

Corporate Golf Day Fundraising Pack





Welcome and thank you for uniting with us to help people living with dementia.

We can't wait to help you get your corporate golf day underway! This guide is full of top tips, ideas and everything you need to know about organising your fundraising event.



How does your fundraising make a difference?

Every penny you raise gives help and hope to people living with dementia.. Your donations will help fund our vital services, groundbreaking research, and support our campaigns to make dementia the priority it should be.



£500

could help support one family with a Community Dementia Adviser. The advisers support people to live independently for as long as possible. They can help find solutions to specific challenges people are facing, as well as signposting people to useful groups and services that can help them in their dementia journey.



£2,000

could cover the costs of running 13 Singing for The Brain sessions. Singing for the Brain brings people affected by dementia together to sing a variety of songs they know and love, in a fun and friendly environment. This is one of Alzheimer's Society's most popular services and has an incredible impact on people's wellbeing.



£5,000

could enable an outstanding PhD student to pursue their research for 2 months. Your money will help to train future dementia research leaders, ultimately driving forward our understanding of dementia.



If you're looking for ways to engage your club these statements can be a great way to keep them inspired. With bespoke income and impact reports throughout the year we will ensure you have plenty to shout about!



Fundraising ideas for your golf day

Here are some easy and engaging ways to drive up your donations on the day:



Champagne stop

At a hole in the second half of the course, set up a table with glasses of fizz and players can donate £5 for a glass.

Captain's Day

Hold a Captain's Day which could include breakfast, lunch or dinner. Boost the fundraising with initiatives such as Captain's bunker or Beat the Pro.

Putting Contest

Hold a putting contest with an entry fee of £5. Set a distance from a hole, with anyone who holes a putt winning a prize!

On-course events

Hold events such as 'Nearest the Pin,' 'Longest Drive,' or 'Straightest Drive' to add some fun and competitive elements to your day! You could charge an entry fee of £5.

All Day Event

Organise a sponsored 4 – round, 72 hole challenge for the Captain and their team, to be completed within the daylight hours!



Top tips for hosting a Golf Day!

Here are just some of our suggestions for hosting a tee-rific Golf Day:



Raffles

Drive up donations by running a raffle on the day. You could include entry in the general admission fee for the day or sell tickets at your event too. Ideas for prizes include a private golf lesson, limited edition merchandise and dining experiences – the options are endless!



Time to par-tee!

Host a celebratory lunch or dinner once your Golf Day has finished. This is where you could draw the raffle, announce the golf results with an awards ceremony, and even host a golf-themed quiz.



Work with other companies?

Why not invite them along to play and ask them to provide donations for your raffle. You could also seek sponsorship from local businesses to further boost your event!



Get spectators involved

Include a 'spectator' ticket option for those who want to come enjoy the day but aren't golfers. This could include lunch or dinner, and even inclusion in a putting competition.



Seamless donations

Ask your Alzheimer's Society Rep to hire a contactless card machine to make taking donations on the day quick and easy. These are free to hire.

We're giving help and hope to people living with dementia

What:

Where:

When:

Raising funds for Alzheimer's Society

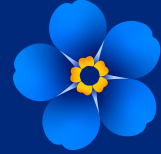


It will take a society to beat dementia



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

Massive thanks



**Alzheimer's
Society**

It will take a society to beat dementia

Together we've raised:

**We're making a life-changing
difference to people living
with dementia**



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

The legal bits

A few key bits of extra information to help everything go smoothly with your event:



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 license if tickets are sold in advance ([see website in the panel, below](#)).
- 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 here for you. Just call or email us and we'll pull out all the stops to help.



Data Protection

You'll need to make sure your fundraising stays within data protection laws. Don't worry, 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.



Insurance

As event organiser, it's down to you to make sure you're covered – Alzheimer's Society's insurance doesn't cover personal fundraising events. For large events you'll need to take out public liability insurance if the venue doesn't already have something in place.



Other considerations

- Make sure your venue is accessible for people with disabilities.
- Check with your Community Fundraiser, venue and/or local authority whether you need permission for anything that has an impact on the area or public.
- Let the police know about your event if it's likely to affect traffic.
- You might want to get health and safety advice from your local St. John Ambulance and fire station.
- Get a public entertainment license if your event is in a building that doesn't already have one



If you're looking to do something slightly different, please give our lovely Supporter Care team a call on **0330 333 0804**. 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

How to pay in your donations



Before paying in any fundraising money, please check with your company as there is likely to be a specific way of paying in via the company. This is really important so we can track all the amazing fundraising your company is doing, and report back on the impact of your support.



Set up a JustGiving page

JustGiving™

If you set up a Just Giving page, please mention your company in the page title and make sure you link the page to your company campaign page. If you're unsure how to do this, please contact the hotline. Please also use your work email address. By following these steps, we can make sure your fundraising is added towards your workplace total.



Paying in money through your company

It might go through your tills or through a special company account. If you're unsure, please contact hotline@alzheimers.org.uk



Dementia is the UK's biggest killer, and one in three people born in the UK today will develop the disease in their lifetime. Your support gives people living with dementia help and hope, for today and the future. It is only because of you that we can continue to give vital support to those living with dementia, fund groundbreaking research and campaign to make dementia the priority it should be. Together, we can ensure dementia no longer devastates lives.

Do you have a question or need support?
Get in contact. We'd love to hear from you
hotline@alzheimers.org.uk



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



**Alzheimer's
Society**

It will take a society to beat dementia