Your guide to organising a bucket collection
Thank you for choosing to support us

Dementia shatters lives and leaves millions heartbroken. But there is hope. Dementia is caused by diseases and together, we can overcome them through research.

You don’t need to be a scientist to find a life-changing treatment for dementia. You can do it by raising funds for research in a way that works for you. At Alzheimer’s Research UK, we love a bucket collection. If that’s your thing too, this guide has got you covered.

From planning the day and making it happen, to paying in the hard-earned money, we’re here to make your life easier and have a team on hand to help you.

Contact us:
Telephone: 0300 111 5555
Email: fundraising@alzheimersresearchuk.org

Location, location, location

You can hold a collection in all sorts of different places as long as you have gained the relevant permissions to do this. Think about the busiest places and the peak times when you’ll be seen by as many people as possible.

Here are some examples:

- Town and city centre high streets at weekends near pay day.
- Shopping centres and supermarkets.
- Railway or tube stations at rush hour.
- Sport, theatre and music venues – either a collection before or afterwards – or both!

Venues receive lots of requests for collections so it’s good to plan ahead and avoid common dates (e.g. Remembrance Day). The more flexible you are, the more likely you are to receive a collection date.
Permissions

Whichever location you choose, you will need to get permission from the landowner.

Firstly, you’ll need to write a letter or email to the venue you wish to book. We can provide you with a sample letter if you require one.

Here are some handy hints and tips:

Town and city centre collections - The local Council’s licensing department is responsible for street collections. Please visit their website or give them a call and they will explain what you need to do to get a permit. In London you will need to contact the Metropolitan Police and in Northern Ireland, contact your local PSNI station for permission.

Shopping centres and supermarkets - These are usually privately owned and managed and do not come under the local Council. You will need to contact them directly usually through their Customer Services team – you can look their details up online or head to Customer Services in the venue.

Sport, theatre and music venues – Check out the venue’s website for busy days or events. Just like shopping centres and supermarkets, you will need permission from the manager or person in charge.

Try to get your request in early as dates are often booked up well in advance and make sure you receive written confirmation of your booking.

We can provide you with a ‘letter of authority’ on our headed paper, stating that we are aware that you are organising a collection. You are likely to need this when applying for a street collection and may be asked to have this with you on the day of the collection. Just let us know what you need, and we will be able to issue these for you.
Getting organised for your collection

Collections can be great fun and not only raise vital funds but raise awareness about dementia and the work of Alzheimer’s Research UK.

You will need some willing collectors, so why not start by asking friends and family? You could also approach local volunteer and community groups to help. You will need to check if there are any restrictions on the number of collectors allowed and all collectors must be 16 years or over. Although children can accompany adults, they cannot hold a bucket. To get people’s attention while collecting you might want to consider wearing orange fancy dress or wigs so that you can’t be missed!

Ahead of your collection day think about where your collectors could stand and you may wish to create a rota. Two hours is a good length of time for people to collect, although some may wish to help for longer! Also decide where the person co-ordinating the collection will stand so that other collectors can find them easily on the day.

Think about where you will park close to the collection so you can transport materials there on the day and then safely transport and store money at the end of the day. For safety reasons we advise you to travel in pairs and avoid transporting cash by public transport if possible.

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Since I lost my wife Michelle to Alzheimer’s disease aged 43, I have been organising bucket collections for Alzheimer’s Research UK. I get so much pleasure in standing in supermarkets talking to people about Alzheimer’s and listening to their stories about their loved ones. I get real satisfaction whilst collecting, knowing that I am helping to raise vital funds to help fund research into this disease.

-Steve Boryszczuk, Market Rasen Fundraising Group
On collection day

The following are some tips to help make your collection a success!

• Make sure you greet people with a smile, make eye contact and be friendly! Even if they don’t donate, you’ve helped them think about the cause and the charity.
• Thank everyone who donates and offer them a sticker to wear with pride.
• Wear comfy shoes and appropriate clothing for the time of year and weather conditions so you’re not too hot or too cold!
• Ensure your t-shirt is clearly visible so that people can see you are raising funds for Alzheimer’s Research UK as they approach.
• Stand in areas with the greatest footfall, just try not to get in the way!
• Take regular breaks and ensure your collection bucket is safe and secure when you do so.
• Spread out to cover a wide area if you can.
• Have some leaflets or flyers on hand for anyone with questions, or direct them to our website - www.alzheimersresearchuk.org
• Be safe – please don’t open your collection bucket. At the end of the collection, have a pre-arranged plan for how you will transport the cash away from the collection and please make sure there are two people to do this. If you can, please take photos on the day of your collection and share these on social media making sure you tag us.

@ARUKnews  @AlzheimersResearchUK  @AlzheimersResearchUK

Please follow the fundraising code which has some important rules which must be followed on the day.

• Don’t forget to carry the ‘letter of authority’ issued from Alzheimer’s Research UK and a copy of the collection permit or permission letter.
• Ensure all collection buckets or tins are sealed and the charity logo is clearly visible.
• Make sure you read the letter/permit sent to you to ensure you adhere to the collection regulations, which may restrict you to collecting on certain streets or locations.
• Please avoid causing any obstructions to the public or businesses where you are collecting.
• Please don’t shake your collection bucket.
• Do not smoke or fundraise under the influence of alcohol or illegal drugs.
• Please do not act in any way that might cause members of the public to be or become startled, anxious or display any other behaviour that harms the reputation of Alzheimer’s Research UK
• No animals should attend your collection.
Paying in your donations

Following your collection, you will need to count up the hard-earned donations. Make sure you are in a safe and secure location to do this and that there is at least one other person present to witness the counting. Be prepared by picking up plenty of cash bags from your local bank.

Please do pay your money as soon as possible so we can send a lovely thank you letter to the venue where you collected. Venues often display their letter so the customers can see just how much they’ve helped!

Once you have counted all the money there are lots of ways that you can pay this in:

**Online** - https://donate.alzheimersresearchuk.org/publicnew (Please make sure you use your unique reference code)

**BACS** - If you would prefer to pay via BACS, please send us an email to fundraising@alzheimersresearchuk.org and we will provide you with your unique reference and payment information.

**Phone** - Alternatively, if you would rather donate over the phone, call our donation hotline on 0300 111 5555 where our team are ready to help.

**Post** – Please ensure all cheques/postal orders are made payable to ‘Alzheimer’s Research UK’ and make sure to include a covering letter with your details on so we know this has come from you

**Please send it to:**
Alzheimer’s Research UK
3 Riverside
Granta Park
Cambridge
CB21 6AD

Returning items afterwards
Please contact our Head Office so we can make arrangements to return your collection buckets and other materials so we can reuse these again.

Questions?
If you have any questions at all then feel free to email fundraising@alzheimersresearchuk.org or call us on 0300 111 5555