



Your fundraising guide

The power to change lives is in your hands





‘Don’t waste time thinking that you can’t do it and you wouldn’t be able to raise the money. Whatever you put your mind to, you can achieve. I am so proud of my achievements!’

Great Wall of China participant

The Great Wall of China

Where your money goes

With someone developing dementia every three minutes, dementia is set to be the UK's biggest killer, affecting all our futures. It doesn't discriminate, it devastates lives, and right now there's no cure.

Alzheimer's Society is the UK's leading dementia charity. We provide information and support, fund research and are creating a more dementia-friendly society so people with the condition can live without fear and prejudice.



Research

We're the only UK charity investing in research into dementia care, cause, cure and prevention. We're spending £150 million on cutting-edge research over the next decade, and every project is informed by the needs of people affected.



Services

Our local services across most of the UK provide information, care and support to people with dementia, their families, friends and carers. £400 could help us deliver eight virtual singing for the brain sessions a month, so we can continue to connect with people affected by dementia in the comfort of their own homes.



Campaigning

Our campaigns keep dementia firmly at the top of the political agenda and make sure people living with dementia are heard throughout the Coronavirus crisis.

#unitedagainstdementia

Five great ways to max the cash

Kick start your fundraising by setting up your JustGiving page. Here are five top tips for making your page a winner.

1 Keep it real:

Personalised pages raise 60% more, so make sure you explain a bit about why you're taking on your challenge.

2 Set your target:

Pages with a target raise a whopping 75% more than pages without one – it's a no-brainer.

3 Up your target:

As soon as you reach your original target, set a new one. Keep up the smashing work!

4 Set the bar high:

Try and make sure your first donation is a big one, then others are more likely to go large too.

5 Make it snappy:

Post regular updates on your challenge and make sure to add plenty of pics.

JustGiving Search for charities, events or groups [Join Fundraising](#) Log in Sign up

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Maaïke and Mark are jumping out of a Plane!!

We are falling 10,000ft through the sky for Alzheimer's Society because they're working towards a world without dementia

Team members: Mark Palmer | Event: One Giant Leap - Skydive Day, 06 Aug 2017

177%
£1,399.15
raised of £790 target
by 33 supporters

[Donate](#)
[Share on Facebook](#)

One Giant Leap
run by Alzheimer's Society
This year hundreds are taking One Giant Leap all across the UK, to help those affected by dementia.
Charity Registration No: 296645

Story

Alzheimer's Society is transforming the landscape of dementia forever. Until the day we find a cure, we will create a society where those affected by dementia are supported and accepted, able to live in their community without fear or prejudice.

...And me and my dad are going to do a tandem parachute dive to support them! We will be jumping out of a plane at about 10,000ft and free falling for 5000 of those feet back to the ground... Needless to say even writing this is getting my palms sweaty!

As I work at the Alzheimer's Society I really know how important the work they do is (not just blowing my own trumpet, honest). Everything we raise will go to continuing the society's work to reach more people affected by dementia, fund research and increase awareness. This cause has become even more important to us recently following a diagnosis of Vascular dementia within our family.

We'll be incredibly grateful for any donations and if you need further motivation it's my dad's 60th this year so perhaps you could donate as an early Birthday present.)

...plus...
...WE ARE JUMPING OUT OF A PLANE!!

Share this story

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Supporters 33

Kayleigh Haynes 3 months ago
Congratulations guys! You are both braver than me! :)
£20.00 + **£5.00 GRN Aid**

Beryl Palmer 3 months ago
£50.00

Naomi Postans 3 months ago
Good luck Maaïke!
£5.00 + **£1.25 GRN Aid**

Anonymous 4 months ago
£250.00

Dulcie Brown 4 months ago
Good luck! Hope you don't poo yourself!
£10.00 + **£2.50 GRN Aid**

nigel Hoeking 4 months ago
Scary! Have fun - looking forward to hearing about it
£30.00 + **£7.50 GRN Aid**

Annabel Cullen 4 months ago
Terrifying! So impressed. You are both mad, and so brave
£30.00 + **£7.50 GRN Aid**

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[Donate](#)

Updates 1

Maaïke Palmer-Claus
Hi Everyone,

I just wanted to let you all know that we did it! We managed to jump out of a plane at 12,000ft and fall back to earth with a few somersaults and spins on the way! It was terrifying and amazing in (almost) equal measure!

Thank you so much to everyone who sponsored us, it really drew us on! I'd particularly like to thank the very generous anonymous sponsors who we haven't been able to thank personally.

Thank you everyone!

Maaïke and Mark

Fundraise like a pro

Straight from the experts: Six top tips from our past fundraisers:



'Ask friends to sponsor you and in return they can choose a track for your training playlist!'

Molly, London to Paris cyclist



'Don't fundraise alone! Take advantage of your friends' and family's skills and contacts.'

Steve, Tough Mudder



'People seemed to like that the target I set equated to an exact outcome. Explain what the money will provide and the benefit it will have for people with dementia.'

Daniel, Swansea half marathon runner



'Never go anywhere without your sponsorship forms!'

Wendy, South Coast Challenge trekker



'Use social media as much as you can to raise awareness of what you are doing – some of my biggest donations came from people I didn't know.'

Steph, Belfast marathon runner



'My advice to anyone is to spread the word, touch people's hearts and never give in.'

Jane, Great Wall of China trekker



'It was hard. But the sense of achievement I felt completing the marathon, as well as the generosity of everyone donating was incredible.'

Callum

**Brighton
Marathon**

Quick wins – fast and fun ways to fundraise

Here are some easy and really engaging ways to **drive up your donations** and get people on board with the cause.



Bake up a storm

If you fancy trying your hand at baking but aren't quite ready for the Great British Bake Off, ease yourself in by whipping up some fairy cakes. They're sure to sell...well, like hot cakes!



Sell your stuff

One person's trash is another one's treasure, so seek out all those toys, trinkets and tat that are gathering dust and flog 'em. Not only will you raise money, you'll have a clutter-free pad.



Display your collection tin

Displaying a collection tin in a local shop is a great way to raise some extra cash towards your target. Check out 'the legal bits' page for all the need-to-know stuff.



Matched Giving

A great way to help your fundraising go even further is to get your employers involved! Many will match some or all of the sponsorship you raise so it's definitely worth asking!

Epic events – ideas for fundraising superstars

Some fundraising ideas just always work. These can be done at home, or socially distanced with friends and family, or even online. Whatever works best for you, these events are sure to boost your fundraising!



Pub quiz

Get a couple of mates on board as question master and scorer, then choose your date. Charge people to enter, individually or as teams. And don't forget to include picture and music rounds – people go wild for them.



Raffle

A raffle is a perfect way to maximise the money you raise. Start by asking local shops and businesses to donate prizes, and tell all your friends and family! For more info, check out 'The legal bits' section in this pack.

'I really used the power of social media for my fundraising! The local press caught hold of my story on Facebook and did an article which really helped. I also had a monthly article in the local church magazine. In the end I raised over £5,000.'

Phil



**London
to Paris**



Hair raiser

Take the plunge and grow a moustache or beard, or don your craziest hair style. Or you could take it one step further and chop the whole lot off! Make sure you share the results with friends and family on social media.



'Come Dine With Me'

Do the smash hit TV series for real. Get four groups of four friends to compete against each other, with everyone putting in, say, £25 to participate. The four winners from each group go into the grand final. At the end of this nail-biting, goodie-munching event, the overall winner takes home a prize, with the rest going into your fundraising pot.



Football/netball/volleyball/any ball tournament

Tournaments are a great way to get your fitness up before the challenge. Hold a tournament in your local park and set an entry fee for your players to take part. Make sure it's enough to cover a prize for the winners and net oodles of cash towards your target.





'The highlight was the last couple of miles when despite everyone struggling, we helped each other over the finish line. It was an emotional day and one I'll always remember'

Julie

Yorkshire 3 Peaks

Fundraising in action

How Wendy made it happen: **big time.**

Wendy's family had been rocked to the core by dementia. But she wasn't going to take it lying down. Spurred into action, she brought together a team to take part in the South Coast Challenge. Their goal: to raise as much money as possible.

'My father was diagnosed with dementia in 2007 and passed away within a year. More recently, we lost my father-in-law. Dementia is awful, for those suffering, those caring, and those left behind. So we decided to sign up for the South Coast Challenge.

We started with our Just Giving page, and got everyone to put it on their email signatures. We never left the house without

a sponsorship form and made sure everyone in the family had one.

Our raffle was key to our fundraising. Local companies donated prizes after I contacted them via email, visited them, or used contacts I had.

I work for a rail tour operator who kindly let us hold the raffle on the train during a day out. It all paid off, the raffle alone raised over £1,400!

My top tip: Be cheeky; never be afraid to ask for things!





'At times around the ride, I found myself awash with emotion. Despite your muscles screaming at you, you realise the significance of what you are doing - supporting a fabulous charity.'

Tim

**Ride
London**

Wild-card fundraising

Here are some slightly more left-field ways to raise money (and probably eyebrows, and definitely smiles). Get your creative juices flowing.



Swishing

A swishing (AKA clothes-swapping) postal swap is a fun way to refresh your wardrobe while raising money. Double win! Each person must post one item out to someone else to swap, let the swish begin! Then let the swish begin!



Virtual lip sync battle

Do you have what it takes to wow your audience? Battle it out with friends and family to be crowned the lip sync champion.



Escape room/scavenger hunt

Virtual escape rooms and scavenger hunts are also really popular at the moment. You can really test your mates' brain power with this challenge.



Go veggie/vegan

Get people to sponsor you to go veggie/vegan for a month – this is one big trend that's here to stay, so there are loads of fab meat-free goodies out there to graze on.



Auction off chores

Get your friends, family and workmates together for a grand auction in which you sell off their skills to the highest bidder.

The legal bits

A few key bits of extra info 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
- sale and draw of tickets happens on the same day/night – you'll need a licence if tickets are sold in advance (see website below)
- 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.

If you're looking to do something slightly different, please give our lovely customer care team a call on **0330 333 0804**. 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



Collections

To collect money in public places you might need a street collection licence – visit 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 is your onestop shop for all the info you need before hosting an event.

If you have any doubts or question 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.**

How to pay in your donations

OK, this is the really important bit. We've made it as easy as possible for you to get your money to us.

Here are your options:

- With your JustGiving page, everything happens automatically: the money is sent to us, Gift Aid collected, and your sponsors thanked. Job done.
- 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 customer care team on **0330 333 0804**.
 - Bank it and send us a **cheque** payable to Alzheimer's Society. Include a copy of your sponsorship form and post this to:
Alzheimer's Society, Scott Lodge, Scott Rd, Plymouth PL2 3DU.
 - You can also pay offline donations to your own **JustGiving** page to add it to your total - just remember not to add **Gift Aid** if you're paying your sponsorship in yourself.



'Fundraising went well, I got lots of help and support from family and friends and nice encouraging messages from people who work for Alzheimer's Society. Training has been hard for my Tough Mudders, but worth it when you get to the end in one piece!'

David

**Tough
Mudder**



Registered with
**FUNDRAISING
REGULATOR**

Alzheimer's Society operates in England, Wales and Northern Ireland. Registered charity number 296645

2014850

alzheimers.org.uk

Call us on:
0330 333 0804

For running events:
events@alzheimers.org.uk

For all other challenges:
challenge@alzheimers.org.uk

