



Year to Remember

Your fundraising and activity pack





Unite with us for a year. Make a difference forever.

Thank you for joining forces with Alzheimer's Society to make this a Year to Remember. By pledging your support for a whole...

365 days
52 weeks
12 months

...you really will make a lasting difference.

Set to be the 21st century's biggest killer, dementia never sleeps. And we'll never rest until we've beaten it. By taking part in Year to Remember, you'll be at the frontline of the big push towards our goal: a world without dementia.

How you do it is up to you. You can raise funds, build awareness, or take action – or all three. It's all about having fun and creating new memories while making a difference.

We couldn't do this without you – here's to a Year to Remember

Thank you

Make it fun. Make it count. Make some great new memories.

There are three main ways to make a difference whilst having some unforgettable experiences:

Fundraise

By fundraising for Alzheimer's Society you'll be making sure people affected by dementia get the support they need today – and helping us find a cure for tomorrow.

Build awareness

By building awareness and understanding of dementia among your colleagues, contacts and community, you'll be helping to create a more dementia friendly society. This will enable people with dementia to live in their communities without fear and prejudice.

Take action

By getting people you know directly involved in our work, you can have a big positive impact on the lives of people affected by dementia.

Over the next few pages are examples of our favourite ways to get involved. Pick some of these or create your own challenges, what you do is up to you.



The difference your money will make

£300

could pay for 20 hours' support from one of our National Dementia Helpline Advisers, who give advice, reassurance and emotional support to people affected by dementia.

£3,000

could help families to come to terms with a diagnosis and offer practical guidance and advice, by paying for a Dementia Support Worker or Dementia Adviser for a month.

£30,000

could support three PhD researchers for a year, helping us to understand the causes of dementia, improve care and treatment, and find a cure.



Fundraise

12

- Get a group of 12 colleagues together to go head to head in a range of fun challenges over twelve months – everything from egg and spoon races to bake-offs. Set your challenge so that each month the loser is knocked out, ultimately leaving the best person standing. People pay to enter and friends and family can sponsor participants or pay a small donation to come and watch the action.
- Sign up to payroll giving and make a monthly donation to Alzheimer's Society.
- Get your free quiz pack at alzheimers.org.uk/challengedementia
- Get festive in the twelfth calendar month by taking part in Elf Day – alzheimers.org.uk/elfday

Find more fundraising ideas at alzheimers.org.uk/fundraise

52

- Quit something for 52 days – or, if you really want a challenge, 52 weeks. Encourage people to sponsor you or join you in your challenge to make it a team effort.
- Enter our Big Weekly Lottery and get your colleagues to join in too. You'll be in with a chance of winning more than £1,000 worth of prizes every week, and you'll be helping us beat dementia – alzheimers.org.uk/lottery

365

- Run, swim or cycle 365 miles and ask for sponsorship. Split the distance between a team or take on the challenge yourself.
- Small Change Big Difference: each day, encourage everyone to put any small change lurking in their purse or wallet into a collection pot. You'll be amazed at how quickly it adds up.

Build awareness

12

- Send our 'Memories with Grandma' animation and activity pack to 12 families you know, to help children learn about how dementia affects a person. Get your pack here: [alzheimers.org.uk/get-involved/dementia-friendly-communities/dementia-friendly-generation/memories-grandma](https://www.alzheimers.org.uk/get-involved/dementia-friendly-communities/dementia-friendly-generation/memories-grandma)
- Organise 12 talks about dementia and the work of Alzheimer's Society in your workplace or community, so that people can learn more about the condition.
- Tell 12 business contacts, friends or family about the 5 things you need to know about dementia.

5 things you need to 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. Alzheimer's Society is here for anyone affected by dementia

52

- Commit to sharing Alzheimer's Society's social media posts and/or pages once a week to raise awareness – and ask colleagues to do the same.
- Volunteer 52 hours throughout the year to run a local Alzheimer's Society information desk.

365

- Purchase and pledge to wear a forgot-me-not pin for 365 days and use it as a conversation starter. shop.alzheimers.org.uk
- Set up an awareness stall or table at work. This doesn't need to be manned, just keep it stocked with leaflets and have the contacts details for Alzheimer's Society available so that people can get in touch.

Take action

12

- Start a volunteer fundraising group in your workplace and recruit 12 members – talk to your Community Fundraiser for more information.
- Ask your team to volunteer at 12 different Alzheimer’s Society fundraising events throughout the year.
- Get 12 colleagues to sign a petition or join a campaign against dementia – find out more at alzheimers.org.uk/campaigns

52

- Volunteer 52 hours of your time with Alzheimer’s Society and make a huge difference to the lives of people living with dementia. Encourage your colleagues to volunteer too. Find out more at alzheimers.org.uk/volunteer
- Train as a Dementia Friends Champion and deliver Sessions for 52 of your friends, family and colleagues to help them learn more about dementia - dementiafriends.org.uk

365

- Encourage friends and family to follow your lead and start a Year to Remember for Alzheimer’s Society
- Become a Dementia Friend by attending a live online Session or watching our short video. Then turn your understanding into action by carrying out a dementia friendly action every day, such as being more patient in a shop queue. Find out more at dementiafriends.org.uk
- Join Dementia Research to be matched to studies taking place in your area. Research can help people living with the condition now, as well as helping to prevent people from developing dementia in the future. People with and without a diagnosis of dementia are able to register. Sign up at joindementiaresearch.nihr.ac.uk

Useful fundraising information

Gift Aid

This is the simplest and easiest way to maximise your fundraising. We can claim an extra 25p for every £1 a UK taxpayer gives us, so make sure everyone who supports your fundraising ticks the Gift Aid box on your sponsorship form or online fundraising page.

Insurance

If you decide to organise a fundraising event, it is your responsibility to keep everyone safe. Alzheimer's Society insurance does not cover you, so for larger events you may need to take out public liability insurance if you, or the venue, doesn't already have something in place. Speak to your Community Fundraiser for more information.

Permission and licenses

You might need to get a licence to put on events such as street collections and lotteries. You'll be able to find out more from your local authority.

Data protection

You'll need to make sure your fundraising stays within data protection laws. The Data Protection Act provides specific requirements for the storage and handling of personal data. Contact your Community Fundraiser to talk this through, or visit institute-of-fundraising.org.uk and search 'data protection'.

Paying in your fundraising

There are three easy ways to pay in:

- Online at secure.alzheimers.org.uk/year-to-remember
- By post, with a cheque and the donation form in this pack
- By phone using a credit or debit card. Call 0330 333 0804 and make it clear your payment is going towards your Year to Remember.

Support and resources

Wall planner

Use the wall planner in this pack to map out your activities throughout the year. Make sure it's displayed prominently in your workplace so that everyone can get involved. Take photos of all your activities so that you'll have plenty of memories to look back on during the year and beyond.

Fundraising thermometer

Keep track of your fundraising using our Year to Remember fundraising thermometer – and don't forget to celebrate when you hit your target!

Extra materials

We have plenty of fundraising materials to support your Year to Remember. Visit alzheimers.org.uk/year-remember-useful-resources or speak to your Community Fundraiser for more information.

Useful webpages:

alzheimers.org.uk/fundraise

dementiafriends.org.uk

alzheimers.org.uk/volunteer

alzheimers.org.uk/campaigns

alzheimers.org.uk/dementiafriendlycommunities



How your year can and will change lives

Dementia is now the leading cause of death in England, Wales and Northern Ireland. It doesn't discriminate, there's currently no cure, and in the 21st century it is going to affect us all. As well as having a huge emotional and financial impact on people affected by it, dementia is an enormous challenge for our health and social care system. Deep change is needed, and you can make it happen.

The money you raise, the awareness you build, and the actions you take during your Year to Remember will take the fight to dementia in your community. Every act of kindness and support has an impact, from an understanding smile in the check-out queue right the way through to volunteering and making your workplace dementia friendly.

Together we can make great strides towards our goal of a world without dementia. And in the meantime, we can make sure everyone affected by dementia gets the support, treatment and care they need.

'People with a diagnosis of dementia, and their families, often need to receive information and support soon after their diagnosis. It can be at times confusing for people to navigate health and social care systems. That's why our Dementia Advisers are so important to be a point of contact, a guide to make sure that people know who they can contact and what services are available.'

**Anne Rollings, Operations Manager,
Alzheimer's Society**

Paul and Tracey's Story

Paul was diagnosed with early-onset Alzheimer's in 2014 aged 54. The diagnosis was a shock to Paul, but less of a shock to his wife Tracey who had noticed small memory-based changes in him over the previous 18 months. When Paul was diagnosed they knew they wanted to be open and work to raise awareness of dementia especially in younger people.

One of the most helpful resources Tracey and Paul discovered was Talking Point, our online community. Tracey talks about how Talking Point is now their go to place for support:

'When Paul was diagnosed it was such a shock for Paul, for me, for our family. He was too young. It was life-changing. But Paul is doing well. He still works full time and knowing we can talk to someone at the Talking Point service at any time of the day really helps us to keep going. Talking Point is brilliant, those we spoke to knew what we were going through and helped us feel part of a real community.'

Talking Point is a helpful online community where anyone who is affected by dementia can receive valuable support. It's free, open day or night, and can be accessed online.

Sign up to Talking Point, our online community for anyone affected by dementia. Unite, share experiences and get support 24 hours a day, seven days a week
alzheimers.org.uk/talkingpoint



Useful contacts

Visit alzheimers.org.uk

Call

0330 333 0804

Like us on Facebook

facebook.com/alzheimerssocietyuk

Follow us on Twitter

[@alzheimerssoc](https://twitter.com/alzheimerssoc)

Call our National Dementia Helpline on **0300 222 1122** if you'd like to talk to someone for information, support or advice.

Sign up to Talking Point, our online community for anyone affected by dementia.

Unite, share experiences and get support 24 hours a day, seven days a week

alzheimers.org.uk/talkingpoint

Find local services for people affected by dementia at

alzheimers.org.uk/dementiaconnect



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