



Get ready  
to go elf!

Elf  
Day



## It's fun. It's festive. And it's for a fantastic cause.

Schools, nurseries and youth groups are all perfect places to host an Elf Day. You've got a ready-made supply of little helpers on hand, all only too happy to dress up and throw themselves into the day – and at the same time spread the word about dementia and raise money to support our work here at Alzheimer's Society.

Dementia is set to be the 21st century's biggest killer, with someone developing it every three minutes. It devastates lives and it hits families hard. But by being a little helper on Elf Day you can help us beat dementia.

Here's what the money you raise could do...



**£116** would pay for a carer of someone with dementia to attend support sessions for a month, where they can share experiences and practical tips with other carers – and, most importantly, know they're not alone.

**£210** would pay for a year's testing of drugs in a clinical trial, accelerating the search for an effective treatment for small vessel disease, a leading cause of vascular dementia.



**It all adds up.  
For every pound  
you raise, thank you.**

## Be a little helper. Make the biggest difference

Some ideas for raising money on your day

### Fancy dress, elf style

The easiest way to get everyone involved in Elf Day is fancy dress. There are no rules – you can go elf from head to toe, or simply pop on an elf hat. Collect £2 from everyone taking part, and create categories and prizes for the best dressed elves to make things more exciting.

### Christmassy crafts

With everyone starting to feel Christmassy, Elf Day is a great time for festive crafts. You can download our paper chains, bunting templates and Elf Day masks to decorate and print off at [alzheimers.org.uk/elfmaterials](http://alzheimers.org.uk/elfmaterials). You could also have a go at making your own elf hats or icing some festive gingerbread.

### Christmas fair

Elf Day is also perfect timing for a Christmas fair. You and your fellow little helpers could sell your home-made seasonal goodies and Christmas presents, with a percentage of the money you make going to Alzheimer's Society. Don't forget to make some elfy treats. Think gingerbread, mince pies, candy canes and anything red and green.



## Fun and games

Organise some festive games on your Elf Day – use the games in this pack, or try one of the ones here...

### Guess the candy canes in the box

Buy some candy canes (or see if you can get some donated) and wrap them up in a nice Christmassy box. Ask people to pay £1 to guess how many candy canes in the box – but no peeking, they can only rattle it! Give the closest guess a prize.

### Christmas bingo

Download our festive bingo cards at [alzheimers.org.uk/elfmaterials](http://alzheimers.org.uk/elfmaterials) and let the fun commence. Don't forget to ask everyone taking part to donate, and give the winner a prize.

### Elf Day quiz

Download our Elf Day quiz sheet at [alzheimers.org.uk/elfmaterials](http://alzheimers.org.uk/elfmaterials) and host a festive quiz. Everyone pays to enter and there's a prize for the winning team.

### Elf Olympics

How quickly can you decorate a Christmas tree? Who can wrap up a present fastest? Who can create the longest paper chain in 10 minutes? These are just a few suggestions – we're sure you can think of more. Everyone pays to enter, and the top Elf Olympian wins a prize.



## Make sure everyone knows there's a serious reason for all the Elf Day fun

While nearly a third of young people know someone living with dementia, it can be a tricky subject to explain. But worry not – we have lots of different ways to support you. You could:

- Invite a volunteer Dementia Friends Champion to run an interactive one-hour **Dementia Friends Information Session**
- Use our **key stage 1-4 teaching packs** to deliver three lessons about dementia
- Hold an **assembly or meeting about dementia** and the work of Alzheimer's Society using our PowerPoint



**Elves  
unite**

Everyone taking part in a Dementia Friends Information Session or the lessons will become a Dementia Friend and receive a metal pin badge. It works really well to hold the sessions in the run-up to Elf Day, or on the day itself – and we have sessions for staff as well as pupils.

Our teaching packs are accredited by the PSHE Association. They support students' learning and key aspects of the national curriculum, enabling knowledge and understanding linked to PSHE & Citizenship.

All our resources are free and our Youth team are on hand to answer any questions you might have.

Request your resources now from [alzheimers.org.uk/youngpeople](http://alzheimers.org.uk/youngpeople)

## Elf support

We have lots of fabulously festive extra materials you can download to help make your Elf Day a huge success:

- Bunting
- Paper chains
- Elf mask
- Elf quiz sheets

Just skip along to [alzheimers.org.uk/elfmaterials](https://alzheimers.org.uk/elfmaterials)

Have questions? Need support? Concerned about elf & safety? Email Team Elf at [elfday@alzheimers.org.uk](mailto:elfday@alzheimers.org.uk) or call **0330 333 0804**.

### Elf Day ideas

You'll find them all here: [alzheimers.org.uk/elfsupport](https://alzheimers.org.uk/elfsupport)

### Shop for Elf merchandise

Elf-themed goodies for sale at <https://shop.alzheimers.org.uk/christmas-essentials> including t-shirts, hats, props and glasses.

### Tell the world about your Elf Day

As well as using the poster in this pack, shout about your fundraising by downloading our Facebook cover photo at [alzheimers.org.uk/elfmaterials](https://alzheimers.org.uk/elfmaterials). Share your sELFies and Elf Day pics on social media using #elfday and let everyone know you're fundraising for [@alzheimerssoc](https://alzheimers.org.uk)



**Unleash  
your  
inner elf**



## Paying in the money

### Set up a JustGiving page

The easiest way to fundraise for Elf Day is with a JustGiving page. Ask friends, family and colleagues to donate directly via your page, and these donations will come to us automatically. Visit [justgiving.com/alzheimerssoc](https://justgiving.com/alzheimerssoc) to set up your JustGiving page now.

### Pay in online

Pay in your donations online at <https://secure.alzheimers.org.uk/elf-day>

### Pay in by phone

Call 0330 333 0804 to pay in your donations using a credit or debit card.

### Post us your donations

Use the donation form and FREEPOST envelope in this pack to pay in by cheque.



**Thank  
you**

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

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