

Let's get fundraising!

Thank you for your interest in Alzheimer's Disease International and welcome to your fundraising pack.

This pack is filled with useful hints and tips on how to make the most of your fundraising and most importantly, have fun! Every penny you raise will make an incredible difference to people living with dementia, their families and carers all over the world. We couldn't do it without you, thank you.

Alzheimer's disease and other dementias are the biggest health and social care challenges of the 21st century. Dementia is a collective name for progressive degenerative brain syndromes which affect memory, thinking, behavior and emotion. Dementia knows no social, economic or geographical boundaries. Although each person will experience dementia in their own way, eventually those affected are unable to care for themselves and need help with all aspects of daily life. There is currently no cure for most types of dementia, but treatments, advice, and support are available.

Every 3 seconds, someone in the world develops dementia. The number of people

living with dementia around the world is over 50 million, which is expected to almost **double every 20 years**, reaching 152 million by 2050. The annual global cost of dementia is over US\$ one trillion annually, which will double by 2030.

Alzheimer's Disease International (ADI) is the international federation of Alzheimer associations throughout the world. From Argentina to India, the USA and South Africa, we believe that the key to winning the fight against Alzheimer's disease and other dementias lies in a unique combination of global solutions and local knowledge. Each of our members is a non-profit Alzheimer association supporting people with dementia and their families. ADI's mission is to strengthen and support Alzheimer associations, to raise awareness about dementia worldwide, to make dementia a global health priority, to empower people living with dementia and their care partners, and to increase investment in dementia research.

With your support we can reach more people living with dementia and their families than ever before. Thank you.



World Alzheimer's Month

World Alzheimer's Month is the international campaign run by ADI every September to raise awareness and challenge the stigma that surrounds dementia. World Alzheimer's Month is a time to recognize the impact of Alzheimer's disease and dementia but also act **to support those living with the disease globally and promote dementia awareness**. A coordinated global voice on dementia ensures that action is taken to advance awareness and raise vital funds for people living with dementia all over the world.

So whether you are individual wanting to take on a challenge of a lifetime, a group of friends wanting to get together, determined to have fun whilst raising funds for people living with dementia or an organization wanting to plan a team building activity, World Alzheimer's Month is the perfect time to show your support.

How you can help

Every penny you raise really will make an incredible impact on our ability to raise awareness, reduce stigma, and support and strengthen our member associations as they strive to provide vital support and services to people living with dementia all over the world. So please join us and raise as much as you can!

- \$100 could help create an educational resource for World Alzheimer's Month
- \$500 could provide a bursary to help an ADI member promote World Alzheimer's Month in their country
- \$1,000 could enable us to produce a video story to increase understanding of living with dementia worldwide
- \$5,000 could sponsor a masterclass, offering essential skills development to ADI members
- \$10,000 could contribute to ADI's vital research reports



A-Z of fundraising ideas

A AUCTION OF PROMISES

Have you ever wanted to see your boss make your morning coffee every day for a week or have a designated driver for the next social event? Simply ask your friends or coworkers to put forward their promises and watch the bids roll in!

B BAKE SALE

For the budding bakers out there, make like Martha Stewart and bake your way to fundraising success! Run a bake sale at school, with friends or at work and watch the dough rise!

C COFFEE MORNING

Enjoy a coffee morning with family and friends or coworkers. Coffee, cakes and fundraising – a recipe for a tea-riffic day!

D DO IF YOU DARE

Get sponsored to take on a new dare every day! Set up an online fundraising page via our website, spread the word on your social media and ask friends for dare suggestions. How much will they pay to see you take on their challenge? Remember, this is meant to be fun – please do not take on dares that you do not feel are safe.

E EBAY

This is a fantastic opportunity to have a clear out of unwanted items whilst raising money for ADI. Post your items on eBay and donate a percentage of all sales made.

F FOOTBALL TOURNAMENT

Organise a football tournament with friends, family, or coworkers and charge teams to enter.

G GOOD DEEDS

It's never been more important to be kind. Why not set up an online fundraising page and get sponsored to do one good deed a day?

H HIDEOUS HAIR DAY

Have you ever wanted to see your coworkers with a mohawk hairstyle or a mullet? Pick a day, encourage everyone to wear the wackiest wigs they can find and organise a collection on the day. Don't forget to take lots of photos!

I INTERNATIONAL LUNCH

Experience the culinary delights from around the globe from the comfort of your own home or office. Choose your country and charge everyone an entry fee. Don't forget to incorporate dress codes, music and most importantly, food!



J JAZZ NIGHT

Are you a jazz lover or a jazz musician yourself? Why not get all of your friends and families together for an evening of jazz and fundraising.

K KEEP FIT CLASS

For everyone who's missing the gym or those wanting to dip their toes in a new workout group. Why not organize a charity workout? Profits from your workout group can be donated to ADI.

L LOUD SHIRT DAY AND LIMBO

Get your friends, work colleagues or family members together for a loud shirt day and limbo competition.

M MEMORY DAY

Take a day to reminisce, share life experiences, memories and stories from the past with your loved ones. This is a beautiful opportunity to unite together to raise money for people living with dementia.

N NIGHT IN

Staying in is the new going out. Nominate a host's house, all chip in for the food and donate the money you would have spent eating out to support people living with dementia.

O OFFICE ETIQUETTE

Fed up of the same person only making coffee for themselves or not washing up after their lunch? For one week, set a ban on office 'no-nos' and anyone that breaks them has to make a donation. During lockdown you can do this in your new home office!

P PHOTOGRAPHY COMPETITION

Invite your friends or coworkers to enter their photography for a small fee and donate the entry fee to ADI.

Q QUIZ

Calling all quiz fanatics! Find a venue to host your quiz night - this could be a bar, hall or a sports center. Pick a theme, choose your questions and decide on the ultimate Quiz Master! You host the night and guests pay to play.



R RADIO SILENCE

For all the chatterboxes out there - stay silent for 24 hours and watch the pennies roll in!

S SPONSORED CYCLE CHALLENGE

A wheelie good idea! London to Paris, Kerala Cycle, Sri Lanka Coast to Coast - the possibilities are endless. Take on a challenge of a lifetime, experience incredible new sights and raise money through sponsorship. You can even take on a virtual challenge from the comfort of your home or gym.

T TEAM TRIATHLON

The ultimate team challenge! One person takes on the swim, one person does the bike and one person does the run. Team people together from different departments and watch the competition rise! You can get sponsored to take on this challenge and don't forget to see if your company offers match funding!

U UPCYCLING

Have a look for anything you own, see what improvements you can make to it and sell the upcycled item online.

V VEGETARIAN NIGHT

Find some delicious vegetarian recipes and host an evening of fine dining. Ask your guests to make a donation and have a glorious evening.

W WEAR IT RED DAY

Rock your red t-shirts, shirts or onesies to work and celebrate World Alzheimer's Day in your work place.

X X-FACTOR COMPETITION

Can you hit those notes like Mariah? Then holding an X-factor style competition may be just the event for you. Charge a fee for people to enter, nominate a judging panel, and donate the proceeds.

Y YOGATHON

Run a yoga class and ask your attendees to contribute a small fee to ADI for taking part.

Z ZOO PARTY

Host a garden party and ask everyone to come as their favourite animal. Charge a fine for anyone that doesn't stick to the dress code.



Top tips – how to make that little extra

- If you feel comfortable doing so, tell people why you are motivated to fundraise for ADI and the difference their donation will make for people living with dementia.
- Set up an **online fundraising page** to make it a little bit easier for people to support your fundraising. Don't forget to send the link to everyone you know!
- Set your target. This is a great way to motivate people to give more.
- Many companies will match what their employees have raised so this is a great way to double your donation.
- Encourage others! Convince your friends and families to take part too – the more the merrier.
- Brand it up! You can download our 'in aid of' logo from the ADI website.

Spread the word

Spread the word and watch your fundraising soar!

Use social media






- Share your story, photographs, updates and journey online.
- Promote your online fundraising page across your social media channels. Encourage your friends and followers to share your page.
- Use the #WorldAlzMonth hashtag in your social media messages.

Contact your local radio and newspaper

- Write a press release and send to your local paper and radio.
- Include key information about your event, how people can take part, link to donate and information about ADI and World Alzheimer's Month.
- Don't forget to include fun and engaging photos to capture what you're doing



Find us on social

-  **Twitter** @AlzDisInt
-  **Facebook** facebook.com/alzheimersdiseaseinternational
-  **LinkedIn** linkedin.com/company/alzdisint/
-  **Instagram** instagram.com/alzdisint
-  **Youtube** youtube.com/user/alzdisint

How to pay your money in

Thank you for your incredible support and generosity. Any funds raised can be donated online, either through our **website** or through our registered **Facebook account**.

To donate by BACS, please contact
r.houghton@alzint.org

Frequently asked questions

Can I use the ADI logo?

Yes. We have an 'in aid of' logo, which is available to download from the ADI **website**.

Can I get more information about ADI?

Yes! You can read more about us **here**.

Who should I contact about fundraising enquiries?

Our friendly fundraising team is on hand to support you with your fundraising every step of the way, if you have any questions please contact Rosie Houghton r.houghton@alzint.org

Thank you

Thank you for supporting ADI. Your support will allow us to continue to raise global awareness of Alzheimer's and dementia and provide essential support to our member associations, people living with dementia, their families and carers worldwide. **Together we can support more people living with dementia than ever before.**

We wish you all the success with your fundraising!

US registration number EIN 36-3366783

US Registered Office:

Alzheimer's Disease International

Wipfli

Suite 300, 100 Tri-State International

Lincolnshire, Chicago 60069

UK postal address:

Alzheimer's Disease International

57a Great Suffolk Street

London

SE1 0BB

