



Alzheimer Scotland
Action on Dementia



Hello!

Thank you so much for your interest in holding a Memories Day event for Alzheimer Scotland. By celebrating the past with your colleagues, family and friends you will raise money while having lots of fun along the way!

Alzheimer Scotland believes that no one should go through dementia on their own. We are Scotland's leading specialist dementia charity, giving care, understanding and support to people with dementia and their carers. We provide over sixty high quality services, raise awareness of dementia among the Scottish public, campaign for the rights of people with dementia and deliver a 24 hour freephone Dementia Helpline service (**0808 808 3000**) website (**www.alzscot.org**) and information booklets. We need to raise £10,000 a day to fund our vital work and we rely on fundraisers like you to help us do this.

Alzheimer Scotland's Memories Day

Reminiscing can be very therapeutic for people who have dementia. While people with dementia can have difficulty remembering the recent past, they can often remember things from longer ago, recalling happy memories with ease. The importance of memories inspired us to create an event themed around the past – **Alzheimer Scotland's 'Memories Day'**.



Your Memories Day

Your Memories Day fundraiser can be as big or small as you like. This event is all about having fun while celebrating the past and raising money for people with dementia. This pack should give you lots of inspiration and all the information you need to hold your own fantastic Memories Day event.

This pack includes:

- * 2 x Memories Day invitation sheets
- * 1 x Memories Day reversible poster
- * 1 x Memories Day Guest Book
- * 1 x Memories Day Money Return Form and freepost envelope
- * 1 x Sheet of stickers
- * 10 x Balloons

You could hold an afternoon tea party or a 1920's style evening cocktail party. Encourage your guests to dress up in vintage fashions and give a prize for the best costume. Sell old fashioned cakes, sweets and jams. Set up an old fashioned drinks stand and sell home made cloudy lemonade. Involve your guests and ask them to bring in photos of themselves as children or a family photo album.

These are just some of our ideas and I'm sure you'll have plenty of your own. This booklet has hints, tips and useful information but you can brainstorm with colleagues, use your imagination and come up with something really special!

Good luck!

Memories Day Ideas

Sweet Treats

Many old-fashioned treats such as tablet, peppermint creams, coconut ice and fudge are easy to make and the high sugar content in the recipes mean they keep well and can be made in advance of your event. Cut into squares and package in clear bags with pretty bows and tags.

Craft Corner

Set up a craft stall at your Memories Day, channel your inner Blue Peter presenter and get creative! Before your event search online for simple 10 minute craft ideas that your colleagues can attempt at your event. Source old beads, buttons and jewellery from your colleagues or from charity shops. Visit a craft shop for some basic jewellery making supplies such as elastic thread, brooch backings and craft glue. Ask your guests to bring in an old plain t-shirt and supply them with fabric pens, old buttons and ribbons so they can customise and update an outfit. Raise funds by asking your colleagues to make a donation to join Craft Corner.

Vintage Photo Booth

Set up a chair and 'wardrobe area' with vintage clothes and accessories such as hats, scarves, fascinators, sunglasses and beads. Invite your guests to dress up and take photos on a digital camera. You can then charge your guests to have their picture emailed to them or printed on to a souvenir Memories Day card.

Afternoon Tea

The cake stall is usually the most popular stand at any event. Give your stall a vintage twist by selling a selection of tea party favourites such as Victoria sponge, Viennese whirls, fruit loaf, shortbread and scones with cream and jam. These days even local supermarkets have a wide variety of teas so you don't need to just stick to normal builder's brew!

Mp3 Jukebox

Download a selection of songs from the past onto your i-pod or laptop. Think music hall, wartime numbers, rock n roll, 60s girl groups and 70s glam rock. Charge guests 10p to pick a tune. You could even attach mini speakers to a cardboard cut out 'jukebox'!

Who's the Baby?

Work out who the cheeky tot in the photos grew up to be with a Who's the Baby? competition. Send an email to colleagues asking them to secretly pass you their cutest baby photos. Scan the photos, print them out and attach to a board to display at your Memories Day event. Create an answer sheet for your colleagues and ask your guests to donate a pound to enter. Offer a prize to the person who guesses the most babies!

Pop-Up Charity Shop

Ask your colleagues to have a clear out in advance of your event and bring in old books, jewellery, ornaments, unwanted Christmas presents, clothes and accessories to sell on the Pop-Up Charity Shop stall. Be flexible with prices and offer deals on multiple purchases. Try and sell out the stall before the end of your event!

Some Things to Remember Before Your Event

Approach local companies

Approach local companies to ask for donations of raffle prizes and food and drink for your event. You could also consider approaching businesses who make products connected to the Memories Day theme such as nostalgic sweets, toys and games. Think about companies who may wish to get involved in your event. For example, you could rent out a stall to a vintage clothing shop in exchange for 10% of any profits they make on the day. A local bakery or tea house may sponsor your event by donating cupcakes in exchange for publicity on the day.

Ask for help!

Getting people involved on the day will ease the work for you. Ask colleagues to help by baking a cake or bringing in books and bric a brac for the Pop Up Charity Shop. You could recruit volunteers to staff a stall or be your 'professional photographer' for the day!

Spread the word

Publicise the event in your workplace and the local community by putting up posters advertising where and when your Memories Day is taking place. Let people know why you are raising money for Alzheimer Scotland and get them talking about your event.

Event checklist

- Raffles:** For small raffles held at an event, cloakroom tickets may be sold on the day only. Cash prizes are not permitted, although you can offer store vouchers. For other raffles, or for raffle tickets sold in advance of an event, you will need a lotteries license from your local authority.
- Alcohol license:** If you wish to sell alcoholic drinks at your event and the venue is not already licensed please ensure you have the appropriate license in place.
- Collections:** If you're holding a collection at your event, you may need permission from your local authority if it is in a public place.
- Health and Safety:** Please be careful. If you are holding your event at your workplace please adhere to its Health and Safety policy.
- Food hygiene:** Please take care when handling food, and ensure it is prepared, stored and displayed safely.

After the event

Tell Us All About It

Let us know how your event went. There is a feedback form on the paying in slip and we would love to know what you got up to. Please send photographs of your event to **memoriesday@alzscot.org** and we will share them on our social media sites to inspire other supporters.

Send an e-card

Thank your guests and let them know how much you raised by sending an e-card after the event.

Paying in your Money

There are two ways which you can get the funds you raise to us after your event:

Send us a cheque

Enclose a cheque for the money you raised along with the Memories Day Money Return Form and send to us in the freepost envelope provided. Remember to fill in the form so we know who the cheque is from!

Pay by BACS

If it is more convenient you can pay the money directly into our bank account. Please contact us to arrange this.

If you are paying directly into our account please make sure you notify us of the date and amount so we can trace your donation and credit to your record on our database. You can do this by sending an email to **memoriesday@alzscot.org**

Thank You!

All your hard work has paid off now! Let us know how much your event has raised and we will send you a Memories Day certificate to display in your workplace. Thank you so much for holding a Memories Day event to raise money to help us make sure no one goes through dementia on their own.

Vanilla Rose Cupcakes

Vanilla Rose Cupcakes

Ingredients

- 200g cake flour
- 150g caster sugar
- 125g butter at room temperature
- 125ml milk at room temperature
- 5ml vanilla bean paste (or vanilla essence)
- 2 large eggs
- 1/2tsp salt
- 2tsp baking powder

Method

1. Preheat oven to 180 degrees C and place 12 cupcake cups into a muffin tray.
2. Combine all the ingredients in a large mixing bowl and beat with an electric beater for 2-3 minutes, until smooth. If it looks too thick add a little bit more milk.
3. Divide the batter between the cupcake cups and bake for 20 minutes. As always, do the old knife check – if it comes out clean you're on to a winner.
4. Remove from oven and cool completely.

Vanilla Bean Buttercream Icing

Ingredients

- 125g unsalted butter, room temperature, cut into small pieces
- 500g icing sugar, sifted
- Pinch of salt
- 1 teaspoon vanilla bean paste (or vanilla essence)
- 1/4 cup milk (you may not use all of this)
- Pink food colouring

Method

1. In the bowl of an electric mixer beat the butter until creamy. Slowly add icing sugar; beat to combine fully and evenly.
2. Add vanilla and beat to combine. Slowly add milk and continue beating on medium-low speed until smooth and creamy. Now add the colouring - you'll only need a very small amount so don't get carried away! The consistency of icing you are looking for is very thick but just malleable enough to be piped from a bag.
3. Now on to icing the cupcake! Begin by putting a thin layer of icing all over the cake with a spatula. Start in the centre of the cupcake with a cone shape – this is what you'll build the petals from. Ice petals around the cone, making them different sizes and overlap so they look like petals. Work out right to the edges and voila! A perfect cupcake. Chill to set the icing.