



Alzheimer Scotland

Action on Dementia

Football Fundraising Toolkit

Thank you for downloading Alzheimer Scotland's **Football Fundraising Toolkit** – inside you'll find information on our football-related projects, ideas for how you and your fellow fans can help Alzheimer Scotland, and some handy tips on making your fundraising easy and successful.

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What is dementia?

- ⚽ Dementia is a illness which damages the brain
- ⚽ There are different types of dementia - the most common is Alzheimer's disease
- ⚽ There are many different symptoms including memory loss, problems with co-ordination and personality changes
- ⚽ There is no cure for dementia

Around 75,000 people in Scotland have dementia, and thousands more are affected by having a close family member or friend with dementia.

**Alzheimer Scotland aims to make sure
no one goes through dementia on their own**

Why football?

*"He was his old self
for hours after the group
finished, chatting
away about football"*
(Carer)

Alzheimer Scotland is bringing an innovative new reminiscence project to football fans all over Scotland who have dementia

We are training volunteers to spend time with people with dementia who have an interest in football, talking about teams and matches from the past and working with images to stimulate memories.

Alzheimer Scotland has teamed up with the Scottish FA to help roll out the project to more locations.

Now we need your help.

If you're a football fan or even a player you can help support Alzheimer Scotland's work while enjoying Scotland's national sport.

*"I can still name the
whole Bo'ness United cup
winning team - what a
day!"* (Participant)

Whether your team wants a new challenge, or you need an excuse to get fit in 2011, there are lots of ways for football fans to help.

*"That was braw, any chance next time we can have
pie and Bovril instead of tea and biscuits?"* (Participant)



HOLDING AN EVENT

Holding your own event is a great way to have fun with friends and colleagues while raising money. Events also raise awareness of dementia and the work that Alzheimer Scotland does.

Five-a-side tournament

Organise a five-a-side tournament to raise funds and have fun. Recruit as many teams as possible to take part and raise sponsorship from family and friends. You can also charge spectators to watch!

First secure your venue

- ⚽ If good weather is expected you could use a local park but please get permission first.
- ⚽ If you want to be on the safe side you could approach a local five-a-side pitch, sports centre or gym to request permission to use their facilities. If you can bring a lot of people and give the venue credit they may even let you use it for free!

Next, recruit your teams

You'll need quite a few teams to have a good tournament, so try places like:

- ⚽ Local pubs
- ⚽ Leisure centres
- ⚽ Work, school or college
- ⚽ Businesses in your area
- ⚽ Sports clubs
- ⚽ Community centres

Of course don't be limited by this list – look for possible teams anywhere you can think of. And don't forget to ask your friends and family to spread the word!

Make it a competition with a difference

To attract extra attention to your tournament (and to make sure that no-one take it TOO seriously on the day) why not try one of these ideas?

- ⚽ Get each team to dress up in a theme or in vintage style football strips
- ⚽ Recruit a local celebrity to toss the coin or even to referee
- ⚽ Impose forfeits for fouls or yellow cards
- ⚽ Or if you're feeling really evil – change the rules! Left foot only, anyone?



FIFA or Pro Evo competition

Some people are better at virtual football than the real life version so give your gaming friends a chance to shine - organise a fundraising competition on your favourite football game!

- ⚽ Ask each player to give a donation to take part and see how many competitors you can attract
- ⚽ If the game allows it you can add variety by having pairs of players controlling a single team – that way it's two-on-two instead of one-on-one!
- ⚽ Your local games store might even sponsor a prize – just ask them
- ⚽ You can increase the total you raise by selling home baking/cooking – it's hungry work playing for console-based glory!
- ⚽ Combine the tournament with a sale of second hand games, consoles and controllers to raise even more

Care for a Curry™

Curry and football are both Scottish obsessions and they go very well together! If you're not able to get to the big match, why not invite your friends and family to watch it at a curry party in return for a donation?

Where can we have it?

Anywhere! At home, at work, at school, in your local pub or sports club's function room, in a private room in your favourite Indian restaurant, in your local community centre – it's up to you (as long as there's a TV showing the game!)

What about the food?

You can cook up a storm yourself, ask guests to each bring a dish or order from a local restaurant (and ask for a discount if you are ordering a lot) - whatever works for you. You could even ask a local chef to give your guests a cooking lesson!

How can I make it even better?

- ⚽ Add to your fundraising total with a first scorer sweepstake
- ⚽ Hold a prize draw at half time
- ⚽ Create football themed bingo cards and get your guests watching extra hard for fouls, cards and commentator clichés!
- ⚽ Get in the mood with a pre-match lager tasting session
- ⚽ Create a playlist of your favourite football songs – karaoke anyone?
- ⚽ Follow the match with a fun poker tournament – instead of buy ins each player has to donate a set fee in exchange for their chips and chair!



Pub quiz

Quizzes are consistently popular ways to raise funds and have a good time with friends. You can have your quiz in your local, a hotel function room, your staff room or even your living room!

- ⚽ Have a general knowledge quiz or, if you know lots of sports experts, a sport or football-themed quiz.
- ⚽ Make up your questions yourself (double check the answers!) or get them from the internet or from a quiz book
- ⚽ Or, ask your friends to compile one round each – no cheating now...

Other ideas

- ⚽ If you're in a bar, have a buffet, charge per plate and ask if the bar will give you a cut of the takings
- ⚽ Set up a karaoke machine – while you are tabulating the quiz scores the highest bidder gets to 'entertain' everyone with the song of their choice!

Other football fundraising ideas for your work, school or college

- ⚽ Organise a dress down day at work – pay a fee to wear your team's strip (or to dress in your team's colours within your work dress code!)
- ⚽ Alternatively get sponsorship from your friends and colleagues to wear the strip of your deadliest football rivals!
- ⚽ Install a swear box in your home or workplace – everyone has to mind their language or pay a fine – you should raise plenty on Mondays! You can get Alzheimer Scotland money boxes by emailing fundraising@alzscot.org
- ⚽ Hold a lunchtime penalty shoot out – pay per penalty kick taken
- ⚽ Organise a sponsored Memory Walk from your team's ground to the local rival's or any other route – it's up to you!



FUNDRAISING TIPS

Boosting your total

Raise even more funds at your event by holding a raffle, collecting in cans or buckets, by selling baking or in lots of other ways.

If you are selling raffle tickets in advance of your event, or collecting cash in a public place, you need to make sure you are adhering to your local authority's licensing laws. Call us on 0131 243 1453 for more information

Promoting your event

- ⚽ Contact us for a press release template to send to your local papers and community newsletters
- ⚽ Contact your local radio station
- ⚽ Use Facebook, Bebo and Twitter
- ⚽ Email all your contacts and add information to your email signature
- ⚽ Use the attached poster template to create a poster for your event

Securing prizes

Try approaching local businesses, or you may know people who can secure good prizes for you. It never hurts to ask and you may be surprised by how many goodies you can get!



Raising funds as a team

There are lots of ways for your football team to raise funds for Alzheimer Scotland.

Take part in the Martin Currie Rob Roy Challenge



ROB ROY CHALLENGE

18 June 2011

Over the course of a single action-packed day teams will walk or run 16 miles from Drymen, near Loch Lomond, north-east through the Trossachs to Callander, where they will switch to bikes for a 39 mile cycle to Kenmore

- ⚽ The Martin Currie Rob Roy Challenge takes place on 18 June 2011.
- ⚽ Visit www.alzscot.org/pages/fundraising/rob-roy-challenge.htm for more info.
- ⚽ Register before 31 December 2010 to get an Early Bird discount.

Challenge a local rugby, hockey or basketball team

- ⚽ Hold a two-leg match – one leg of football, one of their sport
- ⚽ Charge spectators for entry

Run a fun run together

Wear your team colours and run together – but can you stay in formation?

Forthcoming runs include

- ⚽ Bupa Great Winter Run (Edinburgh, Saturday 8 Jan 2011)
- ⚽ Glasgow Women's 10k (Glasgow, May 2011)
- ⚽ Aberdeen 10k (Aberdeen, May 2011)
- ⚽ Glasgow Men's 10k (Glasgow, 19 June 2011)

For more information or to request a sponsorship form visit

www.alzscot.org/pages/fundraising/running.htm or call 0845 260 0789.

Head off on tour together

Sign up for the holiday of a lifetime and take part in an overseas trek – destinations include Chile, Nepal, Iceland and New Zealand.



Things to think about when planning your fundraising

- ⚽ Set yourself a target – it will help motivate you, your guests and sponsors
- ⚽ Work out any costs in advance so that you are clear on how much you need to raise to cover them
- ⚽ Make sure you have enough helpers and that they know what their roles and responsibilities are
- ⚽ Have a plan for collecting money and storing it safely
- ⚽ Give yourself enough time to organise everything
- ⚽ Make sure you have your venue or entertainment confirmed in writing before you start advertising or selling tickets
- ⚽ If your event is outside have a back up plan in case of bad weather
- ⚽ If you plan to have entertainment such as singing, music or dancing at your event, please check that your venue has a license
- ⚽ If you are getting sponsors, start your sponsor form off with those most likely to give you larger amounts - what people will donate can be influenced by what has gone before
- ⚽ It is worth asking your employer for support as a lot of companies match their employees' fundraising pound for pound - other employers may give a donation
- ⚽ Put your posters up in as many places as possible – try schools, leisure centres, supermarkets, gyms, libraries, churches and community centres

Gift Aid

UK taxpayers can 'Gift Aid' their donations to Alzheimer Scotland, meaning we can reclaim 25% of the value of the donation from the government. If you are taking part in a sponsored event your sponsors can Gift Aid their donations by ticking the relevant box. They must give their home address for their donation to count!

Contact

If you have any questions contact us on events@alzscot.org or call us on 0845 260 0789



Volunteering

Are you passionate about football? Would you like to help people with dementia? If so, and you can donate some of your time, then we want to hear from you.

Our Football Reminiscence Project relies on volunteers to spend time with people with dementia, helping them to stimulate their memories of the past through football. Full training is provided and we are looking for people all over Scotland.

Our Chief Executive, Henry Simmons, explains:

Our vision is simple.

There are thousands of football fans across the country with dementia, who have stood on terraces from Pittodrie to Palmerston Park and felt the joy and the pain that football brings. They have burned with the passion that we Scottish supporters are famous for.



*These are **special memories** and football has a language that transcends all cultures and, I think, dementia too.*

*There are also thousands of people across the country who are **committed** football enthusiasts. **Many will never have thought about volunteering** or engaging in any way with people with dementia.*

*We are going to speak to these people. We want to use their **passion for the game** and their personal values in a way that improves the lives of people with dementia and their families.*

We want YOU on our team.

Visit www.alzscot.org/pages/media/alzheimer_scotlands_tartan_army.htm or call us on **0131 243 1453** to learn more about how you can get involved.



Football Fundraising money return form

I/We have raised funds for Alzheimer Scotland through Football Fundraising and enclose a cheque for £.....

Name:.....

Address:.....

Postcode:.....

Company name (if applicable):.....

Team name (if applicable):.....

I/We raised funds through Football Fundraising by:

.....

Please make cheques payable to Alzheimer Scotland

Please send this form, your cheque and any sponsor forms (to enable us to claim Gift Aid) to

Alzheimer Scotland
22 Drumsheugh Gardens
Edinburgh
EH3 7RN
events@alzscot.org

Thank you for your support!

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.



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Football Fundraising

We're raising money for Alzheimer Scotland!



Dementia **Alzheimer Scotland**
Action on Dementia

Helpline **24**
HOUR

Freephone **0808 808 3000**
Email: helpline@alzscot.org

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