



Your Memory Walk pack

**It will take a society to beat dementia.
Alzheimer's Society.**



Your Memory Walk starts here

It will take a society to beat dementia. Thank you for making a difference by taking part in Memory Walk this autumn. You'll join thousands of others walking to create a future where dementia no longer devastates lives.

By fundraising for Alzheimer's Society, you can help those with dementia now and in the future. You're walking to give vital support to those who need it, fund groundbreaking research, and campaign to make dementia the priority it should be.

This welcome pack has everything you need to get the most out of your fundraising. Not sure how to get started? Use our fundraising personality tool on page 5 to find out what kind of fundraising best suits you and discover some tips to help you get the most from your efforts.

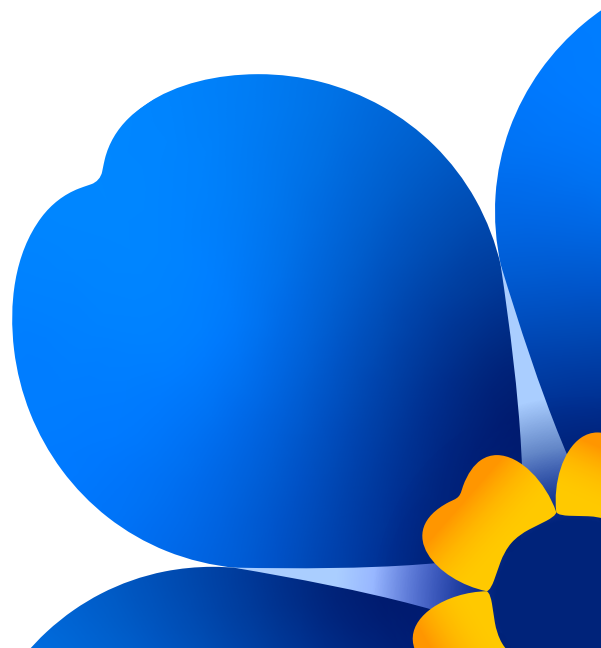
Together, we can beat dementia.

Thank you so much for your support.

Your Memory Walk Team

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Where your fundraising goes

One in three people born in the UK today will develop dementia in their lifetime. But 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.

We want everyone to be able to take part in Memory Walk. It's free to sign up, but this means your fundraising is more crucial than ever.



What your fundraising could provide

£5

could offer someone round-the-clock guidance and reassurance through our online Dementia Support Forum community

£15

could fund one hour of a Dementia Advisor's time, providing vital support at the end of the phone

£25

could pay for one frozen tissue sample, allowing researchers to study human brain tissue and better understand the changes caused by dementia



Research

We back the world's brightest minds and fund over 600 research projects to create a future where dementia no longer devastates lives.



Services

We provide advice and practical guidance for people living with dementia through our support line, expert dementia advisers, and community-based services, as well as our online and print information.



Influencing change

We're making dementia the priority it should be by holding decision-makers to account, using evidence and working with campaigners to amplify the voices of everyone living with dementia.

Find out more about what your fundraising makes possible on our website
alzheimers.org.uk

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. The money you raise by taking part in Memory Walk could help people like Paul and Lisa.

Paul and Lisa's story



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.

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

£25 could help fund the work of our Community Dementia Advisers, offering face-to-face support for families facing the complex realities of dementia.

£50 could help fund our Research Nurses programme, meaning people living with dementia could receive better access to opportunities to take part in research and clinical trials, hopefully leading to new treatments, earlier diagnoses and improved care.

£100 could help us give two carers a place on our Carer Information and Support Programme. With thoughtful planning, carers can feel more confident in their decisions, ensuring their loved one receives the best care possible.

What kind of fundraiser are you?

See what kind of fundraiser you are and get some tips and tricks to kick off your Memory Walk fundraising.



The Advocate

You've got your sponsor form ready and you're not afraid to ask. You'll chat to friends, family and colleagues about why you're taking part – and **turn everyday conversations into donations** that make a real difference.

Top tips

- Save the **QR code** for your fundraising page on your phone so people can donate easily when you're chatting.
- **Start your sponsor form** off with friends, family and colleagues who already support you.
- Put a **fundraising poster** up at work, or on your local cafe or pub noticeboard explaining why you're taking part.



The Adventurer

You're **brave, bold and ready to step outside your comfort zone** for something that matters. Whether it's dyeing your hair or taking on a skydive, your daring attitude inspires others to donate and support your cause.

Top tips

- **Set up your JustGiving page early** and explain the challenge you're taking on.
- **Share your challenge** on social media and WhatsApp and keep supporters updated as they follow your journey.
- **Post a photo** announcing what you're doing and why – excitement helps drive donations.



The Organiser

Bake sale, bingo, raffle, quiz – you could plan these in your sleep! You're creative, love bringing people together, and **turning great ideas into successful fundraising events**. No event is too big for you.

Top tips

- Choose one simple event to start with and **set a date**.
- **Promote it with a poster** at work, school or in your local community.
- **Print out a QR code for last-minute donations at your event**, and share the link to your fundraising page and photos on social media to encourage donations.



The Influencer

You know how to **use your online presence to connect with others** and share why you're taking part in Memory Walk. You're a whizz at turning clicks into donations and raising support and awareness for an incredible cause.

Top tips

- Once set up, **share your JustGiving page** on social media and WhatsApp – don't be afraid to repost!
- **Record and post a short video** about why you're taking on your Memory Walk.
- Ask friends to **like, comment or share** to help spread the word even further!

No matter what kind of fundraiser you are, your support makes a huge difference to creating a future where dementia no longer devastates lives.

Top 5 fundraising tips

Get started by setting up your JustGiving page. Visit our fundraising hub [here](#), scroll to find your Memory Walk location and click the 'create a page' button.

You've set up your JustGiving page and you want to make it a winner. Here are five tips to get the most out of it.

The screenshot shows a JustGiving page for 'Lilys Memory Walk :)' fundraising for Alzheimer's Society. The page features a photo of three people in blue t-shirts with '#MemoryWalk' and 'MY MUM', 'MY GRANDMA', and 'MY GRANNY' on them. A progress indicator shows 107% raised of a £200 target by 18 supporters. The page includes a 'Give Now' button, a 'Share' button, and a list of supporters: Auntie (£15.00), Steve Bushell (£20.00 + £5.00 Gift Aid), and Sabrina, Tony and Palge (£15.00 - £3.75 Gift Aid). The page also has a 'Story' section with text about dementia and a 'Share this story' button with social media options for Facebook, Twitter, and Email.

1. Make it personal

Personalised pages raise **39%** more. Writing about why you're taking part could convince more people to donate.

2. Snap. Share. Inspire

Fundraisers with photos or videos on their page raise **79%** more. Additionally, every update you post could help you raise an average of **6%** more on top.

3. Kickstart your donations

People who donate to their own page to get them started can raise up to **29%** more.

4. Share your page

Sharing your page on social media and WhatsApp can help you raise more. And don't forget email, it's a great way to reach family, friends and colleagues who aren't on social media.

5. Up your target!

Once you have reached your target, it's time to set a higher one and make an even bigger impact.



Need help?

If you have any issues with your JustGiving page, please visit their [support page](#). There's lots of helpful information, or you can [submit a request](#) to their support team.



Creating a team page:

For guidance on how to create a team page visit [JustGiving](#) for details.

Bonus tip

[Create a QR code](#) to share online, save to your phone, or print so people can scan and donate easily. Find more tips from JustGiving [here](#).

Fun ways to fundraise

Looking for more fundraising ideas for your Memory Walk? Here are some easy ways to boost 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.

● Sell your stuff

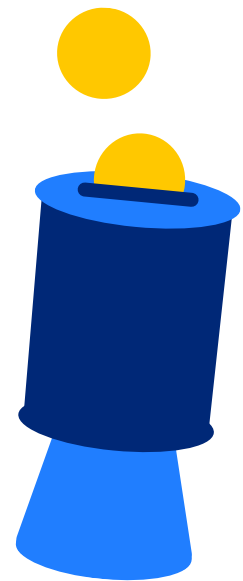
One person's trash is another person's treasure. Gather all those toys and trinkets that are gathering dust and sell them. Not only will you raise money, but your home will be clutter-free.

● Display your collection tin

Displaying a collection tin in a local shop is a great way to raise some extra cash towards your target. The legal bits on **page 12** has all the information you need.

● Matched giving

A great way to help your fundraising go further is to get your employer involved. Many will match some, or all, of the donations you raise – so it's worth asking. Go to **pages 8 and 9** for more details.



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

How to use your matched giving form

What matched giving is and how to use it

- Matched giving is when an organisation matches the amount of fundraising an employee does for a charity. An individual's fundraising is matched by the company up to a pre-determined level. Matched giving can massively boost your totals, so it is always good to check if your employer is able to do it.
- If your workplace offers a matched giving scheme, you can use the form on page 9 to request a matched donation.
- Please complete your details in the '**supporter details**' section of the form.
- Pass your form onto your employer to complete the '**employer details**' section.

A note for employers

Thank you for supporting us and matching your employee's donations for Memory Walk – we're very grateful for your support. It is important that you complete this form so we can match 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, Suite 2, 1st Floor East Wing, Plumer House, Tailour Road, Plymouth, PL6 5FS



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



£150 could help to pay the running costs of one Singing for the Brain session, where participants can express themselves through their favourite songs, and get some gentle exercise through dance.

£300 could fund a lab visit for up to 20 people affected by dementia, helping them learn more about ongoing research. This gives patients and carers the chance to hear about research plans and ask questions directly.

£1000 could help to pay for three hours of running costs for the Dementia Friends programme. With over 3.5 million people committing to learn a little more about dementia, this initiative helps to break down stigma and create more supportive communities.

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	EVMW26FMAT

Employer details

Employer name	
Employer contact name and 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)	<input type="checkbox"/> CAF <input type="checkbox"/> Charities Trust <input type="checkbox"/> Other third party platform. Please state the name of the platform: <input type="text"/> <input type="checkbox"/> BACS or CAF online transfer: <input type="text"/> 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
	<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, Suite 2, 1st Floor East Wing, Plumer House, Tailyour Road, Plymouth, PL6 5FS.

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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How to send 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 the money you've raised 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 add cash and cheque donations to your own JustGiving page. Remember not to add Gift Aid if you're paying your sponsorship in yourself.

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

Need some help?

You can find lots of answers to frequently asked questions at **memorywalk.org.uk**

Or you can email us **memorywalk@alzheimers.org.uk**, or call us on **0300 330 5452**.

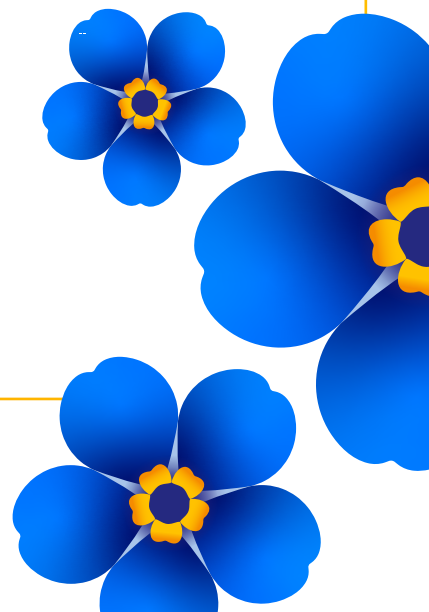
We couldn't do what we do without you. So, here's a massive **THANK YOU to you and your supporters.**

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
Memory
Walk



Registered with
FUNDRAISING
REGULATOR

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

#MemoryWalk



Emergency contact form

Please fill in your details below

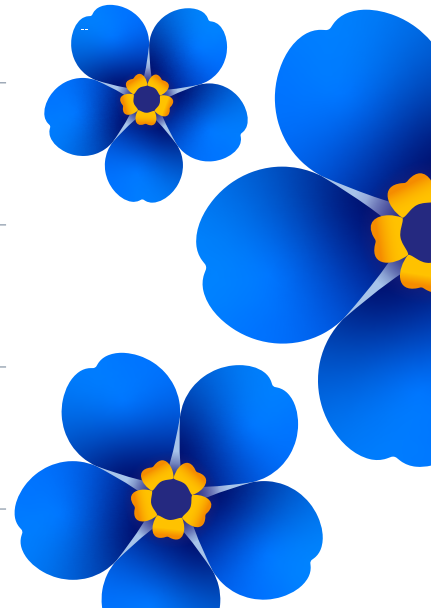
Your name:

Your emergency contact name:

Relationship to you:

Emergency phone number:

Any existing medical conditions or allergies:



The legal bits

If you're planning extra activities to support your fundraising, here's some key information to help everything run smoothly.

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. Visit the website in the panel on the right for more details.
- 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 additional fundraising activity involves food and drink, [food.gov.uk](https://www.food.gov.uk) has all the information you need. If you have any questions or concerns, we can help. Call us on **0300 330 5452** or send us an email memorywalk@alzheimers.org.uk



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)



At Alzheimer's Society, we know the steps it will take to create a future where dementia no longer devastates lives.

Only together can we beat dementia – by giving vital support to those who need it, funding groundbreaking research, and campaigning to make dementia the priority it should be.

Thank you for joining us and taking those steps together at Memory Walk.

**It will take a society to beat dementia.
Alzheimer's Society.**

Email us at:
memorywalk@alzheimers.org.uk

Call us on:
0300 330 5452



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