



Food fanatic

Fundraising top tips

'I used social media a lot to communicate my event and to reach out to friends and local businesses. Reach out to everyone in a any way you can, and keep them updated after the event.'

Alicia and John, who put on a charity afternoon tea with a Robbie Williams tribute act



Make it delicious.

Make it matter.

If you're an avid baker, love throwing a dinner party, or just love to eat, put your passion to good use and get people together over some good grub.

From providing support and improving care, to funding crucial research, every crumb will be doing its bit to help people affected by dementia.

There are so many ways you can fundraise with food, so cook up a storm with some of these favourites:

- **bake sale**
- **dinner contest**
- **brunch at work**
- **doggy dinner party**
- **cheese and wine night.**

There are endless ways to organise your food fanatic event. And we'll be right behind you every step of the way, providing plenty of help, support and ideas for you to host your event whenever and however suits you.

Ways to raise money:

Sometimes it's hard to know where to start! Here are some ways to turn your action-packed idea into vital money.

Raffle

Add a raffle alongside your cheese and wine night or work brunch to help boost your fundraising! Ask your guests to buy raffle tickets from you so they can try their luck at winning goodies donated by local businesses.

Bake off competition

Why not add an element of competition! For a donation to Alzheimer's Society, ask your family and friends to submit a baked good to your bake sale to be judged – may the best baker win!

Donation tins, bunting, games and more!

Get in touch with your local fundraiser at **makeitmatter@alzheimers.org.uk** or check out our fundraising hub at **alzheimers.org.uk/makeitmatter** to make sure you have everything to make your event perfect and to help you boost your fundraising!

Matched Giving

Lots of employers will match some or all of the sponsorship you raise. If your food fanatic event is taking place at work, then why not ask! It's a great way to increase your fundraising so check with your manager or HR to see if your company takes part in a matched giving scheme.

Where your money goes:



£50

could fund the equipment and resources needed for one day of a dementia researcher's vital investigations, helping to improve diagnosis, care and treatment for people affected by dementia.



£100

Our Helpline Advisers are experts in all things dementia. That doesn't happen by accident, only through thorough training. £100 pays for eight days of training for the team.

Got more questions?

Get in touch with our team at

makeitmatter@alzheimers.org.uk

