

Insurance Day of Giving

Uniting against dementia

Insurance
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against
dementia

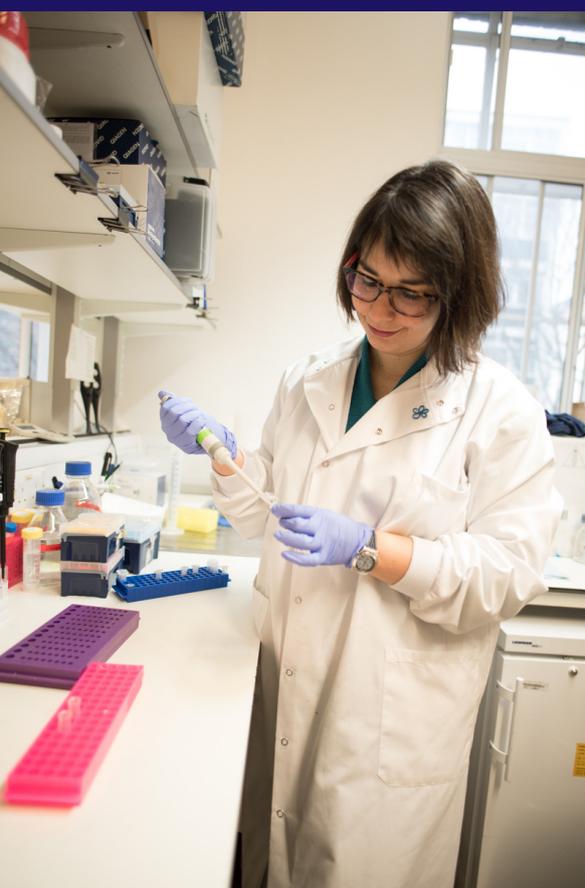
In partnership with



Thursday 8 November

Thank you for joining the Insurance Day of Giving! On 8 November the sector will unite against dementia. Get as many people involved as possible and help us to take on the 21st century's biggest killer.

This toolkit includes everything you need to get involved from fundraising ideas to tips on raising awareness. In addition to this toolkit, your welcome email included a zip folder of digital assets to support your efforts in the run up to, and on the Day of Giving.



Fundraising toolkit

How can you get involved?

Tea and Talk

One of the easiest ways you can support your staff is to create a space where people can learn about dementia and the support they can receive if they are affected.

Tea and talk allows your staff to take some time out to learn our 5 key messages to help them better understand how dementia affects people. Hold a bake sale to accompany the session and ask for donations for sweet treats.

Dress down for dementia

An easy way to raise money is to put on a dress down day for your company. Extend the invite to your clients and avoid suits for the day! A £2 donation can go a long way if everyone gets involved.

Quiz and raffle

Organise a quiz in the office, perhaps during lunch or give your staff an hour off in the afternoon! Charge players to enter and reward the lucky winners with a prize. Why not put on a raffle to raise extra funds!

Rock paper scissors tournament

There can only be one champion in this high energy tournament. It's fun, it's fast, and it's sure to get people talking. Race your way through knock-out rounds of this classic game, building to your final rounds where you will crown your rock paper scissors king or queen. We've included some guidance in the digital assets folder to help you organise this lively challenge.



Raise awareness of dementia

If you or a loved one are dealing with the challenges that dementia can bring, we are here for you. Get advice on a range of topics and find support near you.

Five things you should know about dementia

1. Dementia is not a natural part of ageing.
2. Dementia is caused by diseases of the brain.
3. It's not just about losing your memory.
4. People can still live well with dementia.
5. There is more to the person than the dementia.

Raising awareness on the day

- On the Day of Giving we want to raise as much awareness as possible to ensure everyone across the industry knows where they can turn for advice and support.
- Share our 'Five things you should know about dementia' key messages throughout the day, on your internal channels and at your tea and talk event.
- Signpost your people to our support - the National Dementia Helpline, Talking Point online forum, fact sheets, and local services directory.
- You can find posters at the end of the toolkit which include information about our five key messages and accessing support.



Making your donations

JustGiving

It couldn't be easier to get your company signed up to the Day of Giving. Just follow the instructions below:

1) Visit [justgiving.com/teams/iuadday](https://www.justgiving.com/teams/iuadday)

2) Where it lists 'Team Members' there is an option to click 'Join the team'. Click this and follow through the instructions. If your company has not used JustGiving before, you will need to sign up. You'll then be asked whether you want to set up a new page or join the team. Choose the 'join team' option.

3) Once you've set up your page, it will appear in the list of participating firms.

4) On the Day of Giving, share the link to your page with your employees. You can also share the page on social media. JustGiving has a text to donate option and you can set up a unique code via your fundraising page settings. If you do set this up, make sure you share these details with your colleagues for those who want to donate via text.

Prizes

There are some fantastic prizes to be won on the Day of Giving. There are four awards categories below - everyone who takes part has a chance of winning!

Star of the Century

Be one of the first 100 people to donate on the day and you could win a prize!

Team Effort

To truly make a difference, we need everyone to get involved. We'll pick a winner at random from the company with the highest number of donations.

Big Spender

One lucky winner from the company which raises the most on the day.

Social Superhero

Spread the word and you could be in with a chance of winning. This special prize is for whoever raises the most from sharing their fundraising page on social media.

Company donations

If you'd like to make a company donation, you can do this via JustGiving, on our website, or as a BACS transfer.

Online

[alzheimers.org.uk/iuad](https://www.alzheimers.org.uk/iuad)

BACS

Alzheimer's Society No.2 account
Sort code: 40-07-14
Account number: 91304666
Ref: IUADDAY18 'COMPANY NAME'



Thank you for supporting us!

What will your money do?

£50

could help researchers to use an innovative communication tool to help people with advanced dementia manage problems with eating and drinking.

£130

could fund one day of a talented PhD researcher's time increasing our understanding of the causes, prevention and treatment of dementia.

£380

could allow a researcher find out more about a specific type of dementia and how we might treat it by studying a person's genes for a day.

£1,560

could fund one week of an Alzheimer's Society clinical fellowship - enabling research which will improve care and treatment for people with dementia.

Spread the word

Throughout the Day of Giving, we'll be keeping track of our team progress on social media via the hashtag #IUADday.

We want everyone to be included - share pictures of your activities, tell us how you're uniting against dementia.

Remember, if you share your firm's JustGiving page on social media, you could be in with a chance of winning our Social Superhero prize!

IUADday

 **@InsuranceUAD**

 **Insurance United Against Dementia**