

# Fundraising Pack

Thank you for downloading our Fundraising Pack! Living with dementia is hard, there's no doubt about it. But thanks to incredible fundraisers like you, we are closer to our target of £1 million a year to allow us to support people on a day to day basis and reduce the devastating impact of dementia on everyone involved.



**Dementia Support is a young, thriving charity which puts the needs of people living with dementia and their families at the heart of everything we do. We bring a fresh approach to empowering people through every stage of dementia and changing how dementia is supported across our society.**

The huge need for this new approach was evident when local people came together and raised an incredible £1.74million towards a sociable, accessible dementia hub – the first of its kind in the UK. Dementia Support opened Sage House near Chichester, West Sussex, in 2018, offering a full range of dementia-friendly services, facilities and activities.

## How is Dementia Support funded?

Dementia Support relies on voluntary donations and receives only 4% of its income from government funding. We generate income through our café, charging a subsidised fee for some services and raising money through various fundraising activities

## Why your support is so vital

Dementia Support needs to raise funds to deliver our services to anyone affected by memory loss. Today, over 17,000 people are living with dementia in West Sussex. The number of people living with dementia continues to grow nationally with few services available, and none that offer the range available at Sage House.

**Thank you so much for supporting us. By fundraising in aid of Dementia Support, you could help dramatically improve the experience of dementia for many people, as well as helping to raise awareness.**



Barnham Trojans organised a football tournament in aid of us

# Community Fundraising Heroes

The work of you, our community heroes, is vital for our services to continue. Organising a fundraiser in aid of us is an easy and enjoyable way to get together, have fun, and support people living with dementia.

## Have fun!

There's nothing quite like raising money for a great cause whilst having fun at the same time. Set yourself a challenge but one that you'll love, and be proud of what you are about to achieve. Be creative, the more fun it is, the more you could raise!



Why not take on a Three Peaks Challenge?



or organise a tea dance or Cèilidh?

## Easy online fundraising

The quickest and easiest way to raise money through your chosen activity is to set up an online fundraising page via JustGiving, just search Dementia Support. You can send the link to friends and family to support you. Don't forget to add your story, a photo and your target, as this will help inspire your supporters to help you reach your goal!

## Offline fundraising

Online fundraising is generally the best way to reach your target, and saves you time collecting donations. However, we do have a Sponsorship Form available for you to use for people who are not online.

## Resources and collections

Contact us if you would like collection tins, collection boxes or collection buckets, and we can also give you printable resources.

Please contact us regarding t-shirts and printable versions of our logo by emailing [fundraising@dementiasupport.org.uk](mailto:fundraising@dementiasupport.org.uk) or calling 01243 958460.



You could raise extra funds at events with raffles, tombolas, and cake sales.

## How to deposit the funds

Once you've celebrated your achievements and collected your amazing donations, for those not online, please complete Dementia Support's Money Return Form from our website. Cheques should be made payable to 'Dementia Support'. Please do not post cash.

If you have collected cash, it can be brought into the Fundraising Team at Sage House. It would be great if you organised a time with us first to ensure somebody is available to thank you.

You can also contact us if you would like to make a BACS transfer, or call us to pay over the phone by debit or credit card. You can also pay online through our website.

## Celebrate your achievement!

We want to know what you've been up to! Take photos and videos to post on your social media, and let us know of your triumphs so we can share them too. You can also follow us on Twitter, Instagram and Facebook:  
[www.facebook.com/DementiaHub/](http://www.facebook.com/DementiaHub/)

**Help inspire others to become Dementia Support fundraising heroes!**

**For hints, tips or ideas, you can visit our website [www.dementiasupport.org.uk](http://www.dementiasupport.org.uk)**



You could do a sponsored cycle challenge in aid of us like Ascia Construction

# Corporate Fundraising

Our corporate partners enable us to put people first and offer support and services to people in West Sussex, and virtually across the whole of the UK. We strive to create partnerships that deliver real impact and social purpose to meet corporate social responsibility and business objectives.



Consider Dementia Friends Training alongside your fantastic fundraising efforts

## The benefits your company can enjoy include:

- Increased brand awareness through bespoke PR and communications campaigns
- Unique volunteering opportunities to boost employee wellbeing
- Helping to achieve corporate social responsibility objectives and demonstrate social impact
- Recognition on Dementia Support website, accessing new target audiences
- Team Building

## There are several ways you can partner with us including:

- Choosing us to be your Charity of the Year
- Sponsorship of our campaigns and events
- Collaborating with us on a cause related marketing campaign
- Engaging in strategic partnership working
- Providing a corporate donation or Gift in Kind
- Match fund employee fundraising efforts
- Payroll giving
- Taking on an employee challenge to gain sponsorship

## Fundraising to Change Lives

There are many ways your fundraising efforts could support people struggling to cope with dementia.

**£15** pays for 1 hour of Wayfinding support

**£20** pays for the printing of 10 activity packs

**£90** pays the cost of 1 Day Break

**£1,000** funds 1 part-time support worker for a month

**£3,000** pays for the printing of an edition of activity packs

**£5,000** pays for 55 Day Breaks places

**£10,000** supports 130 families through Wayfinding

**£13,500** funds our Wayfinding service for a month

Find out more at [www.dementiasupport.org.uk](http://www.dementiasupport.org.uk) or contact our Fundraising Team at [fundraising@dementiasupport.org.uk](mailto:fundraising@dementiasupport.org.uk)

# Be Safe and Legal

To help you with your fundraising we have put together some important information and guidance on how to make sure your event is safe and legal, so you can have fun safely whilst raising as much as possible, to help make a lasting difference for people living with dementia.

## Assess the risks

Please take all reasonable precautions to ensure the wellbeing of your guests, including complying with health and safety, food, and drink regulations.

Before your event please create a budget that includes all your costs as Dementia Support cannot be held responsible for any costs, taxes, or expenses incurred or arising in connection with your fundraising activity.

Where appropriate, you should consider the following:

- Carry out a risk assessment to mitigate any risks to yourself, participants, or the general public.
- Take advice on safety precautions from police, fire, or other competent people.
- Make sure your fundraising activity and all involved are covered by adequate insurance before the event takes place, as Dementia Support's insurance will not cover you.



Get your family and friends involved



Maybe you could take part in a swimathon

## Raffles

Everyone loves a raffle, and it is a great way to increase donations from your event, but please bear in mind they are subject to gambling legislation.

If you are planning to sell tickets over several days, you may need a licence.

Check the Lotteries at Events page of the Gambling Commission website ([www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)) to make sure you are keeping within the regulations.

## Collections

Collections can be a great way to boost your fundraising and raise awareness for us, but first you should consider the following:

- For collecting on the street you will need a licence from your local authority.
- For collecting outside a supermarket you will need permission from the manager.
- For collecting on private property you will need permission from the landowner.

Please ensure you have the correct permissions and/or licences before carrying out any public collections.

Please read the guidance on the Institute of Fundraising website ([www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)) for more information, as well as the relevant sections with the Code of Fundraising Practice from the Fundraising Regulator ([www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk)).

If you decide you still want to and you have gained permission for your collection, then please get in touch stating where and when you will be collecting and we will send you the necessary collection tins or buckets. When we send you a collection tin, we will also provide you with a Letter of Authority showing that we are aware of, and support, your fundraising. This letter does not constitute official permission for any fundraising activities, and you must obtain any permits/licences from relevant authorities.

## Under 18s – legal guidelines

If you are under 18 and holding a fundraising event, there are certain things that you will need help with. You should always ask an adult to help you with your fundraising to make sure you are safe.

There are some things that you cannot do if you do not have an adult to help you. These are:

- Street collections
- Raffles and lotteries
- Running an event involving alcohol

If you are under 18, please have an adult contact us if you want to arrange an event in aid of Dementia Support.

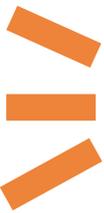
## Return spare materials to Dementia Support

If you have used one of our collection tins or buckets, please make sure you return them to us as soon as possible. If you also have any spare leaflets, or other materials, please also send them back to us so that they can be used by someone else holding their amazing event in aid of us.

**If you would like any further information or guidance about any of the above, please remember you can get in touch with the fundraising team on 01243 958460 or email [fundraising@dementiasupport.org.uk](mailto:fundraising@dementiasupport.org.uk)**



Come together to raise money like The Southdowns Band and Walton voices did for their concert



# Fundraising Agreement



**Thank you so much for raising money in aid of Dementia Support. We are incredibly grateful for all your fundraising efforts.**

**We want to help keep your fundraising safe and legal so, before you start planning your fundraiser, please read this Fundraising Agreement, alongside our 'Be Safe and Legal' factsheet.**

**If you have any questions, please get in touch with the Fundraising Team on 01243 958460 or [fundraising@dementiasupport.org.uk](mailto:fundraising@dementiasupport.org.uk).**

Someone who is independently organising an event, challenge or other fundraising for Dementia Support is an 'In Aid of' fundraiser. This term is defined by the Code of Fundraising Practice, overseen by the Fundraising Regulator, as:

"A volunteer who is raising funds, either on their own or with others, for a charitable institution independently of the charitable institution.

In some cases, the charitable institution will know about the activity before it receives the money raised, and in other cases it may not. If it does, the volunteer will sometimes use materials provided by the charitable institution."

## **How Dementia Support will support you**

Once you have told us about your fundraiser, we will help in the following ways, however we do not accept any liability in relation to your fundraising.

We will endeavour to:

- Provide you with a dedicated contact at Dementia Support who will be able to answer your questions.
- Offer you appropriate resources and support to help you plan a successful fundraiser.
- Share our logo with you so you can produce materials to help promote your fundraiser.
- Provide advice and guidance on how to set up a fundraising page online with JustGiving.
- Provide a range of fundraising materials should you wish to use them, including collection boxes to help make your event stand out.

## How you will fundraise for Dementia Support

In your fundraising 'In Aid Of' Dementia Support, you will endeavour to:

- Make it clear in all of your activities that you are fundraising 'in aid of Dementia Support' and that you do not represent the charity. i.e. you are not an employee nor have you entered into a legally binding contract
- Include 'In aid of Dementia Support, registered charity number 1158640' in all materials or communication in relation to your fundraiser
- If you are fundraising for more than one charity, or not all proceeds from your fundraising are to be donated to Dementia Support, then ensure this is made clear and full details are provided to us and on all of your fundraising materials
- Confirm that you are over the age of 18 – if you are under the age of 18 please ask a responsible adult to contact us on your behalf
- Tell Dementia Support about any planned fundraising activities
- Ensure that you do not carry out any activity that puts our reputation or name at risk. If you do, we may need to withdraw our support
- Share with us any materials that you produce that use the Dementia Support name or logo, or that mentions the work of the charity, prior to distribution
- Get in touch with Dementia Support before approaching any major companies, press, or celebrities to support your event
- Ensure that before collecting in a public place, you obtain a licence from the local authority or obtain permission from the landowner if collecting on private property
- Obtain a raffle licence from your local authority if holding a raffle over more than one day
- Acknowledge that Dementia Support cannot take responsibility for any losses made through your fundraising activity
- Tell Dementia Support at the earliest possible opportunity if you have had to withdraw from or cancel your fundraiser due to injury or other circumstances
- Return any unused fundraising materials to Dementia Support
- Tell Dementia Support immediately if anything goes wrong with your fundraiser, or if there is any adverse publicity
- Pay to Dementia Support all money raised from your fundraising no later than four weeks after your fundraiser has finished.

**Thank you for your help and support – and GOOD LUCK!**

[www.dementiasupport.org.uk](http://www.dementiasupport.org.uk) // [fundraising@dementiasupport.org.uk](mailto:fundraising@dementiasupport.org.uk) // 01243 958460

Dementia Support is a charitable company limited by guarantee in England and Wales.

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