, or their carer, to spend an hour with one of our experienced Dementia Support Workers.
- £50** could fund the equipment a dementia researcher needs for a day to investigate ways to improve care and treatment for the condition and brings us closer to finding a cure.
- £116** could pay for a person with dementia or their carer to attend peer support sessions for one month.
- £300** could pay for a focus group for people with dementia and their carers so we can consult them about a current policy issue and represent their needs.
- £3,300** could pay for brain scanning equipment to detect changes in the brain caused by Alzheimer's disease, in the hope of finding an affordable, non-invasive test to diagnose the condition.

# Fundraising ideas

Along with sponsorship there are lots of other ways you can reach your fundraising goal. Here are just a few quick and simple ideas which will help you smash your target:

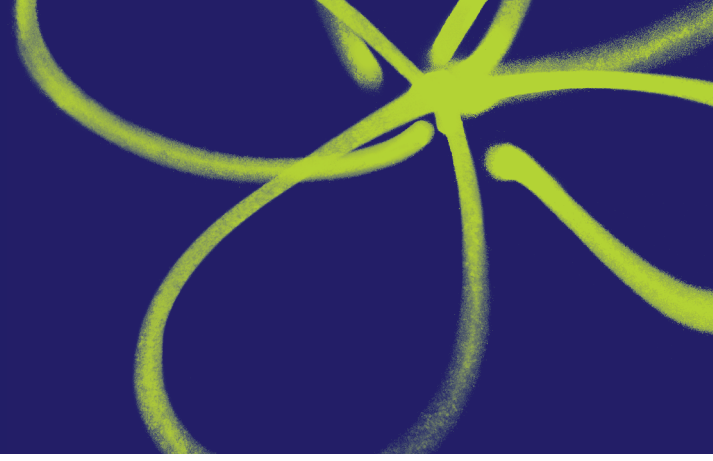
- Hold a cake sale at work. Ask five people to bake a cake and then charge your colleagues £1 per slice. If you do this every month on pay day for three months you'll soon have over £150 to put towards your fundraising total.
- Raise £200 by holding a quiz night with a raffle. Recruit seven teams of six of your friends and family and charge them £5 each to enter.
- Raise £500 by contacting your local superstore to arrange an afternoon of bag-packing. Get your friends to help you and complete our [fundraising materials order form](#) to order collecting buckets and t-shirts.
- Raise £1000 by putting on a social event with food for 50 people. Charge for tickets and contact local shops and attractions for prizes so that you can hold a raffle on the day.

Want to do more? We've got loads more fantastic ideas on our [website](#) and you can also keep an eye out for our newsletters for more seasonal fundraising ideas. We've also got some useful tips on promoting your fundraising and events.

'I loved the fundraising once I'd started and it was such a sense of achievement when the funds began to roll in. When people found out the challenge I was taking part in and what I was doing it for they were so generous!'



# Maximise your fundraising



## Matched Giving

A great way to reach your target is to get your employers involved with your fundraising. Matched giving is when employers match some or all of your sponsorship often part of a Corporate Social Responsibility strategy. Companies who engage in matched giving are eligible to receive tax relief on these donations.

## How to get started

1. Check your company has a matched giving scheme and ask what you need to do to make a claim (ask your line manager, HR or Corporate Social Responsibility team).
2. [Email](#) for an Alzheimer's Society Matched Giving form, complete and return.
3. Once we have received the payment, we will email you a receipt and add it to your fundraising total.

## Gift Aid

### Turn every £1 donation into £1.25

Under Gift Aid, the HM Revenue and Customs (HMRC) will top up every £1 given to Alzheimer's Society with 25p. The Society could receive £250 for every £1,000 you donate with no extra expense to you or your sponsors.

For further information about how Gift Aid works and who is eligible to claim, please visit our [website](#).



# Training guide

Now that you've secured your place you're probably eager to get started with your training. We've teamed up with professional coaches Nick, Phoebe and Tom from RunningWithUs to help you prepare for your challenge.

Get started with the [training guide](#) that suits your level of fitness in our Training Zone.

RunningWithUs have also provided a host of [useful information](#) to cover all kinds of common runner's concerns. There are also some great stretches and tips on posture to make sure you're giving yourself the best chance to train injury free!

- Before you begin your training it's advisable to get yourself checked by a doctor or a physio, especially if you have not been active for a while or have a known weakness.
- To be at your best on race day it's important that you fuel your body with the right food and keep well hydrated. Take a look through our tips on [what to eat and staying safe](#).

If you do have any training niggles you can email our professional coaching partners by emailing [info@runningwithus.com](mailto:info@runningwithus.com)





# FAQs

## **Q: How much sponsorship do I have to raise and when does it need to be in by?**

If you are running with a charity place, you have pledged to raise a set fundraising target which you can find in your registration confirmation email from Alzheimer's Society.

If you are running with your own place secured through the race organisers, there is no fundraising target, we just ask that you raise as much as you can. We'll be on hand to help with any questions or concerns – just [get in touch!](#)

## **Q: How do I get my running number?**

Your running number is allocated by the race organisers and will be sent to you in your final instructions pack approximately one month before race day. The final instructions pack will also include all other race day details about the race start time, the course and lots more.

## **Q: How do I withdraw or defer my place?**

If you are running with a charity place, please [email us](#) if you need to withdraw from the race. Unfortunately we are unable to defer charity places to the following year.

If you have your own place through the event organisers, you will need to contact them to withdraw or defer. The details of how to do this will be on their website. Please then [email us](#) so that we can update our records.

## **Q: How do I send you the money?**

Please send all offline donations to us with a copy of our [Running Events paying in form](#). Alternatively you can call us on 0330 333 0804 to make a card payment over the phone. Any sponsorship from an online page will come to us weekly and be credited to your record.

## **Q: Do you have collecting tins and buckets that I can order?**

Yes you can order [fundraising materials](#) from our mailing house. Please give them two week's notice. If your order is more urgent, please call the mailing house on 01628 529 240 to place an order.

Alzheimer's Society  
43-44 Crutched Friars  
London  
EC3N 2AE

**0330 333 0804**

**events@alzheimers.org.uk**

**[alzheimers.org.uk](http://alzheimers.org.uk)**

Alzheimer's Society is the UK's leading dementia charity. We provide information and support, improve care, fund research, and create lasting change for people affected by dementia.



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Alzheimer's Society operates in England, Wales and Northern Ireland.  
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