



# Denim for Dementia

## Your fundraising guide

Raising money has never been so casual.





# Thank you for signing up to Denim for Dementia!

The idea is simple: get together and don your denim for the day, wherever you like, all to raise money for people living with dementia.

This guide contains everything you need to make your fundraising fabulous, plus check out the Denim for Dementia page for posters and more!

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# Where do I start?

**There are loads of ways to take part in Denim for Dementia. Here are some tips to help get you up and running**

- 1 Choose your activities**  
Everybody can simply wear their denim for the day, or to take it up a notch, get creative with fun competitions and activities.
- 2 Pick your venue**  
From the playground to the office or the local park, take your Denim for Dementia event wherever it is safe to do so.
- 3 Fix a date**  
Choose a day to suit you and start spreading the word.
- 4 Set your target**  
Decide how much you want to raise and know that every pound will help us support the people who need it most.
- 5 Tell the world**  
Share your event on social media and ask your friends to post about it too, using the hashtag **#DenimForDementia**. You could even get in touch with your local radio station and ask them for a shout out.
- 6 Host your event**  
We're here for all your last-minute questions. Just get in touch with your community fundraiser or email **denim@alzheimers.org.uk**. Most importantly- have a lot of fun!
- 7 Pay in the funds**  
When your event is done, send us the money you've raised and say a massive thank you to everyone who helped make it happen. Together, you've brought us closer to a world without dementia.

## Top tip

**Jeans not your thing? Think outside the box with shoes, a hat, tie or pin badge - it all counts!**

# How your fundraising helps



## £50

means 312 people can access Talking Point, our online safe space, where a trouble shared can become a trouble halved. People accessing talking point can learn from each other's experiences, share their frustrations and their knowledge of local services.

## £100

could pay for eight days of training for our dementia advisers. Through our thorough training scheme we are able to ensure our dementia advisers are experts in all things dementia.

## £200

could pay for 340 copies of our Dementia Guide. Our dementia advisers use our flagship publication to help and reassure the people they meet affected by dementia.





# Don your denim at school

**If you're a teacher or a parent of school-age children, why not bring Denim for Dementia to the classroom? Here are some of our favourite ways to get involved at school**

## **Poster competition**

In the lead-up to the event, pupils can donate to enter a Denim for Dementia poster design. The winner gets their poster displayed on the classroom door, or all around the school! For an extra incentive, consider prizes for first, second and third place.

## **Best-dressed teacher**

Willing teachers dress to impress for morning assembly, and pupils and staff cast votes throughout the day (top fundraising tip - keep a donation tin near the ballot box!). Winners get bragging rights or a donated prize at the end of the day.

## **Get the whole school involved**

Don't stop with the kids - from student teachers to the Head (bound to cause a stir when they swap their smart clothes for skinny jeans!), think big and get the whole school wearing denim for the day for a £1 donation each.

## **Denim n' doughnuts**

Hold a lunchtime bake sale with denim-themed sweet treats made at home or donated by local businesses.

## **Go further**

Feeling bold? Ask every school in your local community to take part on the same day for an amazing community event.

We also have some exciting learning resources to help kids learn more about dementia! Contact your local community fundraiser or email [denim@alzheimers.org.uk](mailto:denim@alzheimers.org.uk) to see what we have on offer.



# Faye's Story

**Faye from Leeds, one of Alzheimer's Society's wonderful volunteers, has taken part in Denim for Dementia for two years in a row. Here she shares her wisdom with anybody looking to don their denim for a great cause.**

'I recognised that more could be done in my local community to inspire people across all generations to help beat dementia. My mother Carol (pictured) has Alzheimer's disease and I hoped that by fundraising I was doing something positive in the fight against dementia. I also wanted to engage and raise awareness in the younger generations so they have an understanding of the disease if a relative was diagnosed.

For my event I decided to do Denim for Dementia at school where the children would wear denim for a small donation. My school was part of an academy so the other two schools joined in as well. Then I thought, why stop there!

I approached the other 10 schools in Pudsey and they all agreed, joined by the 70 businesses I managed to secure. On the morning of the 24th January 2019 there was a sea of denim walking to school!

After the success of 2019 I wanted to make this a yearly campaign and extend the reach. In 2020, with the help of other local volunteers we managed to secure over 50 schools throughout Yorkshire, over 150 businesses and raised £40,000!

Faye's advice to anybody taking part in Denim for Dementia is: 'Go for it, the Alzheimer's Society will support you all the way! Remember why you are doing this and it will spur you on – let's beat this disease!'





# Don your denim at work

**Make yourselves at home at the office by hosting a workplace Denim for Dementia day. Need some inspiration to make sure your day is truly delightful? Look no further.**

## **Dress-down day**

The easiest way to take part is to set up a 'dress-down day', asking everybody to wear their best denim for the day from jackets to jeggings. Create a virtual collection tin online or ask everyone to bring in £1 or £2 each.

## **Dare to double denim**

See if your boss will agree to wear their least fashionable double denim for the day if your workplace hits their fundraising target. You might see that total zoom upwards suddenly!

## **Everybody loves a raffle**

You know the drill! Source some fab prizes from kind donors and those tickets will sell themselves.

## **Customisation workshop**

If you know an embroidery enthusiast or somebody who runs sewing workshops, ask if they could donate their time to teach a lunchtime online class in customising and repairing denim. Failing that, find a YouTube lesson! Colleagues can work on their own garments and donate to join in.

**Help your colleagues learn more about dementia by adding a Dementia Friends session - contact your community fundraiser or email [denim@alzheimers.org.uk](mailto:denim@alzheimers.org.uk) to arrange one.**



# Don your denim anywhere

**Away from work or school, there are countless ways to do Denim for Dementia. Here are just a few ideas to get you thinking.**

## **Fashion fix**

Calling all fashion students! Fancy a design challenge while raising money for a brilliant cause? Organise a denim-tastic online fashion show to display your talent in reworking one of our nation's most beloved fabrics. Sell tickets to see the show and get your local community involved to give the event a real boost.

## **Get crafty**

Give old denim a fresh start by transforming it into something new. Whether you're part of a craft club or going solo, raise money by selling your work at a local shop, online or even at a local Denim for Dementia event.

## **Club together**

Get the community spirit going and use your local networks to get business, schools and families in your area taking part on the same day. To involve people who are at home, organise an online quiz to end the day or create a group on social media so people can join in and post photos from wherever they are.

## **Recycle**

Consider using your local 'cash for clothes' scheme to recycle your worn-out denim and donating the money to Alzheimer's Society to help us make a difference.

## **Doggy Denim**

Get the local pups together for a Doggy Denim party and maybe even a rather unique online fashion show! From a collar to a full jacket, the best-dressed pup will steal the show.





# It's all about promotion

Take your event to the next level with our top tips on how to get your Denim for Dementia day the attention it deserves.



## The power of social media

- Spread the word: Share your event across all the platforms you can and ask others to join you.
- Your story rocks: Telling your story is a powerful way to help people connect with you and why you're fundraising, helping you to raise even more for people living with dementia!
- Repetition, repetition, repetition: Post regular updates on how you're feeling and how your planning is going. Sharing a bit about yourself each time is a great way to keep people reading your posts and if you have one, make sure you include a link to your donation page each time.
- Picture perfect: Include pictures in your updates for that personal touch.



## Use your community connections

- If appropriate for your event, invite 'local celebrities' such as your Mayor to attend.
- Ask local businesses to endorse the event on their social media pages, put up posters in their windows or better still, donate items that will support your amazing fundraising.
- Get the support of family and friends so that you can share both the work and the amazing feeling you'll get at the end!



# How to pay in your donations

Once your amazing event is over, it's time to pay in your donations. There are three easy ways to do it:

- 1 If you've fundraised through your JustGiving page, everything happens automatically: the money is sent to us, Gift Aid collected, and your sponsors thanked. Job done.
- 2 Pay in by credit or debit card over the phone – our customer care team will be ready and waiting on 0330 333 0804.
- 3 Pay securely through our online donation portal.

## Donation page bonus tips

- Create a donation page with JustGiving to give people a quick and easy way to donate to your Denim for Dementia event, even on the day!
- Keep it real: Personalised pages raise 60% more, so make sure you explain a bit about why you're taking part in Denim for Dementia
- Set your target: Pages with a target raise a whopping 75% more than pages without one– it's a no-brainer.
- Up your target: As soon as you reach your original target, set a new one. Keep up the smashing work!
- Set the bar high: Try and make sure your first donation is a big one, then others are more likely to go large too.

The screenshot displays a JustGiving fundraising page for Alzheimer's Society. At the top, the JustGiving logo and navigation links are visible. A progress bar indicates that 177% of the £790 target has been reached, totaling £1,399.15 from 33 supporters. A 'Donate' button and a 'Share on Facebook' link are present. The main content area features a photo of Maaike and Mark, with the headline 'Maaike and Mark are jumping out of a Plane!!'. Below this, a story is shared, detailing their fundraising efforts for Alzheimer's Society. A list of supporters is shown on the right, including Kayleigh Haynes, Naomi Postans, Beryl Palmer, Anonymous, Dulcie Brown, Nigel Hosking, and Annabel Cullen, each with their respective donation amounts. An updates section at the bottom shows a post from Maaike Palmer-Claus with a photo of the couple.



# The legal bits

Just some things to bear in mind.



## Raffles and lotteries

If you run a lottery over a period of time, or at more than one venue, you'll need a license from your local council. If you plan to draw your lottery or raffle winner on the same day you sell the tickets, you won't need a license but will have to charge a standard price. Check out **[gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)** for the low down.



## Data protection

You'll need to make sure your fundraising stays within data protection laws. Worry not, this isn't as daunting as it sounds; it's mostly about protecting people's names, contact details, photographs and other personal information. Think about how you'd want your personal details kept safe by an organisation.



## Other considerations and permissions

The health and safety of you, your friends and your family is the most important thing. If you're taking part in any of our Denim for Dementia activities, please ensure you are following guidance set by the Government and the NHS around social distancing and self-isolation. This is especially important if you care for someone living with dementia or other vulnerable people. Check for the latest information here: **[gov.uk/coronavirus](https://www.gov.uk/coronavirus)**.



# Thank you

**Your amazing support means that we can continue being there for people affected by dementia. We can't thank you enough!**

For any extra fundraising support or advice, please get in touch:

**Email** [denim@alzheimers.org.uk](mailto:denim@alzheimers.org.uk)

**Visit** [alzheimers.org.uk/denimfordementia](https://alzheimers.org.uk/denimfordementia)

**Call** 0330 333 0804

**#DenimForDementia**



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