



Flashback

Have a blast
with the past

Your fundraising
guide



Thank you for choosing to Flashback for Alzheimer's Society

What's the best time you ever had? Which decade belonged to you? From swing dance to Britpop, flower power to punk, this is your chance to have a blast with the past and unite with us in the fight against dementia.

Pick a decade, era or year as a theme, and put on a fundraising event that'll go down in history! Invite whoever you want (workmates, friends and family) or just go solo for sponsorship. To inspire you, this fundraising kit is packed with themes and ideas that we think you're going to love (if you've not already thought of your own!)

Whatever you do, make sure you have a blast. By being part of Flashback, you are helping to create a brighter future for people affected by dementia.

How you're making a difference

In the UK, someone develops dementia every three minutes. And by 2021, there will be one million people living with dementia. It's the biggest health challenge we face today.

But if we stand united, we will beat dementia. Every pound you raise will help us support those who need it most, to speak up for the rights of people with dementia and to fund research which will unlock the answers to a cure.

£150

could pay for 10 hours support from a National Dementia Helpline Adviser, providing comfort and advice to people affected by dementia

£520

could pay for someone with dementia and their carer to receive emotional support for an entire year by attending a weekly Dementia Café

£1,560

could fund one week of an Alzheimer's Society clinical fellowship, which allows clinicians and healthcare professionals to carry out research to improve care and treatment for people with dementia

Let the planning commence

So you've got your pack, here are the next steps:

- 1 Pick a date**
Can't do the 23 March? No problem. Just pick a date that suits you.
- 2 Pick an era**
We have plenty of fundraising ideas through the decades in this pack. If you can't narrow it down to one, ask everyone to dress down in their favourite retro clothes.
- 3 Pick a location**
Find a suitable location to hold your Flashback event. Use a meeting room at work, your local community hall or pub. Or bring the party to you and host your Flashback event at home.
- 4 Get the word out**
Use the poster in this pack to shout about your fundraising and share your plans and photos using #Flashback. Don't forget to let everyone know that you are fundraising for @alzheimerssoc
- 5 Pay in the donations**
Once all your hard work is complete, all that's left is to pay in your donations and thank everyone that took part. You will find information on how to pay in at the back of this guide
- 6 Relax**
You deserve it!

Flashback support

We have lots of extra materials to help you plan your Flashback event. Head over to alzheimers.org.uk/flashback now to find games, posters, quiz sheets and more.

Need more support?

We are here to help.

Email flashback@alzheimers.org.uk or call **0330 333 0804**



Flashback to the 20s and 30s

Great Gatsby night

Get all dolled up in flapper dresses and tuxedos, pop the champagne corks, put on some foot-stomping jazz and dance the night away. Ask local bars if they will host your event for free and collect donations on the night

Speakeasy cocktail party

Psst. Give your friends a taste of the Roaring Twenties with a Prohibition themed cocktail party! Ask for donations for each cocktail and don't forget the password on the door!

Swing dance classes

Have you always wanted to Lindy Hop, Jive or do the Charleston? Now is your chance! Contact a local dance school to see if they'll put on a special lesson in aid of Alzheimer's Society, and then donate the money raised.





Flashback to the 40s and 50s

Hula hooping contest

Suitable for a range of ages and fitness levels, and easy to organise; simply bring a hula hoop to work and challenge workmates to take part for a small donation. Time how long people can twirl and award prizes for the best (and worst) hula hoopers.

Grease sing-a-long

Invite Pink Ladies and T Birds over to your place or show Grease on a big screen at work. Ask sing-a-longers to donate, and provide some snacks and refreshments to boost the money you raise.

Rock and Roll music night

If you want to see friends and family rocking and rolling to the likes of Elvis Presley, Frank Sinatra and Ray Charles - organise an evening of 50s music in your local pub, community hall or at home. Why not ask a local band if they will perform and ask people to put another dime in the jukebox for people affected by dementia.

Flashback to the 60s and 70s

Retro board game party

Mousetrap, Guess Who?, Hungry Hippos... which are you unbeatable at? Gather your competitive friends together for a pay-to-play board game extravaganza! Will you play for a prize or pride?!

Beatles tribute night

Recreate 'Beatlemania' with a whole night of songs from the Fab Four's back catalogue. Organise a karaoke night and sing-a-long to all the hits, go the whole hog and dress up as John, Paul, George and Ringo. Or simply 'let it be', and ask for loose change to pick your favourite songs.

D.I.S.C.O

Find a suitable space to use, a groovy DJ and encourage all your cool cat friends and workmates to dress up for a night of disco music. For the Saturday Night Fever look, think for flares, jumpsuits and platform shoes!

Guess how many mirrors are on the disco ball
Answer: 1229 mirrors





Flashback to the 80s and 90s

80s movie night

Do you remember watching E.T., The Breakfast Club, The Goonies, Gremlins for the first time? This is a really easy fundraiser. Simply ask whoever is watching to pop a few pounds in a pot for people with dementia, put your feet up, load up on some snacks and get ready to feel nostalgic!

Retro tuck shop

Get hold of all of your favourite retro sweets (online), set up a tuck shop at work and ask people to donate their loose change for a taste of their childhood. Sweets like flying saucers, sherbet dip dabs, drumsticks and more are sure to bring back some memories!

Britpop karaoke party

Re-live the golden age of Britpop and belt out a few karaoke classics by Oasis, Blur, Suede, Pulp, Spice Girls, The Verve, and many more. Encourage friends and family to donate £1 to sing or £5 to nominate someone else.

Can't pick a decade?

No problem:

- Organise a 'through the ages' quiz, using our Flashback quiz (alzheimers.org.uk/flashback) at work or in your local pub. Ask workmates, friends and family to form teams, offer a prize for the winners and get quizzing!
- Host a dress down day at work and embrace all those Flashback fashion faux pas. From spandex to shell suits, flares to parachute pants, what can you find at the back of your wardrobe!? Don't forget to crimp, perm, curl or braid your own hairdo into a style from a previous era. Make sure you ask for a donation from everyone that takes part.
- Whisk your friends and family back in time with a retro dinner party. Think cheese and pineapple on sticks, spam fritters and spotted dick, or whip up a nineties classic dessert like Angel Delight or Viennetta! Let's see how creative you can get with dishes from the past.
- Turn your Flashback into a sponsored challenge. Ask people to sponsor you to do your weekly shop, the school run, or attend a big work meeting in Flashback fancy dress. Set a target and let everyone know you'll only go through with it if the target is met.

Ways to boost your fundraising:

Raffle

Ask local businesses before your event to donate prizes for a raffle. Sell tickets and announce the winners at your event as a grand finale!

Games

Use the game poster in this pack to raise a quick and easy £40

Match funding

If your work has a match funding scheme, they may double any money you raise!

Paying in your fundraising

Set up a Just Giving page

The easiest way to fundraise is using Just Giving. Head to justgiving.com/alzheimerssoc now to set up a page. Ask friends, family and colleagues to donate and the money will be paid over to us automatically.

Pay in online

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

Pay in by phone

Call **0330 333 0804** to pay in your donations over the phone 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.



Email

flashback@alzheimers.org.uk

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alzheimers.org.uk/flashback

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0330 333 0804

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