

Insurance Day of Giving

Uniting against dementia

Thursday 7 November

Insurance
united
against
dementia

In partnership with

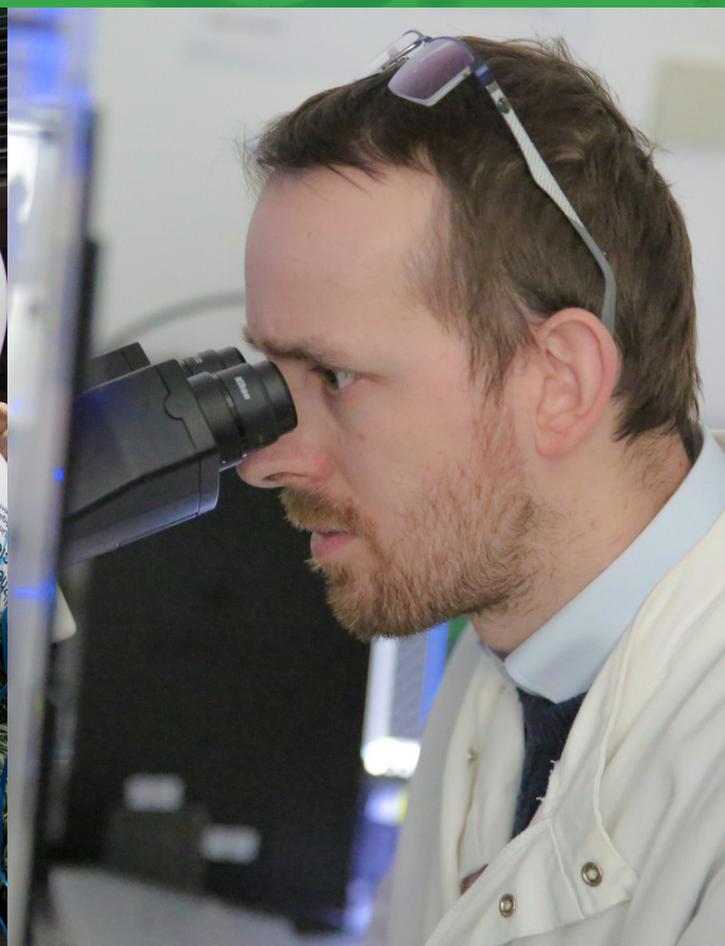


Thank you for joining the Insurance Day of Giving!

On 7 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, there are lots of digital assets available for download from our website:

alzheimers.org.uk/IUADday



Fundraising toolkit

How can you get involved?

Three minute challenge

Every three minutes, someone in the UK develops dementia. On the Insurance Day of Giving, you can take on a three minute challenge of your choosing to combat dementia. You might choose to get as many high-fives as possible, hop for the full three minutes, or take on a hair-raising leg wax challenge. Whatever your challenge, get your colleagues to sponsor you for your amazing feat!

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 five 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.

Back to the floor

How would your firm's senior team cope with going back to the floor? Would they shine on reception? Flourish in the canteen? Last year saw leaders at Crawford & Co and Willis Towers Watson embracing job swaps, with their teams sponsoring their efforts. Could your leaders excel in a different role?



Alistair Swift, Willis Towers Watson, gets to grips with the coffee machine for his 'Back to the Floor' shift.

Raise awareness of dementia

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.

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

- 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** Set up your donation page at justgiving.com. If you don't already have an account for your firm, create one, and click 'Start fundraising' on the top menu.
- 2** Click the option to say you will be raising money for a charity, and then choose Alzheimer's Society (you may need to search for it). Select the option of 'taking part in an event' and then search for Insurance Day of Giving, and select the event.
- 3** Follow the instructions and fill in the information. To enable us to find all pages relating to the Day of Giving, please include 'Insurance Day of Giving' in the web address.
- 4** Once you have created your page, visit justgiving.com/teams/IUADday19 and click 'Join the team'. You'll then be able to add your page to the team page.
- 5** If you're creating your own team page for different offices/teams in your firm then you will need to set this up separately. Do let us know if you're setting up a separate team page, or if you need any support. Get in touch at iuad@alzheimers.org.uk.

Prizes

We've got some great prizes up for grabs for those who really throw themselves into the spirit of the Day of Giving.

Three Minute Superstar

Share your Three Minute Challenge with the hashtag #IUADday on Twitter and/or LinkedIn. Our favourite challenge will win a special prize!

Team Effort

Is your team doing something brilliant for the Day of Giving? Share your photos and videos with the hashtag #IUADday to be in with a chance for winning this prize.

Social Superhero

The Social Superhero prize will go to the person who makes the biggest impact on social media. Help to spread the #IUADday word for your chance to win!

Company donations

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

BACS

Alzheimer's Society No.2 account | Sort code: 40-07-14

Account number: 91304666 | Ref: IUADDAY19 'COMPANY NAME'

Thank you for supporting us!

What will your money do?

The money raised from the Insurance Day of Giving will fund cutting-edge research into both the care and cure of dementia. Last year the industry raised £70,000 - enough to fund a three year PhD. Investing in researchers at an early stage is critical to developing a community of researchers dedicated to tackling the UK's biggest killer.

By taking part, you will support the world's best and brightest as they strive to deliver new treatments to transform the lives of people affected by dementia, now and in the future.

This includes researchers like Emmanouil Metzakopian, who is leading a group at the UK Dementia Research Institute's Cambridge lab. Emmanouil and his team are using brand new gene editing techniques to target both dementia and Parkinson's in their early stages.

By supporting the Day of Giving, you can make sure that researchers are equipped to bring us revolutionary treatments in the near future.

£50

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

£100

could cover the cost of supporting one patient with early stage Alzheimer's for three months on one of our vital trials.

£300

could fund the quiet space needed for care researchers to interview people with dementia, for an entire year.

£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 and tell us how you're uniting against dementia.

Remember, if you share your activity on social media, you could be in with a chance of winning our Social Superhero prize!

IUADday

 **@InsuranceUAD**

 **Insurance United Against Dementia**



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Thursday 7 November

On 7 November your office will be taking part in the Insurance Day of Giving!

Throughout the day there will be activities, competitions, and information on where you can find dementia support.

Contact your local Charity Champion for more information on the activities taking place in your office. There are prizes to be won!

Thank you for uniting against dementia.

Support Services

National Dementia Helpline

Looking for information, support or advice about dementia? Our helpline is available 7 days a week

0300 222 11 22

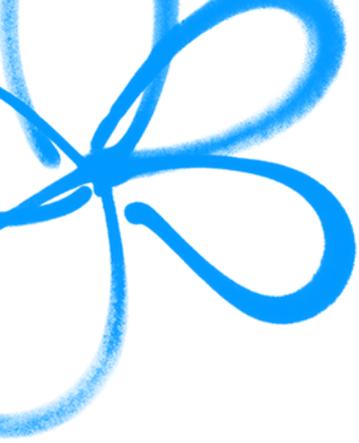
Talking Point

Our helpful online community provides valuable support for anyone affected by dementia. It's free, open day or night, and can be accessed at:

alzheimers.org.uk/talkingpoint



**United
Against
Dementia**



Five things you should know about dementia

Dementia is not a natural part of ageing

Dementia doesn't just affect older people. Over 40,000 people under 65 in the UK have dementia. This is called early-onset dementia.

Dementia is caused by diseases of the brain

Diseases such as Alzheimer's disease cause nerve cells to die, damaging the structure and chemistry of the brain.

It's not just about losing your memory

Dementia often starts by affecting short-term memory, but can also affect the way people think, speak, perceive things, feel, and behave.

People can still live well with dementia

Support treatments are available that can help with symptoms and managing daily life.

There is more to the person than the dementia.

In the same way that we would look at someone with cancer or diabetes and see a person first, there is more to a person than the dementia.



Alzheimer's Society is the UK's leading dementia charity – there for the 850,000 people currently living with dementia in the UK, and the 670,000 people who care for them. We believe that a world without dementia is within our reach, but until a cure is found, no one should have to face it alone.

For more information contact Alzheimer's Society: iuad@alzheimers.org.uk

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The National Dementia Helpline is available 7 days a week for support and advice - 0300 222 11 22

Worried about someone else's memory?

Are you concerned about the memory problems of someone close to you? Find out how you can help them.

Before starting a conversation

If you've noticed symptoms of dementia in someone you know, or are concerned about their memory, you should encourage them to see their GP. The GP can refer them for assessment to find out for certain the cause of the problems.

Before having a conversation, it can help to think about the questions below:

- Have they noticed the symptoms?
- Do they think their problems are just a natural part of ageing?
- Are they scared about what the changes could mean?
- What could be stopping them from seeing the GP about their memory problems?
- Do they think there won't be any point in seeking help?
- Who could be the best person to approach the subject with them?
- Might they find it reassuring to have someone offer to go to the GP with them?



Remember that there isn't one approach that is best for everyone, and there isn't a 'right' or 'wrong' way to discuss your concerns. You should also consider that they may not react how you expect them to. You should listen to how they respond, and you may need to adapt your approach.

Pick an appropriate time and place

It can be helpful to pick a place that is familiar and non-threatening, so you can talk about it comfortably. It can also help to pick a time when you won't be rushed. You could also pick a time when the GP surgery is open so that if they feel ready to book a GP appointment, they can do this.

You might start the conversation by gently asking the person if they've been feeling any different from usual or are struggling with anything. It can be helpful to start by showing that you are raising concerns because you care about them and want to offer support.

What if they are still reluctant to see the GP?

If you don't seem to be able to make progress in persuading them to see the GP, you could mention your concerns to the GP yourself. Patient confidentiality means the GP is not able to give out information about a patient, but they are able to receive information. It is though up to the individual GP whether they decide to take any action on information received.

If you'd like further information or support, please visit alzheimers.org.uk or call our helpline on 0300 222 11 22

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