Corporate Partnerships with Alzheimer’s Research UK
Dementia: The facts

In 1901, Auguste Deter became the first person to be diagnosed with Alzheimer’s disease – the most common form of dementia.

Back then, doctors were unable to offer Auguste a life-changing treatment, and tragically, that’s still the case today.

Dementia is a devastating condition caused by brain diseases, like Alzheimer’s.

We use the word dementia to describe a group of symptoms that occur when brain cells stop working properly. Early symptoms may include memory loss, confusion and difficulty with day-to-day tasks.

As the condition progresses and damage to the brain becomes more widespread, symptoms worsen and in the latter stages, physical functions such as walking, talking and even swallowing can be affected.

Dementia can strip away everything that makes a person who they are and ultimately takes their life.

One in three people in your organisation have a family member or close friend with dementia.

And there are 850,000 people in the UK living with the condition.

But dementia is not an inevitable part of ageing. Through research, it can be beaten.

The dementia research field has grown, but we still need more resource. For every one dementia researcher, there are four researchers working on cancer.

With your support we can power more people, ideas and breakthroughs to end the heartbreak of dementia sooner.

James Widdowson
Head of Competitor Intelligence at Dyson

James took on the gruelling Cyprus International Challenge for Alzheimer’s Research UK. He was motivated to support our cause after seeing how dementia slowly stole his father.

Having Dyson people nominate Alzheimer’s Research UK as the company’s official charity for a second year running made it easier to make the connection when it came to fundraising.

He said: “I knew I wanted to do this event, and when my father passed away from dementia, it became even more important that I actually ran it for charity. “Doing it in this way, working with the supportive Alzheimer’s Research UK team and taking part in press and radio interviews, was an incredible experience and what’s more, it helped me to cope with the loss of my father and remember things I’d forgotten. It was an honour to run in his memory.”
Join Alzheimer’s Research UK and power life-changing breakthroughs

Today, there are no dementia survivors. But research can change this.

Alzheimer’s Research UK is the UK’s leading dementia research charity dedicated to causes, diagnosis, prevention, treatment and cure. We are tackling dementia on three fronts by:

• **Confronting** public misunderstanding.
• **Bringing together** the people and organisations who can speed up progress.
• **Investing** in the most cutting-edge research to find a cure.

We’ve set ourselves the mission of bringing about a life-changing treatment for dementia by 2025. Ambitious? Yes. But dementia is our greatest medical challenge – causing devastation to millions of people worldwide. Such a challenge demands an ambitious response.

Through life-changing breakthroughs, we’ve seen research help millions of people with cancer and heart disease to live happier and healthier lives.

Powered by our devoted supporters, campaigners, staff and with your help, we will drive the breakthroughs that make the same progress possible for people with dementia.

Together, we’ll transform lives.

“A big thank you for driving the partnership as you did - always professional and very proactive, ensuring we made the very most of it over the short time we had.”

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Laura Pinney
Digital, Brand and Communications Manager at Saint-Gobain
Partnerships with Alzheimer’s Research UK

As well as taking a leading role in the search for a cure for dementia, there are lots more reasons why a partnership with Alzheimer’s Research UK will be beneficial to your organisation.

These include:

Empowering and engaging your employees
Our partnership will be a great way to engage employees. They’ll be able to raise money for a vital charity, with the support of their organisation and colleagues. As well as this, we’ll be raising awareness and improving understanding of dementia throughout the partnership, empowering them with the knowledge that through research, we will make life-changing breakthroughs possible.

Emphasising your investment in CSR
By partnering with us, you’ll be part of the movement to end dementia – our greatest medical challenge. This will demonstrate your organisation’s commitment to improving the lives of millions of people worldwide.

Positive PR
We’ll work with you to highlight our partnership in the news and on social media, so everyone outside of your organisation can see the vital work that you are doing to support our cause.

What we can offer you

• A dedicated Account Manager, with back-up from a dynamic support team, to work closely with you to achieve your partnership goals.
• Your Account Manager will be on hand to help develop a charity committee and identify champions, organise regular meetings to review the partnership and provide ongoing stewardship.
• A bespoke fundraising calendar, drawing on our extensive list of innovative and motivational ideas and packs.
• Opportunities to enter the most prestigious sporting and challenge events for Alzheimer’s Research UK.
• An adaptable learning and engagement plan to educate employees about dementia and the charity. We’ll work with you to ensure this complements current training and induction programmes.
• Access to our CSR networking group, giving you the opportunity to share ideas and meet with like-minded companies.
• Access to our passionate supporter network, including case studies, scientists and celebrities.
• Chances to get involved with our award-winning awareness campaigns, giving your company recognition for making breakthroughs possible.

Here’s our amazing and supportive Account Management team, who will help you to get the most out of our partnership.
How you can get involved

We understand that every company and every partnership is different, so we pride ourselves on our ability to offer a variety of rewarding ways to get involved.

Charity of the Year partnership
Our enthusiastic Account Management team will generate staff engagement and raise awareness of our cause across all levels of your organisation.

Cause-related partnerships
This is a fantastic way to align your products and services with our cause, drive sales, reach new audiences and help us spread our vital message.

Affinity partnerships
We can combine the strengths of both our brands to attract new customers. Partnering with us gives you the opportunity to engage with our supporter base through new products and innovative launches.

Fund specific research projects
With our pioneering science taking place across the UK, in lots of different research areas, we have opportunities for your company to fund projects relevant to your organisation.

Pro bono
You can be a huge support to Alzheimer’s Research UK by offering pro bono knowledge and expertise in a range of areas.

Strategic partnerships
Help us to bring about life-changing dementia treatments by combining our charity objectives with your long-term strategic goals. Our strategic partnerships help drive your key performance indicators and realise key organisational and social responsibility targets.

Sponsorship opportunities
Sponsor one of our industry-leading events, thought-provoking awareness campaigns or an innovative initiative that will give us the best chance of making pioneering discoveries. We’ll find the right opportunity to suit your business needs.

Payroll Giving
Make donating easy for your employees by setting up Payroll Giving.

Take part in research
Play your part in tomorrow’s breakthroughs by getting involved in dementia research.

Our dedicated team would be happy to discuss the different ways we could work together.

Did you know?
Dementia is the most feared condition of all adults in the UK. Less than 1/4 of people recognise that it is caused by brain diseases.
Fundraising

There are lots of fantastic ways to fundraise for Alzheimer’s Research UK and we’re always coming up with innovative ways to get your employees motivated. Here are just a few of our ideas, but we have plenty more!

Get involved by picking your own personal challenge. Glitter Eyebrows and Glitter Beards are always a firm favourite!

Power our research by Running Down Dementia. Could your company top the leaderboard in our 100km summer challenge?

Or if your employees are more long-distance runners, we’ll be able to offer you chances to run in sporting events as part of #TeamARUK.

Bring out your employees’ competitive side by hosting a Mighty Quiz.

Take to the skies and sign up for our National Skydive Day.

Encourage your organisation to Go Orange for the day – our partners love the challenge of an orange-themed bake sale.

Embark on a real adventure with one of our big challenger events, such as the Peru Machu Picchu Trek or the Jurassic Coast Challenge.

We can also work with you to create exciting, bespoke fundraising events for your organisation. Tailored to your needs and with your employees’ input, this will be sure to ignite their enthusiasm and make our partnership an even bigger success.

To sign up for any of these activities contact corporate@alzheimersresearchuk.org or 01223 896605.
Raising awareness

At Alzheimer’s Research UK, corporate partnerships go much further than fundraising. We put a huge emphasis on engaging with employees and raising awareness and understanding of our cause.

For too long, progress in the dementia research field has been hindered by a misplaced belief that dementia is an inevitable part of ageing. Our partnerships play an important part in breaking down these misconceptions and enabling dementia research to thrive.

By supporting Alzheimer’s Research UK, you’ll benefit from a bespoke calendar of learning activities for the duration of the partnership.

This will not only help to motivate and educate employees, but it will also allow us to measure the success of our partnership – helping you to fulfil your CSR objectives.

“Dyson engineers can spend years developing a product – which may not ever make it out of the door! We know that significant breakthroughs require long-term, high quality research. A partnership between Alzheimer’s Research UK and the James Dyson Foundation made absolute sense.”

Sir James Dyson
The James Dyson Foundation

Here’s what a learning calendar with us could include:

- A survey at the start of the partnership to gauge initial levels of understanding of dementia, which will be repeated at the end of the partnership to measure the impact.
- Thought-provoking presentations, Q&A sessions and drop-in stands across sites to engage with employees.
- Assets, including posters and talks.
- Talks from our passionate scientists and supporters who have witnessed first-hand the devastating impact of dementia.

Thanks to the support of our Corporate Partners, we were able to translate our dementia information leaflets into more languages, enabling us to improve understanding and raise awareness of the condition in black, Asian and minority ethnic communities.
Communications

We love to shout about all the wonderful things our Corporate Partners do for Alzheimer’s Research UK – whether it’s embarking on mammoth fundraising events, visiting one of our labs or sharing personal experiences of dementia.

Each partner benefits from a dedicated Communications Manager, who will offer support for internal and external channels, as we know how important this is for a successful partnership.

• You’ll hear from us on a regular basis, with monthly e-newsletters, breaking news bulletins and content for your internal news channels. This will keep your organisation up-to-date on the latest news from the charity and showcase all your fantastic fundraising efforts.

• We know that not all employees can be reached at their desks. A strength of ours is coming up with innovative communication ideas, tailored to your organisation, to reach and motivate as many people as possible.

• We’ll generate positive coverage in the media about our partnership, showing how your organisation is at the forefront of dementia research.

• Your support will be vital for our hard-hitting awareness campaigns. We’ll provide you with the content and support you need to help us spread the word even further.

• Our Digital team will be making the most of our social media channels and website to promote our partnership.

Case study

Amanda Blanc,
Former Group Chief Executive at AXA UK and Ireland

When we hit the second year of our three-year partnership, I was blown away to be informing our employees that we’d already hit our overall fundraising target of £250,000.

This only highlights the dedication of our employees to raise funds for this cause, one that touches so many. Whenever there is an opportunity to fundraise, our charity champions are on it with relentless gusto.

What this partnership has done for AXA as a business has been great – it’s a two-way street. Bringing employees together around a single cause has been incredibly valuable and promoted a lot of cross-team working.

Equally, our excellent Account Manager visited almost all AXA offices over the course of a year to talk about dementia and its impact. Creating advocates for Alzheimer’s Research UK within AXA is a really powerful way to spread the word, to raise awareness and to educate our people and everyone they know about the urgency of the challenge our society faces.

Once we’d hit our target, we had no intention of slowing down – the next focus was to see how much we could beat it by.
Get in touch today and help us make breakthroughs possible.

Join us at
www.alzheimersresearchuk.org