Raising funds to defeat dementia

The little book of fundraising ideas
A big thank you

Firstly, I’d like to say thank you. Thank you for sharing our belief that dementia can – and will – be beaten. And thank you for supporting us with a fundraising event. Please know that, whatever you decide to do, you’ll be helping us with our powerful research.

Research is the key to defeating this terrible disease. In fact, it’s our only hope. That’s why we’re dedicated to doubling the amount spent on research in the next five years. To do that, we need extra funds.

That’s why I’m so thrilled you’re thinking about organising a fundraising event of your own. Throughout this booklet you’ll discover how to organise your own amazing day, including ideas, tips and how to get hold of merchandise to make it an unforgettable experience for everyone. We’ll even show you what other supporters have done – the sheer inventiveness never ceases to amaze us.

So good luck, and thank you once again.

“Ian Wilson
Director
Alzheimer’s Research UK

The fight is in the lab

Why fundraising is so important in the fight against dementia.

There are 850,000 people in the UK living with dementias including Alzheimer’s. By 2040 it’s expected that over 1.5 million people will be affected. The clock is ticking. We must act now to avoid a public health catastrophe.

No other dementia charity puts as much money behind research. We know that to defeat dementia we have to attack it from every angle. We need to exhaust every avenue of scientific investigation.

That’s why every minute of research is so important.

And it’s working. Last year, we made several significant breakthroughs in the cause, diagnosis and treatment of dementia. We’re winning battles. By organising an event to raise more funds, we can win even more.
From baking a cake...

There are thousands of ways you could raise funds – but which is right for you? Some people challenge themselves in extreme ways, such as running a marathon, climbing mountains, or skydiving.

Others prefer something a little more sedate, and reach for a spatula instead of a parachute; cake sales and coffee mornings have always proved popular ways of fundraising.

... to a village fête

The secret is, choose something you’ll enjoy. Keen gardeners may want to open their garden to the public, golfers might like to organise an event at their local club, and don’t forget the classic sponsored beard shave.

Raffle tickets, tombolas and prize draws are all popular forms of fundraising, but because they are regarded as gambling, they are firmly regulated by law.

Visit www.institute-of-fundraising.org.uk where you can find out all about the best way of organising one.

Hair today gone tomorrow
Daniel James Wild had been very attached to his ponytail since he was just 16. That is, until he decided to cut it off – and raised £270.

Brenda and Belinda have things rapped up
Brenda Brooks, 60, and Belinda Marks, 50, showed their younger sides when they made a fun rap CD to raise funds for Alzheimer’s Research UK.
Mark was diagnosed with early-onset Alzheimer’s at just 36. Dione was shocked at how underfunded research into dementia was and promised Mark that she would do everything she could to help ARUK defeat the disease that had wrecked their lives and the lives of their two young daughters, Eleanor and Bethany. She decided to run the Virgin London Marathon. “The rigorous training for the marathon helped to keep me focused and it was great to know that I was doing something positive to help the research experts. Words can’t describe how much I want a cure for this disease so that other people don’t have to suffer.”

Tragically Mark died twelve days before the marathon, but Dione was determined to run and raised an incredible £14,000.

Dione’s amazing story is an inspiration to everyone at Alzheimer’s Research UK. Success again for Dione

An inspiration to us all

Around 40,000 people run the London Marathon. Among them has been mum of two Dione Priddy, who was running the 26 miles for the second time in memory of her husband Mark who died with Alzheimer’s at the age of 41.

Dozens of committed people run the London Marathon for us each year. These fantastic efforts help to raise hundreds of thousands of pounds to help power our transformational research. Every step they take will help us change lives shattered by dementia.

Behind each of these individuals is a story like Dione’s - of how Alzheimer’s has deeply affected their lives.

Brothers Mark and Peter Moody took on the challenge because of their mum Elaine – she was diagnosed with early onset Alzheimer’s at just 52. Elaine’s diagnosis triggered an interest in running and she completed the marathon herself in aid of ARUK in 2009.

Sadly, Elaine has now passed away – which makes her sons’ efforts all the more poignant as they continue her fight against Alzheimer’s. It’s heartbreaking stories like these that spur us on. We must keep going, raising money to fund research until we finally unlock the secrets of Alzheimer’s and can beat it for good.

We can’t do it without people like Dione, Mark and Peter – or without you – so thank you. An army of support

“Since mum’s diagnosis it’s been devastating knowing there’s very little that can be done to help her. It’s made even worse knowing that research to find new treatments for Alzheimer’s and other dementias is desperately underfunded.”

Peter Moody

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Dione, Mark and Peter in 2011

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In the words of Dione’s husband Mark: “Around 40,000 people run the London Marathon. Among them has been mum of two Dione Priddy, who was running the 26 miles for the second time in memory of her husband Mark who died with Alzheimer’s at the age of 41.

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Dione, Mark and Peter in 2011
For 20 years Peter and Margaret Hargreaves have been using their talent for growing plants, shrubs and flowers to swell the coffers of deserving charities and ARUK has been privileged to be one such cause for the last five years.

Each summer, for a small fee, the couple from Barton-under-Needwood open their idyllic Grafton Cottage garden to the public, who flock to marvel at the dazzling borders and enjoy the fragrant scents of blooms as they wander among old-fashioned roses, sweet peas, lilies and over 100 varieties of clematis.

The Hargreaves decided to support us after coming into contact with so many people with Alzheimer’s and learning how little funding was available for research.

“Our contribution will go towards research into diagnosing Alzheimer’s in its early stages. We’re thrilled our garden is helping to make a difference.”

Peter Hargreaves

Growing support for ARUK

Reaching new fundraising heights
Five staff from Starbucks in the Trafford Centre scaled Snowdon with one of their customers – 73-year-old Fred Walker – and raised £2,300 for ARUK. The team, inspired by Fred’s wife Joan who loved visiting Starbucks with Fred before she developed Alzheimer’s and sadly passed away, reached the summit in three hours.

Raising smiles to raise more funds
Rachel Richardson and fellow mums spent a day making each other’s babies smile and giggle to raise funds in recognition of Rachel’s father, who was diagnosed with Alzheimer’s at just 51. Funny faces and dressing up led to very happy babies!

Canoeing to success
Joe Lebus took part in the Devizes to Westminster International Canoe Race and raised an impressive £3,170 for us. Paddling for 4 days non-stop, Joe came 56th out of 73 in the junior doubles category.

They did it! So can you.
More inspiration...

Looking for a few pointers? We have a number of existing fundraising ideas that you could join in with. We can provide you with more information to make sure your event is a stunning success.

Join the fight
Everyone loves a quiz and we can provide you with everything you need to host your own!

It’s a fun, easy way to get people together, raise money and increase awareness of an important cause.

To request your Battle of the Brains quiz pack or find out more call us on 0300 111 5 777 or email battleofthebrains@alzheimersresearchuk.org

The only way is up
Take on Alzheimer’s Research UK’s new Target Twelve Hundred fundraising challenge by pledging to raise £1200 within a year for vital dementia research.

Your £1200 will fund 60 hours worth of groundbreaking dementia research. How you raise the money is up to you. And once you’ve completed your challenge, share your story as an inspiration to others and have your name (or the name of the person you’re raising funds for) added to our Wall of Fame.

To find out more or to request a pack, please contact our fundraising team on 0300 111 5 777 or email targettwelvehundred@alzheimersresearchuk.org

Cook for a cure
Bring the fight against dementia to the dinner table! Hosting your own Cook for a Cure dinner party is a brilliant way to help us in our fight against dementia.

Rick Stein, Phil Vickery and Ainsley Harriott are among the line-up of celebrity chefs who are supporting this fundraising initiative by providing delicious recipes that will encourage you to indulge in some culinary action!

Simply choose your dishes, pick a theme (if you want) and ask your guests to make a suitable donation to attend your event. Then all you have to do is draw up your guest list and let the fun begin.

To request your free Cook for a Cure pack full of hints and tips, simply call our fundraising team on 0300 111 5 777 or email cookforacure@alzheimersresearchuk.org

Rick Stein, one of the celebrity chefs supporting the Cook for a Cure initiative
In the business of fundraising

Businesses get active to defeat dementia. Over the years companies have made a significant contribution to dementia research. As you’ll read they’ve never failed to come up with amazing ways to fundraise!

If you’d like to nominate us as your Charity of the Year, contact our fundraising team on 0300 111 5 777 or email us at fundraising@alzheimersresearchuk.org

On cloud nine
Extreme sports enthusiast Nicky Winch celebrated Capgemini Consulting naming us as their Charity of the Year by throwing herself out of an aeroplane at 13,500ft.

The Head of Recruitment, whose mum sadly died with dementia, raised over £2,600 as a result of her jump. Proof that hair-raising also means fundraising!

“Given half the chance, I’d do the skydive all over again to raise even more money for ARUK. It’s great to know we’re all pulling together at Capgemini Consulting to raise money for pioneering dementia research.”

MNPA staff see purple
Staff at Leatherhead-based MNPA, the pension administration specialists, hit something of a purple patch to help us boost our funds. They all spent one day in July dressed from head to toe in purple. Their colourful escapade raised over £600!

Another success story
We are thrilled that Royal London chose us as their Charity of the Year. After donating £10,000 to kick start the year, they leapt into action with a series of activities to achieve their £40,000 target, including abseiling down the countless storeys of their office building.

Another way to give
There are countless ways of raising funds. Payroll Giving is becoming one of the most popular. It’s a quick, easy and flexible scheme that allows UK taxpayers to give directly to us through their salary. To find out more please contact our corporate team.

If your business would like to help defeat dementia, please contact our corporate team on 0300 111 5 777 or email us at corporate@alzheimersresearchuk.org

Pedal power
Staff at Iceland Foods, who kicked off their Charity of the Year activities with Chief Executive Malcolm Walker’s epic Everest climb, saddled up and organised a 32 mile cycle ride to boost funds for ARUK. The 15 employees cycled to Iceland’s 15 stores across Liverpool and raised an impressive £3000 – an important contribution towards the astonishing £1.2million the company raised in their first year!
Merchandise

Make more of an impact with ARUK merchandise
T-shirts, running vests, balloons, stickers, wristbands and collection tins and buckets are all available free of charge. We also provide you with sponsorship forms.

Please contact the fundraising team on 0300 111 5 777 or fundraising@alzheimersresearchuk.org

Celebrate with ARUK

If you have a special occasion coming up, please consider asking friends and family to make a donation to ARUK instead of buying you a gift. It’ll make you feel really good, save you getting the same old presents and help us raise vital funds to beat Alzheimer’s – a truly fantastic gift!

Getting the word out

How to make the most of your event

Approach everyone you can. Social networks like Facebook and Twitter are brilliant for mobilising family and friends (and friends of friends) and can be used to regularly remind people of your event and update them afterwards.

Local media coverage can be useful too. Get in touch with your local newspaper, TV and radio station to see if they will cover your event. It’s well known that the media can often be more interested in what is newsworthy than what is worthy, and you will have more success if your event is a first, eye-catching or exciting.

Good quality images often help get stories into local newspapers, so if you, or a friend has a good quality camera, get them to snap away.

“Once you’ve decided what you’re going to do to raise money for us, it’s time to tell the world!”

Please remember to mention Alzheimer’s Research UK as much as you can, and tell journalists why you’re raising money for the charity. Personal experience of Alzheimer’s means your event has ‘human interest’ for journalists and, if you feel able to talk about it, may help with publicity.

We’ll do whatever we can to help. Let us know what you’re planning and we’ll promote it on our website and provide you with ARUK posters and other literature explaining who we are and what we do. Finally, good luck! We’re right behind you.
Set yourself a target

One of the biggest questions to ask yourself is: how much do you want to raise? Just how much money do you see your event raising? £10, £20, £100, £2,000... it’s always good to communicate your target so sponsors can help you reach it.

Getting into the swing of fundraising

Over 50 enthusiastic golfers played on regardless of the rain at a charity golf day at Woodspring Golf Club on 17th June 2011 raising more than £1,500 for ARUK.

The event, one of a number planned for this year, was organised by Club Captain Dene Ferris, whose grandma Agnes died in 2009 after a long struggle with the disease.

What it all means

Every penny you raise means our scientists can spend extra time in the lab, bringing us closer to the breakthrough we’ve all been hoping for. A breakthrough which means earlier treatment for people with dementia, more precious time with their families and a better understanding of the disease.

£20
Funds one hour of vital research. Our greatest resource in understanding the causes of dementia and how to defeat it.

£250
Pays for a genetic test to help identify dementia risk genes. Genes paint a picture of what might cause dementia and opens up exciting areas of research to develop new treatments.

£500
Pays for a brain scan to help scientists to track dementia. Although Alzheimer’s isn’t contagious it may spread like an infectious disease. We hope to be able to isolate the disease and stop Alzheimer’s in its tracks.

£3000
Pays for a PET Scan to track the small, toxic protein Amyloid. In Alzheimer’s disease it clumps together to form sticky ‘plaques’ in the brain that can harm nerve cells. We are hunting for ways to stop amyloid building up and wreaking its havoc.
A to Z of fundraising ideas

Auction, Abseil, Aerobics-a-thon

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Bungee Jump, Bingo, Bike ride, Battle of the Brains quiz, Bridge night, Barbecue, Bag pack

Bungee Jump, Bingo, Bike ride, Battle of the Brains quiz, Bridge night, Barbecue, Bag pack

Cook for a Cure, Car boot sale, Cake sale, Concert, Craft fair

Cook for a Cure, Car boot sale, Cake sale, Concert, Craft fair

Dinner dance, Duck race, Darts competition, Disco, Dress down day

Dinner dance, Duck race, Darts competition, Disco, Dress down day

Easter egg hunt, Egg & spoon race, Eating competition

Easter egg hunt, Egg & spoon race, Eating competition

Fancy dress party, Fashion show, Football tournament, Fete

Fancy dress party, Fashion show, Football tournament, Fete

Garage sale, Golf day, Garden party, Go-karting competition

Garage sale, Golf day, Garden party, Go-karting competition

Head shave, Halloween party, Highland games

Head shave, Halloween party, Highland games

Internet auction, ‘It’s a Knockout’ competition

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Jumble sale, Jazz night, Juggling, Jigsaw marathon, Jewellery sale

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Karaoke night, Karate demonstration, Knobbly-knees contest

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Limbo competition, Lawn mowing, Line dancing, Loud tie day

Limbo competition, Lawn mowing, Line dancing, Loud tie day

Marathon, Murder mystery dinner, Marshmallow eating competition, Movie night

Marathon, Murder mystery dinner, Marshmallow eating competition, Movie night

New Year’s Eve party, Non-uniform day, Name the teddy

New Year’s Eve party, Non-uniform day, Name the teddy

Odd job day, Open garden, Office collection day, Open mic night

Odd job day, Open garden, Office collection day, Open mic night

Parachute jump, Pet show, Puppet show, Picnic, Plant sale

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Quiz (such as Battle of the Brains!), Quiff competition, Quiche baking competition, Quilt making competition

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Raffle, Running event, Rounders tournament, Race night, Rowing, Read-athon

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Sponsored silence, Sponsored swim, Swear box, Sports day, Squash game, Sponsored slim

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Target Twelve Hundred, Triathlon, Tombola, Tea party, Talent show, Trekking

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University Challenge, Unwanted gifts, Unicycle challenge

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Variety show, Violin concert, Valentine’s ball

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Waxing, Welly wanging competition, Wine tasting, Wii competition

Waxing, Welly wanging competition, Wine tasting, Wii competition

Xmas party, Xmas cards, Xmas gifts of hope, X-Factor competition

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Yacht race, Yard of ale, Yo-yo competition, Yoga-thon

Yacht race, Yard of ale, Yo-yo competition, Yoga-thon

Zodiac evening, Zoo trip, Zumba-thon

Zodiac evening, Zoo trip, Zumba-thon
Thank you and good luck

Hopefully you now have everything you need to organise your own fundraising event. All that remains is for you to go out there and enjoy it, knowing that your efforts are taking us closer to defeating dementia once and for all.

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Registered charity no: 1077089 & SC042474. A member of the Association of Medical Research Charities