



Alzheimer's
Research
UK

The Power
to Defeat
Dementia



RUNNING DOWN DEMENTIA FAQS

**RUNNING
DOWN
DEMENTIA**

*Your essential guide to this year's
Running Down Dementia challenge
in aid of Alzheimer's Research UK*

runningdowndementia.org

Registered charity number 1077089 and SC042474



What is Running Down Dementia?

Running Down Dementia is an award-winning challenge from Alzheimer's Research UK and parkrun.

It's back for its second year, and we're challenging you to run or walk 100km over the course of the summer and raise £100 for cutting-edge research into dementia prevention.

Running Down Dementia is bigger and better this year – we've added a 250km challenge for those who want to really push themselves!

How does Running Down Dementia work?

1. Register to take part in Running Down Dementia at runningdowndementia.org
2. Follow the steps to create a Running Down Dementia supporter page, where people can view your progress and sponsor you
3. Make sure you begin your team name with the following identifier. Please see the grid for the format we would like you to follow
4. Connect your supporter page to either Strava (strava.com/mobile) or MapMyFitness (mapmyfitness.com/app) to make sure your activity is tracked. To find out more about connecting your tracking app, simply visit runningdowndementia.org/FAQs or you can manually add your runs on your supporter page
5. Make sure you track every activity you do, otherwise it won't be counted towards your total
6. Your organisation might use an online giving page (like JustGiving, Virgin Money Giving or Everyday Hero) to track the overall fundraising of the organisation. Your Running Down Dementia donations (both on and offline) won't be linked to this page - if you want it to stay accurate then you'll need to add them as an offline donation at the end of Running Down Dementia.
7. If you raise any cash please bank it in the normal way as advised by your organisation. Record it as an offline donation on your Running Down Dementia page.
8. Get running! If you're looking for inspiration and motivation during the summer, check out our #TeamARUK updates from our RDD Heroes, or *get in touch* to tell us your own story at runningdowndementia.org/teamaruk
9. Check your progress on the *leaderboards* (runningdowndementia.org/leaderboards) and see how you and your organisation compare to others.

Organisation you are part of:	What you should start your team/ individual name with:	Examples:
AXA	AXA	AXA Joe Bloggs
BioIndustry Association	BIA	BIA Events
Dyson	Dyson	Dyson Communications
MACE	MACE	MACE Head Office
CMS	CMS	CMS CSR
The Perfume Shop	TPS	TPS Wigan
Wickes	Wickes	Wickes Birkenhead
World Duty Free	WDF	WDF Joe Bloggs
Metro Bank	MB	MB Joe Bloggs
WACL	WACL	WACL London
Hidden Hearing	HH	HH Huntingdon
NG Bailey	NGB	NGB Management
Odgers Berndtson	OB	OB Research



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I did Running Down Dementia last year, can I take part again this year?

Yes – we'd love for you to be involved again this year! Just log back into your everydayhero account and set up your Running Down Dementia 2017 page within it. We'd advise doing a short test run to make sure your accounts are set up correctly and that your tracker is still connected before you start your run!

Do I have to run 100km in one go?

Absolutely not! You can do it your own way – whether that's running 5km a week for five months at a parkrun event or walking 20km a month. As long as you track all your activity with your tracking app you can complete the challenge however you choose.

Where will the money I raise be used?

Money raised from Running Down Dementia will support Alzheimer's Research UK's world class research, including treatments, preventions and ultimately a cure for the diseases that cause dementia.

Your donations will help pay for state of the art equipment and fund research at every level from PhD studentships to major projects. The money raised during Running Down Dementia 2017 may also contribute towards one of our big research initiatives or awareness campaigns.



runningdowndementia.org



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I don't have a phone or device capable of tracking my runs, can I still take part?

Yes! You can still set up your supporter page and add runs manually within [everydayhero](https://www.everydayhero.com).

How do I connect my tracking device?

Connecting your supporter page to a Strava (strava.com/mobile) or MapMyFitness account (mapmyfitness.com/app) is quick and easy – just head to runningdowndementia.org/FAQs for simple, step-by-step instructions.

Further Questions?

Get in touch on corporate@alzheimersresearchuk.org or 01223 896605. We'd love to hear from you.



runningdowndementia.org