



Fundraising in your workplace

Making sure no-one goes through dementia on their own

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Thank you very much for your interest in raising funds for Alzheimer Scotland!

Alzheimer Scotland's mission is to make sure that no one has to go through dementia on their own. We need to raise £10,000 a day to fund our vital work and we rely on fundraisers such as you to help us do this.

There are lots of opportunities for you to raise funds for our vital work, to get involved through events and volunteering, and to raise awareness of the impact of dementia in Scotland. Alzheimer Scotland will offer all the support you need.

Thank you so much for supporting Alzheimer Scotland. Together we can make sure no one goes through dementia on their own.

Best of luck!



About Alzheimer Scotland

Alzheimer Scotland's mission is to make sure that no one has to go through dementia on their own.

We need your support to help us to provide:

- * a network of Dementia Advisors across Scotland
- * Dementia Nurses
- * the 24-hour Dementia Helpline and e-Helpline
(**0808 808 3000** and **helpline@alzscot.org**)
- * the Alzheimer Scotland Dementia Research Centre
- * our campaigns for the rights of people with dementia.

We need £10,000 a day to fund our vital work.

With your help, Alzheimer Scotland aims to be the foremost provider of support services and information for people with dementia, their families and friends throughout Scotland and to be a leading force for change.

Thank you for supporting us.



About Dementia

Dementia is the progressive loss of the powers of the brain. There are many kinds of dementia but the most common is Alzheimer's disease.

Other kinds of dementia include vascular dementia, Lewy body dementia, and Pick's disease. What all these diseases have in common is that they damage and kill brain cells, so that the brain cannot work as well as it should. We provide care for people affected by all types of dementia.

Dementia is most common in older people but can affect people in their 40s or 50s or even younger. We do not yet know exactly what causes dementia. Medical researchers all over the world are working to find causes and develop treatments.

Every person with dementia is different. How their illness affects them depends on which areas of their brain are most damaged.

One of the most common symptoms of dementia is memory loss. It is important to remember that everyone forgets things sometimes. Most people's memory gets worse as they get older. But when someone has dementia, they may forget the names of family members, not just of strangers. They may burn pans because they have forgotten them or forget whether they have eaten lunch. They may repeat the same question again and again and not know they are doing it.

People with dementia can lose their sense of time, get lost in a familiar place or may fail to recognise people they know well.

People with dementia may often be confused. Their ability to think, to reason and to calculate can be damaged. They may make odd decisions and find it hard to solve problems. Handling money may become difficult.

Dementia can also cause personality and behaviour changes. Someone who was active and energetic might become listless, someone pleasant and well-mannered might become rude and aggressive. These changes can be particularly distressing for relatives and friends.

The earlier a person gets a diagnosis of dementia, the sooner he or she can start to come to terms with it, make plans for the future, and access services that can help. The good news is that treatments are available which may help some people with the symptoms of some forms of dementia, particularly Alzheimer's disease, and research is progressing all the time.

If you would like to talk to someone in confidence about dementia, you can call our 24 hour Dementia Helpline on **0808 808 3000**.



Where the money goes

The money raised by our supporters helps to fund different areas of our work.

Some of our services are funded by local authorities and other statutory sources of income but we are reliant on voluntary income, raised by people like you, to fund the following projects:

Dementia Advisors

Dementia Advisors support individuals with dementia, their families and friends all the way through their journey, providing ongoing support and information, and connecting people to sources of support.



Dementia Nurses

Dementia Nurses work in hospitals to ensure that people with dementia receive care and treatment that meets their needs.

Dementia Helpline and e-Helpline

(Freephone 0808 808 3000 or email helpline@alzscot.org)

Our Dementia Helpline and e-Helpline offer support and information to people affected by dementia 24 hours a day, 365 days a year.

Dementia Research

Alzheimer Scotland opened its first Dementia Research Centre at Edinburgh University in 2011. The centre will commission and develop a balanced portfolio of clinical and scientific research and maintain a brain tissue bank.

Information Services

We research, write and publish fact sheets, booklets and leaflets aimed at helping people affected by dementia to understand the condition and to find information about support available to them

Campaigning

We campaign for improved care and services for people affected by dementia and work to promote understanding of the issues surrounding dementia

Memory Bus

We fund a mobile information vehicle called the Memory Bus which visits communities around the country offering information and support to those in need.



We need £10,000 per day to fund our vital work. The money you raise will go directly towards making life better for people affected by dementia.

Fundraising in your Workplace

The sky's the limit when you and your work colleagues come together to support Alzheimer Scotland.

There are so many ways you can raise money, either by organising your own fundraising events or taking part in some of ours. A full list of upcoming events has can be viewed on our website.

If you and your colleagues are organising an event we can offer our support and advice to help it go with a swing. Remember that we can also provide you with fundraising materials such as t-shirts, collecting cans, buckets, balloons, leaflets, posters, pin badges and pens.

Get Running!

Running challenges are always a popular way to raise funds. Taking part in a run enables you to reach your own fitness goal while raising money for charity. There are sponsored running events at every level from 5ks to marathons. Alzheimer Scotland usually has places at all the top running events including the Edinburgh Marathon, London Marathon, Bupa Great Run series and Loch Ness Marathon. A full list of upcoming events can be viewed on our website.



Memory Walk™

Taking part in an Alzheimer Scotland Memory Walk or creating one of your own is a simple way to get lots of people involved in your fundraising. Memory Walks are a great event to do with a large group as they are suitable for most people, not just the super fit! You can check our website to see what Memory Walks we have coming up. If there is nothing in your area then we can supply you with a pack to help you and your colleagues organise a Memory Walk of your own. To order a Memory Walk toolkit email events@alzscot.org.

Adrenaline Junkies

Alzheimer Scotland has places at some seriously daring adrenaline events. These are fantastic events to take part in with work mates as there is no prior training required and you can all hold each others' hands on the day! We offer places at a wide range of events including abseils, zip slides, fire walks, sky dives and white water rafting. A full list of our upcoming adrenaline events can be viewed on our website.



Hold a Memories Day Event

Organising an Alzheimer Scotland Memories Day is a wonderful way to get colleagues together and raise money for people with dementia. It is widely known that reminiscence can be very therapeutic for people with dementia so memories and the past are very fitting themes for an event. Often people with dementia may have difficulty remembering the recent past but have no difficulty remembering their youth, recalling happy memories with ease.

Your Memories Day event could include old fashioned sweets and baking, guests dressing up in vintage fashions, playground games, jukebox hits and a themed raffle. We have created a pack which gives you everything you need to hold your own Memories Day including hints and tips, balloons, invitations and a pay in slip. To order a Memories Day toolkit please email memoriesday@alzscot.org.

Bake Sale

This most traditional of fundraising events is just as popular now as ever. It's simple – bake cakes and sell to hungry colleagues! You needn't do all the work by yourself – why not send round an email or put up a poster asking for tasty donations?



Office Sweepstakes

Sweepstakes are great for fundraising in the workplace as they offer a cash incentive for the winner. Once you have collected the entry money half can be used for prize money and the other half can be donated to Alzheimer Scotland. You can keep to traditional sporting events or create a sweepstake for your favourite TV talent show!

Top Tips!

1. Have a Target

Having a target will help to motivate you and your colleagues to raise more money. Even if your target is relatively modest it is still a good incentive to have a goal to aim for.

2. Get Online

Spread the word about your fundraising on Facebook and Twitter. You can use these sites to promote upcoming events, link to JustGiving pages and give updates on your fundraising total. Upload pictures of your fundraising activities and let everyone know about what you are doing to support our work.

3. JustGiving

If you are taking part in a sponsored event don't forget to create a JustGiving page so friends and family can donate online. Setting up a page online is very simple and can be done as an individual or as a team.



Event checklist

Here are some things to remember if you are organising a fundraising event in aid of Alzheimer Scotland.

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 licence from your local authority.

Alcohol license
If you want 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. *Please contact us if you have any questions about licensing.*



Health and Safety
Please be sensible and adhere to your organisation's Health and Safety policy. Please note Alzheimer Scotland cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event.

Insurance
If your event includes activities that are potentially hazardous, you will need to arrange for relevant insurance cover. This may be in place already through your workplace, so please check with your employer.

Food hygiene
Please take care when handling food and ensure it is prepared, stored and displayed safely.



Use our brand
Alzheimer Scotland has a distinct brand and visual identity so if you are creating posters and promotional material such as letters, tickets, flyers and posters etc we would appreciate if you could remember a few things.



- * Please use our name correctly - **Alzheimer Scotland.**
- * Include the following statement 'Alzheimer Scotland is a registered charity number SC022315 and a company limited by guarantee and registered in Scotland number 140069' on any printed materials that you produce.
- * Request a copy of our logo if you would like to include our branding in your document.
- * Please note that any publicity materials for your events which feature Alzheimer Scotland's logo need to be approved by us. Please contact us to arrange this.

Shout about your fundraising!

There are lots of ways to publicise your fundraising and get more support.

- * You can use email and social media such as Facebook and Twitter to spread the word to family, friends and colleagues. For example, if you have an online fundraising page, add the page details to your email signature and share with your Facebook and Twitter friends.
- * Send a press release to your local paper or ask your local radio station to feature your event.
- * Ask local businesses and community groups for permission to display a poster promoting your event.
- * You may find that telling people why you have chosen to support Alzheimer Scotland is an effective way to fundraise. Lots of information on dementia can be found in this pack and also on our website <http://www.alzscot.org>

Gift Aid

Gift Aid is a simple way for charities to boost the value of donations at no extra cost to the donor.

While Alzheimer Scotland cannot claim Gift Aid on donations made directly from companies, Gift Aid can be claimed on any donation made by a UK taxpayer. For every £1 donated we can claim an extra 25p. For example, if you decide to give £10 to Alzheimer Scotland, we can claim an extra £2.50 from HM Revenue and Customs.

To Gift Aid your donation, all you need to do is complete a simple declaration confirming that you are a taxpayer and that you are happy for us to claim tax relief on your donation. Just one declaration can apply to all donations that you have made to us over the past four years and to any forthcoming gifts you make, until you notify Alzheimer Scotland otherwise. It's as simple as that.

If you and your colleagues are taking part in sponsored events please remind your supporters to tick the 'Gift Aid' box on the sponsor form if they agree with the declaration on the form. We can claim the Gift Aid on sponsor forms too and boost the money you have raised from sponsored events by 25%.

Volunteering

Raising money is not the only way to support Alzheimer Scotland.

From skill sharing to cheering participants on at events, giving us your time is a valuable and much appreciated contribution. Here are just some of the ways you can help us –

Individual volunteering

Hundreds of volunteers enable Alzheimer Scotland to provide vital services for people with dementia and carers. There are opportunities to suit you whether you want to help during the week or at weekends, during the day or in the evenings. Roles include:

- * Volunteering with our 24 hour Freephone Dementia Helpline **(0808 808 3000)**
- * Helping out at your local Dementia Café
- * Providing administration support
- * Football Reminiscence Volunteer

You can help us by volunteering in a role working directly with people with dementia, or you can help in other areas like admin and fundraising – it's up to you!



Sharing skills

Sharing your skills is a fantastic way to help Alzheimer Scotland become even more effective in helping people with dementia and carers. You may be an expert in Excel or a pro in Power-Point, for example – could you spend some time training a member of our staff? Or you might be looking to build on your existing skills by gaining experience of project management or mentoring. You can help us at the same time as developing valuable new skills.

Event volunteering

Many people raise money for Alzheimer Scotland by taking part in sponsored events such as the Edinburgh Marathon and Pedal for Scotland. We are always looking for volunteers to come along and help us support the participants on the day.

Raising awareness of dementia

Dementia is widely misunderstood and we need champions to help create dementia-friendly communities by increasing awareness of the condition and its impact. You could help by holding an awareness raising day at work or in your local community, distribute our leaflets to local community facilities or give an awareness raising presentation to your colleagues.

Make a Contribution

There are plenty of little things you can do by yourself to raise more money for people with dementia. These include:

Alzheimer Scotland Money Box

These small cardboard boxes are great for keeping on your desk and collecting loose change. You'll be amazed how it all adds up and will help to boost your workplace target. To order one for yourself or several for colleagues please just get in touch and we will post them out to you.



Payroll Giving

Payroll giving is a donation to the charity of your choice, direct from your salary. You decide how much you want to give and your employer deducts this amount from your pay. Not all employers operate a payroll giving scheme so you will need to check that you are able to donate in this way. The advantage is that it is a tax-free way to give. This is because your employer deducts your donation before calculating your tax. You can support Alzheimer Scotland from your pay by visiting our website and signing up online.



A-Z of Fundraising

- A** Abseil
Apple Bobbing
Auction of Promises
Aerobic Marathon
Away Days
- B** Baby Photo Competition
Book Sale
Burns Supper Night
Bad Tie Day!
Baked Bean Bath
Baby Sweepstake
Bingo
Bonfire Night Party
- C** Care for a Curry?
Cake Stall
Christmas Cards
Carol Singing
Caption Competition
Car Boot Sale
Car Washing
Children's Fun Day
Charity Cookbook
Coffee Morning
Christmas Party
Charity Ball
Craft Day
Charity Badge Day
- D** Dress Up day
Dance Off/Marathon
Dress Down Day
Darts Match
Duck Race
Design Competition
Day Off Raffle
Disco
- E** Easter Egg Decoration
Easter Egg Hunt
Expedition
- F** Face Painting
Fashion Show
Fancy Dress Days
Film Screening Show
Fun Run Or Fun Days
Firewalking
- G** Gift Aid It!
Golf Day
Games Evening
Garage Sale
Garden Party
Go-Karting
Greek Night
Guess Number of Sweets in Jar
- H** Halloween Party
Hat Day
Heads & Tails Auction
Highland Walk
Half-Marathon
- I** Italian Evening
IQ Testing
- J** Jewellery Recycling
Jailbreak
Jeans Day
Job Swap
Jam Making
Jumble Sale
Japanese Evening
Jamaican Theme Party
- K** Karaoke Contests
It's a Knockout Tournament
Knitting Bees
- L** Loud Scarf Day
Lotteries
Line Dancing
Learn Something New
Laddies Day
Ladies Day
Luxury Raffle
- M** Memories Day Event
Masked Ball
Medieval Evening
Music & Mulled Wine Event
Memory Meal
Mile Of Coins
Marathon
Market Stall
Musical chairs
Memory Walk
Movie Quote Quiz
- N** No-Uniform Day
Nearly New Sales
New Year's Eve Dance
- O** Office Games/Olympics
Office Open Day
- P** Payroll Giving
Pamper Party
Pancake Day Race
Pumpkin Carving Competition
Pot Luck Supper
Pub Games Evening
Pop-Up Charity Shop
- Q** Quad-Biking
Quiz Night
Quantity Guessing
Quid Donation Days
Quilting Bees
- R** Race Night
Raffle
Rat Race
Real Ale Nights
Reception Display
- S** Sponsored Events
Swimming
Stand- Up Bingo
Sports Day
Summer BBQ
Swear Box
Sponsored Silence
Sporting Sweepstake
Spelling Bee
Supermarket Bag Pack
- T** Treasure Hunt
Tea Party Day
Talent Competition
Tennis Tournament
Triathlons
Theatre Preview
Team Challenge
- U** United Nations Dinner
Unique 'One-Off' Events
- V** Volunteer For An Event
Village Fair
- W** White-Water Rafting
Walking
Waxing Off Hair Days
Word Searches
Wine Tasting
Wear a Colour day
- X** Xmas Card Sales
Xenophile Evening
Xmas Party
Xmas Bazaar
- Y** Yellow Dress Up Day
Yoga Marathon
- Z** Zumbathon
Zany Events