



MEMORY WALKIES

Dogs lead the pack to walk for dementia



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“Memory Walkies is a great new way for us dogs and our K9 friends to help make sure nobody faces dementia alone.

I need Top Dogs to gather a pack of canine friends for a fun sponsored walk.

So grab your owner and get them to sign us up today!

– Buddy, Alzheimer Scotland Mascot.

How it works

- Download the Memory Walkies Toolkit
- Recruit a pack of 6+ dogs & owners
- Pick a date and choose a time
- Plan a route
- Get your dog owners to ask their friends, family and colleagues to sponsor the walk
- Enjoy your walk!



Fun ideas

- **90 for 90** – walk for 90 minutes to honour each of the 90,000 people with dementia in Scotland
- **Wear the new Alzheimer Scotland Tartan** – visit alzscot.tartanonline.com to learn more
- **Wear fancy dress** – your walk could have a theme, or even a competition for the best owner/dog costume
- **Do your walk in the middle of the night** or get your owners up extra early to make it a real challenge for them
- **Turn your event into a relay** and see how much of Scotland you and your pack can cover in a single day.



THE DIFFERENCE YOU WILL MAKE

As the number of people living with dementia in Scotland continues to rise there has never been a more vital time to support the work of Alzheimer Scotland. There are over 100 different types of dementia and there is no cure for any of them. Our friends living with dementia and their carers tell us they need support and care today.

100% of funds raised by Alzheimer Scotland stay in Scotland and we need to continue to reach out to people living with dementia now so that they can live well in their own homes and communities for as long as possible. It costs Alzheimer Scotland over £115k each week to maintain our current work which includes our 24/7 Helpline, Dementia Advisers, Dementia Nurse Consultants, activity projects and research commitments but we need more. We need more community based activities and support and more Dementia Resource Centres across Scotland if we are to truly ensure that nobody faces dementia alone.



We can't do any of these things without the donations we receive and by coming together, we can meet the challenge of dementia and create a better future for all of us.

Sports
broadcaster
Alison Walker
is backing
Memory
Walkies



"Just getting out - even for a little while or a short walk - makes us all feel better and when it's for such a wonderful cause it's a win win."



MEMORY *WALKIES*

Tips for organising and raising money

- Choose a route that is suitable for the total number of dogs and owners in your pack
- Pick a date and time when your pack is available (maybe avoiding popular holiday dates)
- Make sure owners (and dogs) are dressed for the weather
- Take doggy bags to clean up any dog mess
- Set up a JustGiving page at [justgiving.com/alasad](https://www.justgiving.com/alasad) and share with your pack - it's easy to share and you don't need to chase people for their sponsor money. A top tip is to get your biggest sponsors to donate first and to ensure you upload a photo of yourself



STAYING SAFE AND LEGAL

Keep your pack safe and legal by following these guidelines:



- Ensure each member in your pack is under the control of a responsible dog
- Choose your route carefully and make sure it is suitable for all abilities – avoid routes like narrow canal paths
- Make sure all dog mess is picked up
- Please don't collect in the street during your event – if you wish to hold a street collection please contact us as charities can only benefit from a certain number of collections per year in each local authority area
- Always think about safety, both yours and others. Raising funds is very important but never worth taking risks.

HOW TO PAY IN THE FUNDS RAISED

You can donate any funds raised by visiting www.alzscot.org/donate, or can call 0131 243 1453 to pay by debit or credit card over the phone. Alternatively complete this form and return to Alzheimer Scotland, 22 Drumsheugh Gardens, Edinburgh, EH3 7RN

MEMORY WALKIES MONEY RETURN FORM

Please complete this slip and post back to use along with funds raised from your event and any sponsor forms. It is not safe to send cash through the post – a cheque or postal order is preferred or you can donate your funds online at shop.alzscot.org/pages/donate/community-donation. Remember – you can set up an online fundraising page at www.justgiving.com/alasad which will mean no sponsorship money for you to collect!



Name of Top Dog _____ Name of Dog Owner/Organiser _____

Address _____ Post Code _____

Payment by Cheque

Sponsorship enclosed £ _____ (Please make cheque/PO payable to "Alzheimer Scotland")

Payment by Credit or Debit card (not AMEX)

Please debit £ _____ from my credit/debit card Card No. _____

Start Date ____ Expiry Date ____ 3 digit security code ____ Issue No (if applicable) ____

Signed _____ Date _____

We can also accept credit or debit card payments over the phone on 0131 243 1453

Please return forms to:

Events Team, Alzheimer Scotland
22 Drumsheugh Gardens
Edinburgh
EH3 7RN

N.B. To allow us to claim Gift Aid please return sponsor forms with home addresses completed.
Thank you.

Post Email Preferred email address _____

Alzheimer Scotland would like to keep in touch with you about our work and fundraising activities. If you are happy that we update you from time to time, please select your preferred method(s) of contact above.

Alzheimer Scotland Sponsorship Form



Name of Event: _____ Date of Event: _____
Title: _____ Forename: _____ Surname: _____
House Number/Name: _____ Home Address: _____ Postcode: _____
Email Address: _____ Telephone: _____

Are any of these funds going towards covering the cost of the stated event?
If so, how much? £ _____

For official use only
Raiser's Edge ID: _____
Allocation: _____

ALL COLUMNS MUST BE COMPLETED IN CAPITAL LETTERS

Title	Forename	Surname	House number/name	Street and town (work addresses not accepted)	Postcode	Donation Amount	Date paid	Gift Aid (please tick)
MR	ANON	PERSON	1	MAIN STREET, TOWNHILL	AB1 2CD	£XX	01/01/2014	✓

Making sure nobody faces dementia alone.

Alzheimer Scotland - Action on Dementia is a company limited by guarantee, registered in Scotland 149069. Registered Office: 22 Drumsheugh Gardens, Edinburgh EH3 7RN. It is recognised as a charity by the Office of the Scottish Charity Regulator, no. SC022315.

CSF01/132P

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MR	ANON	PERSON	1	MAIN STREET, TOWNHILL	AB1 2CD	£XX	01/01/2014	✓
Total						£		

Thank you for fundraising for Alzheimer Scotland.

How to give the money you've raised...

Please collect your sponsorship money as soon as possible then send this completed form and a cheque payable to Alzheimer Scotland for the total amount to:


Fundraising Department
Alzheimer Scotland
 22 Drumsheugh Gardens
 Edinburgh
 EH3 7RN

Tel: 0131 243 1453
 Email: events@alzscot.org

Don't forget you can download more sponsorship forms at www.alzscot.org

Alternatively, fundraise online at:
www.justgiving.com/alasad and/or
uk.virginmoneygiving.com

Follow Alzheimer Scotland online:



giftaid it

Remember: You must provide your full name, home address, postcode & '✓' Gift Aid for the charity or CASC to claim tax back on your donation.

If I have ticked the box headed 'Gift Aid?', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.



24 HOUR
Dementia Helpline
 Alzheimer Scotland
 Action on Dementia

Freephone 0808 808 3000
 Email helpline@alzscot.org

Funds raised will go towards four key areas:
Dementia Nurses; Dementia Advisors; 24hr Freephone Dementia Helpline and Research.

These vital funds will help to provide support services for people with dementia, their family and carers in Scotland.

*Alzheimer Scotland will not pass, sell or trade your details to third parties.

FREE MONEY – *giftaid it*



raising an extra 25% for Alzheimer Scotland at no cost to you!

Gift Aid

We love it. Why? Because for every £1 people sponsor you, we can claim an extra 25p back from the Government. So, really encourage your family, friends and colleagues to increase their gift by completing the Gift Aid section so we can get another 25% from their donation.

All columns must be completed and in capital letters

The following are NOT eligible for Gift Aid:

- Joint donations, eg Mr & Mrs.
- Company/work addresses.
- Care of (c/o) addresses.
- Ditto marks – these are only allowed for no more than 2 lines under a valid address.
- Completed in the same (or blocks of the same) handwriting unless it is the participant's family with the same surname & home address.
- Typed forms – they must be handwritten.
- Do not add sponsors' details if they have donated to your JustGiving page, as Gift Aid can only be claimed once on any gift.



MEMORY WALKIES

To _____

**You are invited
to take part in Memory Walkies
for Alzheimer Scotland**

Date _____ Time _____

Place _____

Please ask your owner to RSVP to:

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