The £20 Challenge
To power your own hour of groundbreaking research
What is the £20 Challenge?

We’re challenging all our supporters to raise just £20 each for dementia research. **How will you raise your £20?**

Why £20? Because this is enough to fund one hour of groundbreaking dementia research and lead us to the next big breakthrough.

More than half of us know someone living with dementia, so we must act now and do everything we can to help find a cure.

If everyone was to raise £20, we could fund an incredible amount of research and help change lives!

Whether it’s a bake sale, sponsored silence or simply donating the cash – there are plenty of ways to reach the target!
How are you going to raise your £20? We’ve got 20 ideas to get you started...

1. **Get the drinks in!**
   Why not be the drink making rep for a week and get your colleagues to sponsor your kind gesture?

2. **Penalty jar.**
   Too many sighs taking place? Or just naughty words? Penalise your colleagues and yourself to watch those vital funds come in.

3. **Lose the pounds and make pounds.**
   Get sponsored and compete with your colleagues to reach your target weight.

4. **Donate £1 a day**
   With 20 working days in September, simply donate £1 each day.

5. **Lunch ban!**
   Bring in your own lunch and donate the money you would usually spend to the £20 challenge.

6. **Cycle to work/lift share.**
   Spend the money you would fork out on petrol towards life-changing dementia research for one month.

7. **Get glittered!**
   Fancy getting your team mates glittered up with brows and beards? You can request a glitter kit from us! Contact details below.

8. **Dress down your way.**
   Old football tops or flip flops? Or go orange for the day? Charge people £1 to dress down their way!

9. **Give up a bad habit.**
   Donate 50p for every cuss or huff!

10. **Quiz your team.**
    Why not host a fun quick quiz and encourage a bit of healthy competition between team mates?

11. **Sponsor me to…**
    Could you get your family and friends to sponsor you to do something daring or unusual?

12. **Social media!**
    Set up a fundraising page and get your message out there. People will love to know why you’re raising much needed vital funds for dementia research.

13. **Orange-themed bake sale.**
    Host a battle of the bakes event and let your colleagues know what an orange has to do with dementia.

14. **Keen sportsperson?**
    Why not plan a lunchtime five-a-side match or a dance to fund research? Get colleagues to pay to play.

15. **Sell your skills!**
    Are you a secret Kung-Fu master? Know how to make pasta? Nutty for knitting? Host a lunchtime skills swap session or get your colleagues to bid for your talent!

16. **Fashion disasters?**
    eBay your old clothes and donate the money you make.

17. **Share your oranges!**
    Whether you learn how to juggle them or eat one a day - learn what an orange has to do with dementia, share the message and get people to sponsor you for your efforts.

18. **Brave the shave or wax!**
    Big beardie? Got a ‘do’ to die for? Lose the fuzz for charity.

19. **Gameathon.**
    Why not organise a multi-player showdown and raise some cash!

20. **Car wash time!**
    Host a lunchtime car wash to get those funds up in no time.

Wondering what an orange has to do with dementia? Search ‘Share the orange’ to find out more.
For more fundraising resources and ideas visit - www.alzheimersresearchuk.org/corporate-resources
The £20 Challenge

We’re challenging all our supporters to raise just £20 each - that’s enough to fund one hour of groundbreaking research.

If everybody in ________ raised
£20 we’d make ________ to fund ________ hours of vital research.

Your challenge coordinator is ________

Tweet @AlzResearchUK with #£20Challenge when you’ve raised your £20.

Let your challenge coordinator know too.

Alzheimer’s Research UK, 3 Riverside, Granta Park, Cambridge, CB21 6AD
www.alzheimersresearchuk.org
Charity numbers 1077089 & SC042474
I’m raising my £20 by...

All proceeds go to dementia research charity Alzheimer’s Research UK.

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