



Alzheimer's
Society

Your fundraising guide





**It will take a society
to beat dementia.**

**Thank you for
being a vital part
of that society.**



Thank you for taking on an Alzheimer's Society Event

We're so excited that you've decided to go the extra mile for Alzheimer's Society. Whether you're joining an event or doing it on your own, we hope it's the experience of a lifetime!

Right now, there are around 1 million people living with dementia in the UK. Chances are, someone you know is facing the fear and uncertainty that can come with a dementia diagnosis, or will do in the future. By taking on your challenge you are giving help and hope to everyone living with dementia. Because the money you raise will help fund vital support and research into life-changing treatments.

Whether you're raring to go or feeling a few nerves, we will be with you every step of the way. This guide is packed full of ideas and tools to help you smash your fundraising target and get you to the start line. Grab a cuppa, have a read through and get ready to feel proud for making a difference to everyone living with dementia.

You've got this!

The Alzheimer's Society Events Team



**It's more
than a walk,
it's a feeling.**

Where your money goes

Dementia is the UK's biggest killer. It affects us all. 1 in 3 people born in the UK today will go on to develop dementia in their lifetime. At Alzheimer's Society, we know the steps it will take to create a future where dementia no longer devastates lives. And we're leading the way, with people from all the spheres of life dementia touches. The money you raise doesn't just fund groundbreaking research. It gives support to people who need it most, and means we can campaign to make dementia the priority it should be. It will take a society to beat dementia. Alzheimer's Society.



Research



With the support of fundraisers like you we launched three Doctoral Training Centres in 2024, with an investment of over £10 million. These expert research hubs will train up to 90 students. The training centres support PhD students taking the first steps in their careers, championing the future leaders of dementia research.

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.

Top 6 fundraising tips

The first step in taking on your challenge for Alzheimer's Society is to set up your online fundraising page! Feel proud to share it far and wide.

JustGiving Menu Start Fundraising Search Log in Sign up

176%
£8,832 raised of £5,000 target by 162 supporters

Give Now
Share

Alzheimer's Society
We provide help and hope to everyone living with dementia.
Charity Registration No. 296645

Jeremy Sice
Run shorty run
I'm running a half marathon for Mum for Alzheimer's Society because losing ones memory is a life without joy
Event: Brighton Half Marathon 2023, on February 26, 2023
Participants: Brighton Half Marathon

Story
I'm not fit, quite the reverse. I'm not a natural runner, far from it - but I've decided to put my little legs through the Brighton Half Marathon to support the Alzheimer's Society for very personal reasons.
Our Mum has suffered with dementia for a number of years. It's a cruel disease that chips away at your memory, creates confusion and disorientation. We are lucky that she still remembers us and with prompts can recall her past. Others are not so blessed and live a life where all their memories have been erased.
Please support me, my Mum and this amazing cause.
Alzheimer's Society is transforming the landscape of dementia forever. Until the day we find a cure, we will create a society where those affected by dementia are supported and accepted, able to live in their community without fear or prejudice.

Share this story
Facebook Twitter Email

Updates
Jeremy Sice February 1, 2023, 09:26 AM
Thank you Mr Postman

Jeremy Sice January 27, 2023, 05:57 PM
OK now it's getting real. Thanks everyone for sponsoring me!

Supporters 162

Charles Cameron & Associates
An amazing cause. Well done from Simon and all at CCA xx
£250.00 4 days ago

Anonymous
£15.00 + £3.75 Gift Aid 6 days ago

Roberto D'Andria
You've still got it 🍌🍌🍌 10 days ago

Suzi w
Love you guys xxx
£200.00 + £50.00 Gift Aid 11 days ago

Tim & Ela
Having a heart attack is a poor excuse not to run..... Go Jo Go
£100.00 + £25.00 Gift Aid 13 days ago

Show more
Give Now

Set your target

Pages with a set target raise 17% more, so add a target – it's a no brainer.

Up your target

Once you have reached your target, make sure to set a new higher one. Aim high!

Keep it real

Personalised pages raise 65% more, so why not explain why you're taking on your challenge?

Set the bar high

People who donate to their own page to get them started raise a whopping 84% more.

Make it snappy

Share those moments of exertion and exhilaration, by sharing pictures and updates. Fundraisers who add photos tend to raise 13% more per pic!

Track your progress

You can raise 111% more when your supporters can track your progress. Connect your page to your Strava or Fitbit account.

Fundraising like a pro



“

Alzheimer's Society are a brilliant charity to fundraise for! Their tips and guidance for fundraising were really helpful, particularly if you are new to this and feel slightly awkward about putting yourself out there.

Hannah, Manchester Marathon, 2025

[Alzheimer's Society] made it easy to set up my fundraising page, and the t-shirt was such a nice gesture! I ended up getting my friend to fundraise as well and it was a lovely experience.

Maria, Great Manchester Run 10k, 2025

The information pack was so helpful, especially the collection boxes which led to many cash donations in addition to sponsorship from family and friends.

Lynne, Edinburgh Half Marathon, 2025

”

Feel that
finish line
buzz.



Quick wins

fast and fun ways to fundraise

Get ready to feel the exertion and the exhilaration of a lifechanging challenge. However you choose to fundraise, every penny makes a real difference, funding vital support and life-changing treatments for everyone with dementia.

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

Epic events

ideas for fundraising superstars

Why not round up friends, family or colleagues to support your fundraising? From cake sales to curry nights, there are so many fun ways to raise your sponsorship. However you host, you'll feel the buzz of getting everyone together and the joy of changing lives forever.



1

Pub quiz

Get a friend or family member to be the question master and scorer, then choose your date and venue. It doesn't have to be the pub, it can be a club, local hall, your office, even a shepherd's hut halfway up a mountain if you like. Charge people to enter, individually or as teams. And don't forget to include picture and music rounds – people go wild for them.

2

Raffle

A raffle is a perfect way to maximise the money you raise. Start by asking local shops and businesses to donate prizes, and tell all your friends and family. For more info, check out 'The legal bits' section in this pack.

3

Cooking contest with friends

Get four groups of four friends to compete against each other, with everyone putting in around £25 to participate. The four winners from each group go into the grand final. At the end of this nail-biting, goodie-munching event, the overall winner takes home a prize, with the rest going into your fundraising pot.

4

Sports tournament

Tournaments are a great way to get your fitness up before the challenge. Hold a football, netball, volleyball or any ball tournament in your local park, and set an entry fee for your players to take part. Make sure it's enough to cover a prize for the winners and net oodles of cash towards your target.



5

Guess my time sweepstake

Don't forget to challenge your friends and family to guess your challenge time and give your sponsorship a little boost. Use the sweepstake poster included, and source a prize for winner or let them have ultimate bragging rights.

6

Timing is everything

Ask your friends and family to donate right after pay day, or ask your friends to donate the cost of a drink during that payday round or lunch trip.

7

Auction off chores

Get your friends, family and workmates together for a grand auction in which you sell off their skills to the highest bidder. A butler for a week, anyone?



**Full of
adrenaline.
Bursting
with pride.**



Fundraising in action

Rob Bryant, 59, who lives in Sussex, is taking on the RideCymru cycle as the last part in a remarkable triumvirate of challenges to raise money for Alzheimer's Society, just a year after a serious accident.

Rob has raised over £2000 for Alzheimer's Society because his Mum, Maggie is living with mixed dementia in a care home, and his father-in-law, Ron, passed away in 2023 after living with dementia.

“My Mum, Maggie, is a remarkable woman. She had a tough life and opportunities were rare for her and her siblings. But she has been a voice of constant encouragement for me telling me how I could do anything if I tried hard enough.

I thought of the gifts that my Mum had given me, in terms of confidence and belief, and I determined that I would do these races to tackle the condition that has impacted her so much.

I have always been a regular cyclist, but for the first six months after the accident, I could not ride. The three challenges represent milestones in my recovery.



The first event in Sweden was 315km in one day. The second one was across the continental divide in the USA – 118 miles at altitude and over 10880 feet of climbing. Finally, in Wales between September 11 and 14, I will attempt RideCymru. 250 miles including 22000ft of climbing. It's longer and hillier than either of the other two.

To all the riders out there, you can do amazing things if you put your mind to it.”



Taking part in one of our challenges can be the experience of a lifetime!

“ As the day got nearer, I started to feel nervous, but the jump was the best thing I've ever done. I would tell anyone thinking about doing it, just go for it!

Patricia who took part in our August Skydive Day to help support people affected by dementia

”

Pathway to your target

We know finding ways to reach your target can be challenging so here are a few ways to help you smash it!

£10

Self donate

Why not kick-start your own fundraising by self-donating? This often helps encourage your friends and family to start sponsoring you!



Get thrifty

Have a clear out of your unwanted items and clothes and sell your second-hand goods on sites such as DEPOP, Vinted or Ebay.

£70

£50

Sell your skills

Charge friends, family or neighbours for chores. We all know that super-busy person who would pay for an extra helping hand. You could charge £10 for chores like dog walking, car washing or cooking a meal



Quiz night or Game day

Hold a fun quiz night or games day with your friends or even your work colleagues. These work well virtually too, so even your remote colleagues can join the fun!

£50

Collection tin

Placing one of our official collection tins in your local shop may raise more than you would think. It also raises vital awareness of our work. Order yours by calling our Supporter Care Team on **0330 333 0804**

£40

£50

Cake Sale

Sell 25 cakes @ = £2.50, or charge friends to enter a bake off competition

Dress Down Day

Charge your colleagues to dress down for a day or wear fancy dress

£30






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Society**

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Registered with
**FUNDRAISING
REGULATOR**

43-44 Crutched Friars Lane
London
Registered charity

How to pay in your donations

OK, this is the important bit. We've made it as easy as possible for you to get your money to us.

JustGiving™



JustGiving

With your JustGiving page, everything happens automatically: the money is sent to us, Gift Aid collected, and your sponsors thanked. Job done.

Cash

If you have cash to pay in, you can:

- Bank it and pay over the phone with a credit or debit card - call our lovely Supporter Care team on:
0300 222 5808
- Bank it and send us a cheque payable to Alzheimer's Society. Include your sponsorship form and post this to:
**Alzheimer's Society,
Suite 2, 1st Floor East Wing,
Plumer House, Tailyour Road,
Plymouth PL6 5DH**



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.

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](https://www.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](https://www.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](https://www.gamblingcommission.gov.uk)



alzheimers.org.uk

Call us on:
0300 222 5808

or email us at:
events@alzheimers.org.uk



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The money you raise doesn't just fund groundbreaking research. It gives support to people who need it most, and means we can campaign to make dementia the priority it should be. To end the devastation dementia causes, now and in the future, we need passionate people like you. It will take a society to beat dementia. Alzheimer's Society.

Thank you



Registered with
**FUNDRAISING
REGULATOR**

Alzheimer's Society is a registered charity in England and Wales (296645) and the Isle of Man (1128). A company limited by guarantee and registered in England and Wales (2115499) and the Isle of Man (5730F).

