



**ALZHEIMER'S
RESEARCH UK** **FOR A
CURE**

**FOR MY LOVED ONES
FOR A CHALLENGE
FOR THE FUN
FOR ALL OF US
FOR A CURE**

Whatever your reason for fundraising,
this guide will help you succeed

YOUR STEP-BY-STEP FUNDRAISING GUIDE

YOU ARE THE FORCE BEHIND THE CURE



“ After losing my dear wife, Dame Barbara Windsor, to dementia, this cause is deeply personal to me. Our experience of this heartbreaking condition fuelled my passion for the work of Alzheimer’s Research UK.

With every pound you raise, you ignite hope. Hope for a future without the fear of dementia. So, let’s raise the stakes! Challenge yourself, unleash your creativity, and inspire others to join this mission for a cure. Together, we will conquer dementia.”



Scott Mitchell

Ambassador of Alzheimer’s Research UK and loving husband of the late Dame Barbara Windsor

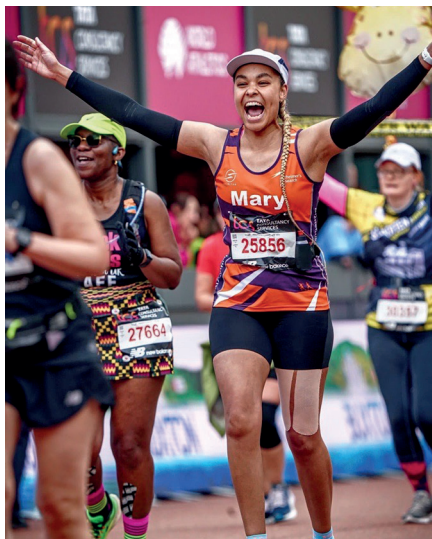
YOU'RE IN GOOD COMPANY

I RAN THE LONDON MARATHON FOR MY NANA

Mary was inspired to support Alzheimer's Research UK in honour of her Nana, Brenda, who has mixed dementia.



She's so witty and wonderful – I wanted to run to feel less helpless in the face of her diagnosis.”



I'VE WALKED HUNDREDS OF MILES IN MEMORY OF MY WIFE

David has walked the South Downs Way and the Camino de Santiago after losing his wife, Susan, to dementia. They were married for over 50 years before she sadly died with Alzheimer's disease in 2021.



My hope is that in the future, no one will experience the heartbreak that Susan, my family, and our friends have.”



WHY FUNDRAISE



FUNDRAISING IDEAS



HOW-TO GUIDE

A woman with long blonde hair, wearing a white lab coat over a yellow top and orange gloves, stands in a laboratory. She is looking directly at the camera with a neutral expression. The background shows laboratory equipment and a clean, bright environment. A teal banner is overlaid on the lower left, and a white L-shaped graphic is in the top left corner.

FOR A CURE

**Learn why we need your help and
what we can achieve together**

FACING OUR BIGGEST KILLER

Today in the UK, almost one million people are living with dementia. Not one of them will survive.

Dementia robs us of everything that matters. Our memories. Our connections. Our story. And while breakthrough treatments are finally on the horizon, there are currently no drugs available in the UK that can slow or stop dementia.

It's scary to think about, but the stark reality is that if nothing changes, more than half of us will be directly impacted by dementia. Either by caring for someone with the condition, developing it ourselves, or, tragically, both.



1 in 2

of us will be directly impacted by dementia

either by caring for someone with the condition, developing it ourselves, or, tragically, both.

RESEARCH IS OUR ONLY CHANCE

We've already seen medical research save millions of lives.

But did you know that for every four cancer researchers, there's just one working on dementia? If we're to deliver life-changing treatments that will end the heartbreak of dementia, we must invest more in dementia research.



A CURE IS THE ONLY SOLUTION

Dementia is caused by physical diseases – and we know diseases can be cured.

This is why, as the UK's leading dementia research charity, we're confident we will find a cure.

Dementia research is at a tipping point. With new drugs showing promising potential in clinical trials, we've never been closer to changing lives. But we cannot conquer dementia alone. We need you to help us find a cure, once and for all.

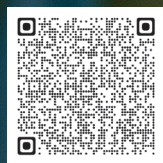


FOR THE THRILL FOR THE FEELING FOR THE HOPE

Get inspired with some of our top ideas to
guide your fundraising



FOR YOUR INSPIRATION...



Explore some of our most popular fundraising ideas here. Scan the QR code or visit alzres.uk/fundraising for more inspiration on our online hub.



1

SIGN UP FOR A SPORTING EVENT

Experience the electric atmosphere of one of our sporting events. Our famous orange cheer squad will be there to support you.



2

MARK A SPECIAL CELEBRATION

Celebrate special occasions like birthdays, weddings, anniversaries or other events by asking for donations instead of gifts.



WALKING OR HIKING

Lace up your walking shoes and get outdoors by organising a sponsored walk, on your own or in a group. Or why not join one of our organised events, such as Walk For A Cure?



PERSONAL CHALLENGE

Take on a challenge like a run, row or swim – or perhaps get sponsored to give up something you love for a set period of time.



ADRENALINE FUELLED

Calling all thrill-seekers! Embrace your adventurous side and skydive, zipline or abseil to raise funds for a cure.

6



CYCLING

Hop on your bike and choose your own route for an individual or group cycling fundraiser. Or join fellow cyclists at an existing event!

7



CRAFTING

Unleash your creativity and craft for a good cause, selling your handmade items online or at events like a local fête or car boot sale.

8



GOLF DAY

Choose a date and a golf course, and charge groups of people or businesses to play a round of golf – followed by lunch and a raffle or auction. Get in touch with our fundraising team for lots of helpful tips.

9



CONTENT CREATION

Calling all content creators! Whether your passion is gaming, art, cosplay or music, live streaming is a fantastic way to connect with your community. Check out our bespoke Creators Guide at alzres.uk/content-creators.

10



COFFEE MORNING OR BAKE SALE

Get together over some delicious treats at work, school or in your community. We have branded materials for this – see our [online hub](#) for details.

FUNDRAISING IN THE WORKPLACE

Getting colleagues, customers and senior management involved can be a powerful way to boost your efforts.



And if you're fundraising for us as a workplace charity partner, check if your company has an existing page you can use – either on JustGiving or another platform.

Top tips

- **Engage your colleagues:** organise raffles, sweepstakes or a quiz. Share your progress to boost your donations.
- **Reach a bigger audience:** share your link via company emails or social media, making it easy for people to donate.
- **Ask for match funding:** check if your company has a match funding scheme. This can double the impact of your donations.

Get in touch with our fundraising team for more ideas on how your workplace can support us.



FOR YOU

Here's everything you need for
a successful fundraiser

CHOOSE YOUR FUNDRAISING TARGET



£180

could fund a whole day of groundbreaking research



£500

could pay for a brain scan to help scientists track dementia as it progresses



£1,000

could help fund vital clinical trials bringing us closer to a cure

Not sure what to pick for your fundraising target?

It doesn't have to be complicated. Here are some helpful tips:

- **Consider your connections:** think about friends, family or workmates you could ask for support, and estimate the total amount they might donate.
- **Your timeframe matters:** set your amount based on the duration of your activity. Longer timeframes give you more time to reach your target, but shorter ones can create more urgency!
- **Evaluate and adjust:** don't be afraid to continuously assess your progress and adjust your target as you go.

WOULD YOU LIKE TO VOLUNTEER WITH US?

There is an exciting role and team waiting to welcome you. Find out more at alzres.uk/volunteering





SET UP YOUR FUNDRAISING PAGE

We would recommend using JustGiving as your platform to fundraise. Scan the QR code to set up your JustGiving page or use this link: alzres.uk/justgiving

Tips to maximise your donations



Share your story – you could raise up to 65% more when you share your story on your page. Let everyone know why this cause is important to you.



Upload a photo – whether it's a family photo or a cheesy selfie, a familiar face on your page will encourage your friends and family to donate.



Back yourself – kickstart your fundraising by donating to your page – did you know people who do raise 84% more?



Gift Aid – tell your donors that for every £1 donated with Gift Aid, Alzheimer's Research UK gets an extra 25p from the government at no extra cost to them!



**SCAN ME OR
CLICK HERE**
to set up your
JustGiving page

Other ways you can donate:

- Online via our website at alzres.uk/donate
- Over the phone on **0300 111 5555**
- Offline – using a sponsorship form
- Via social media platforms (such as Facebook or Instagram)
- BACS payment
- Cryptocurrency – we now accept Crypto donations

Find more information, tools and guidance at alzres.uk/fundraising-tools
Or get in touch with our fundraising team at fundraising@alzheimersresearchuk.org

REACH THE RIGHT PEOPLE



Now you've set up your page, it's time to spread the word to reach your fundraising target! As well as the obvious things like sharing it on social media, here are some more ideas to try:

MAKE A POSTER

Make a poster about your fundraiser with a QR code on it that links to your fundraising page. Then ask local businesses to display it, and pin it to local notice boards. You can download resources like poster templates at alzres.uk/fundraising-tools.

ASK LOCAL BUSINESSES

Ask local businesses to back your fundraising efforts, by helping to spread the word on social media – and with their customers.

CONTINUE TO ASK FOR DONATIONS

Continue to ask for donations once your fundraiser is complete, to celebrate your achievement and boost donations. And make sure you share any photos and videos from the event.

SPREAD THE WORD

Share your story and fundraiser with local press, Facebook groups and groups in the community. Our press templates and guide, available on the online hub, can help with this.

START A BLOG OR SOCIAL MEDIA ACCOUNT

Start a blog or set up a social media account to promote your fundraising activity. Upload selfies, videos and progress updates to keep people engaged. This is a great way to stand out on social media!



The feeling of community was amazing – everyone was so open, sharing why they were running.”

Jordan was just 15 when his mum, Geraldine, was diagnosed with a rare, inherited form of frontotemporal dementia. She died in 2016 aged just 53. Jordan has inherited the same gene that caused his mum's dementia.



“

While there is so much uncertainty about my future, what I am certain of, is the power of research to find a cure for the diseases that cause dementia.”

THANK YOU

Get in touch with our fundraising team for additional support at fundraising@alzheimersresearchuk.org

FIND OUT MORE

0300 111 5555

alzheimersresearchuk.org

