Kick-start the New Year with our January fundraising ideas and help Alzheimer’s Research UK fund vital world-class research to prevent, treat and cure dementia.

Here are some ideas to get you started:

1. Make a New Year’s resolution and pledge how you’re going to support Alzheimer’s Research UK over the next 12 months. You could even take on a new challenge every month this year!

2. Do you want to take on a new hobby in 2021? Keep an eye out for our virtual sporting challenges throughout the year – it could be running, swimming, cycling or even an assault course!

3. Get those endorphins flowing and colleagues on their feet by holding online workout classes. Choose anything from Zumba to Bootcamp and charge a small donation to take part.

4. Learn something new this year by encouraging colleagues to share a list of their talents. Ask others to place their bids in exchange for a lunchtime lesson in that skill.

5. Celebrate Cheese Lovers Day on Wednesday 20 January! Host a virtual cheese and wine evening with friends and colleagues in exchange for a small donation.