



Alzheimer's Society

MemoryWalk

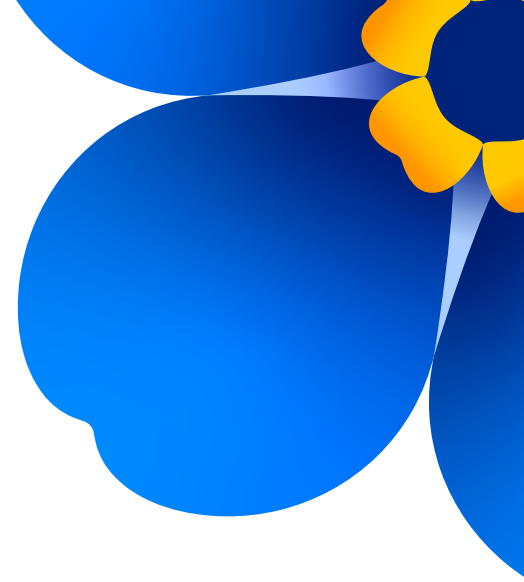


Alzheimer's Society
**Memory
Walk**

Your Memory Walk Pack

It's your walk,
your way

Your Memory Walk starts here



Thank you for choosing to take on your own Memory Walk this Autumn!

By taking on your own Alzheimer's Society Memory Walk, you'll feel it all. But you won't feel alone, because you'll be joining thousands of others walking to help fund vital support and research. Together, we will stop dementia devastating lives.

By fundraising, you can help those with dementia now and in the future. You are walking to fund faster diagnosis. You are walking to fund vital research for new treatments. You are walking for help and hope, for anyone affected by dementia.

This welcome pack contains everything you need to get ready to walk and make the most out of your fundraising. Without you, the support we give to people affected by dementia wouldn't be possible. To say thank you, if you raise £160 or more by the end of October, we'll send you a shiny medal in the post to show off to your sponsors!

Thank you so much.

The Memory Walk Team



Where your money goes

One in three people born in the UK today will develop dementia in their lifetime. It devastates lives and, at Alzheimer's Society, we're changing that. Together with your help, we can give vital support to those who need it today, hold decision-makers to account, and fund groundbreaking research to transform the future for everyone living with dementia.



Your fundraising will bring help and hope...

£6

could fund one phone call to a **Dementia Advisor**, providing help at the end of the phone.

£15

could fund the production of 12 **Dementia Guides**. Covering information about dementia itself, treatments, planning ahead, and crucially, where someone can find support.

£20

could fund 117 visits to **Talking Point**, our online community where people affected by dementia can share their experiences and feel less alone.



Research

We know that research is key to ensure that dementia no longer devastates lives. That's why right now, we're backing the world's brightest minds and funding over 600 research projects to find the best ways to get early diagnosis, innovate care and develop targeted treatments to change the landscape of dementia.



Services

We make living with dementia less frightening by making sure people don't face dementia alone. Through our support line, online and print information, expert dementia advisers and online community, we give advice and practical guidance for the next steps as people living with dementia navigate the hardest times of their lives.



Influencing change

We hold decision-makers to account, using evidence and working with thousands of campaigners to amplify the voices of everyone living with dementia to make dementia the priority it should be.

Your money changes lives

Alzheimer's Society is the only UK charity that funds research, campaigns for change and supports people living with dementia today.

“

Honestly, I don't know what we would have done without our Dementia Adviser, Eula. She is an amazing lady.

”



Lisa's husband Paul was diagnosed with Wernicke Korsakoff's dementia in the spring of 2021 at the age of just 56. Suddenly Paul couldn't remember key memories, like their own wedding day, and it fell to Lisa to start caring for him and handling those important things Paul used to deal with. Their GP put them in contact with us to get the support they desperately needed.

'Honestly, I don't know what we would have done without our Dementia Adviser, Eula. She is an amazing lady.'

'If she hadn't given me the advice and the tools to look after Paul, my life would be a nightmare. It's important for me to understand how Paul's brain works so I can keep him calm and entertained. And with Eula's help, we are learning to focus on the good times too.'

'Paul doesn't remember our wedding day, but each time he picks up our wedding album I just see his eyes light up, which is so heart-warming'

Because of you, we can be there for people like Lisa and Paul when they need it most.

£50 supplies 134 uses of DNA duplicator in our research. This allows small samples of DNA to be copied into larger samples for study. Understanding our genes is vital to understanding the causes of dementia.

£160 provides expert face-to-face support for families dealing with the challenges of dementia. Whether they're supporting someone living with dementia, a carer, or an entire family, this support is invaluable.

£250 provides one session of The Carer Information and Support Programme which helps carers to plan with, and for, their loved one with dementia. With careful planning, carers, can feel more confident in their decisions, ensuring that their loved one receives the best care possible.

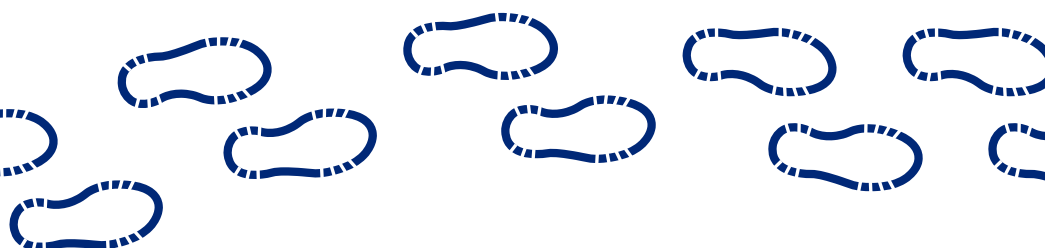
The countdown is on!

Your Memory Walk in 5 simple steps

- 1 Get Planning!** Plan your route, set a date and spread the word. It could be a special place, somewhere local, or a new area you want to explore. Make sure to tell those joining you the date you're walking. You can join us by choosing any date this Autumn that works for you.
- 2 Gather your team.** Whether you walk on your own, with friends, colleagues, family, or four-legged friends, **you'll be joining thousands of others across the country.** Think about who will join you, and let everyone know your plans so they can be involved.
- 3 Visit our online shop** and get kitted out for the big day!
Buy t-shirts for your team or goodies for your four-legged friends!
alzheimers.org.uk/shop
- 4 Fundraising feet forward!** In the time it takes for you to complete an hour-long Memory Walk, 20 people will develop dementia in the UK. By fundraising, you can give much needed support now. Set up your [JustGiving page](#) and share why you're walking with your family and friends.
- 5 It's time to walk!** Take lots of pictures of your day and share them on social media using #MemoryWalk, and on our dedicated [Facebook Page](#)



Raise £160 by the end of October and we'll send you a Memory Walk medal to celebrate your amazing achievement!



Top ways to be a superstar fundraiser!

- Create and share your **JustGiving** page on social media and with friends and family.
- Get together with family and friends and test their quiz knowledge. Charge an entry fee with half of the prize pot for your fundraising, and half for the winner!
- Ask colleagues, family and friends to sponsor you to wear **fancy dress** to a meeting or video call. Ask your boss to join in too!
- Ask your friends and family to donate their time and host **skill sessions** that people can pay to join. This could be anything from a baking class to a pottery workshop!
- Have a clear out! Whether it's books, clothes, or something else, **get selling** the things you no longer need to kickstart your fundraising.
- **Bake** your way to your fundraising target by hosting a bake sale for family, friends and colleagues.
- **Auction** off your skills to your family or colleagues. How much will someone pay for their 9am cup of tea every morning, or for you to wash up for a week?!
- **Be a quitter!** Whether it's sugar, alcohol, or even your phone, get sponsored to give it up for a week or even a month!
- **Host a dinner party** for friends and ask for donations to join.



What kind of fundraiser are you?

Take our quiz to find out which style of fundraising is best for you, and tips and tricks to get you started.



Quick wins

fast and fun ways to fundraise

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

Host a dinner party or 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

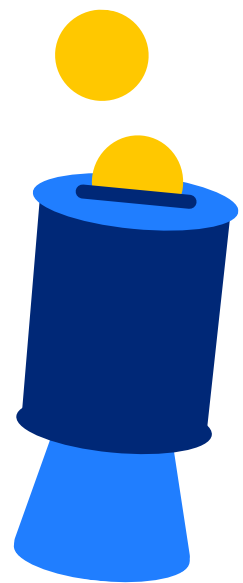
One person's trash is another person's treasure, so seek out all those toys and trinkets that are gathering dust and flog 'em. Not only will you raise money, you'll have a clutter-free pad.

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 donations you raise – so it's definitely worth asking.



You can request a collection tin by calling Supporter Care on: **0300 222 5808**

Decorate this label and pin to the back of your Memory Walk t-shirt.
Wear it with pride, showing the world why you are taking part in Memory Walk.



I'm walking for



Alzheimer's society is a registered charity in England and Wales (296645) and the Isle of Man (1128). A company limited by guarantee, registered in England and Wales (2115499) and the Isle of Man (5730F). Registered office: 43-44 Crutched Friars, London EC3N 2AE.

#MemoryWalk



£57 covers the cost of one Dementia Voice group session which offers opportunities to people affected by dementia to use their personal experiences to help shape the work that Alzheimer's Society does.

£160 could cover the cost of a Dementia Advisor for one day on our support line. Often people who call are at crisis point. Our expert advisors provide a listening ear, specialist guidance, and support people to access services that are right for them.

£500 will allow 3 people affected by dementia to travel to meet a member of parliament. No one speaks more powerfully about dementia than those who live with it. This way they can change views – and critically votes – on key issues affecting people with dementia.

How to use your matched giving form

What is Matched Giving and how to use it

- If your workplace offers a matched giving scheme, you can use this form to request a matched donation.
- Matched Giving is when an organisation matches the amount of fundraising an employee does for a charity. The fundraising of the individual is matched from the company's own resource up to a pre-determined level. Matched Giving can massively boost your totals, so it is always good to check if your employer has it!
- Please complete your details in the '**supporter details**' section of the form.
- Pass your form onto your employer to complete the '**employer details**' section.

Note for employer

Thank you for supporting us and matching donations for your employee's Memory walk – we're very grateful for your support. It is important that you complete this form to enable us to track your donation to your employee's fundraising total.

Please complete the '**employer details**' section of the matched giving form and take a look at how your donation could help people affected by dementia.

Please mark an 'x' on the form to show how you would like to make your donation. Once you have made your donation, please return the completed form to us in one of the following ways:

- **If donating via BACS or another online donation platform:** please scan your completed form and email a copy to us at memorywalk@alzheimers.org.uk
- **If donating via cheque:** please post the cheque and completed form to:
Alzheimer's Society, Bumpers Way, Chippenham, SN14 6NG



Alzheimer's Society is a registered charity in England and Wales (296645); the Isle of Man (1128) and operates in Northern Ireland



Memory Walk matched giving form

Supporter details

Please note this form is not for general donations.

Supporter name	
Supporter email address	
Supporter number	
Source code	EVMW24FMAT

Employer details

Employer name	
Employer contact name & email address	
Employer address	
Donation amount	
Is this payment going to be made as part of a larger payment? If so, please state the total amount of the payment to be made	
Payment method (please select)	<div><input type="checkbox"/> CAF <input type="checkbox"/> Charities Trust</div> <div><input type="checkbox"/> Other third party platform. Please state the name of the platform: <input type="text"/></div> <div><input type="checkbox"/> BACS or CAF online transfer: HSBC Account No. 91304666 Sort code: 40-07-14 Please use the supporter number at the top of this form as your reference when making the payment and return this form to memorywalk@alzheimers.org.uk</div> <div><input type="checkbox"/> CHEQUE or CAF vouchers: Please make payable to Alzheimer's Society and attach to this form before returning to Alzheimer's Society, Bumpers Way, Chippenham, SN14 6NG.</div>

Thank
you

Please note: Funds will only be able to be matched to an individual's total on completion of this form. Should you have any queries, please do not hesitate to contact Alzheimer's Society on **0300 330 5452**.



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Sending your fundraising to us

Once you've covered the kilometers at Memory Walk and collected your sponsorship, there's just one last step to take. It's time to donate your fundraising!

You can pay in using any of the methods below:

JustGiving™



JustGiving

If you've received donations via JustGiving, you don't need to do anything! Funds will be automatically transferred to us.

Cash

If you have cash to pay in, you can:

- Call our Supporter Care team on **0300 330 5452** to make a payment over the phone using your card details.
- Bank it and send us a cheque payable to Alzheimer's Society. Include your sponsorship form and pop it into the freepost envelope from your welcome pack.



You can also pay offline donations to your own JustGiving page to add it to your total - just remember not to add GiftAid if you're paying your sponsorship in yourself.

Or head to **memorywalk.org.uk** and click 'Pay in fundraising'.

Have a question, or need some help? You can find lots of answers to frequently asked questions at **memorywalk.org.uk**. Alternatively, you can email us at **memorywalk@alzheimers.org.uk**, or call us on **0300 330 5452**.

Finally, **the biggest THANK YOU to you** – we can't do it without you!

The legal bits

A few key bits of extra information 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.
- the sale and draw of tickets happen on the same day or night – you'll need a licence if tickets are sold in advance (see website in the panel, right).
- 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.

Collections

To collect money in public places you might need a street collection licence – visit

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 one-stop shop for all the information you need before hosting an event. If you have any doubts or questions 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.



If you're looking to do something slightly different, please give our lovely Supporter Care team a call on **0300 222 5808**. 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

At Alzheimer's Society we're working towards a world where dementia no longer devastates lives. We do this by giving help to those living with dementia today, and providing hope for the future by campaigning to make dementia the priority it should be and funding groundbreaking research.

Email us at:

memorywalk@alzheimers.org.uk

Call us on:

0300 330 5452



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