

Make it Count!

Your fundraising guide



**DEMENTIA
CARERS COUNT**
Supporting Family Carers

THANK YOU!



A huge thank you for fundraising for Dementia Carers Count!

Your support helps friends and family members taking care of someone living with dementia to attend our free courses.

Our courses are designed and delivered by experienced healthcare professionals and support a wide range of people in different caring situations.

Funds you raise give dementia carers the confidence they need to care for the person that really needs them. In your fundraising pack you'll find inspiring stories, ideas, hints and tips to make your fundraiser a success.

We'll be on hand to answer any questions you have – get in touch with us via fundraising@dementiacarers.org.uk or visit [<link to DIY fundraising on web>](#)



Where Your Money Goes

All of our courses are free of charge for those that need our support – but to make sure we can continue to offer this, we rely on the generosity of others.

Here's some of the ways your fundraising can make a difference to the lives of family carers.

£50

Can help pay towards materials and handouts we use on our courses so carers have the resources they need to help them stay resilient, weeks and months after they have attended our course.

£125

Can help pay for a family carer to attend one of our 1-day courses. Our 1-day courses offer an in-depth approach to topics affecting carers of people with dementia such as communication and relationships.

£650

Can help pay for a family carer to attend one of our 3-day courses. On a 3-day course, carers can have respite and the immersive experience enables them to make lasting support networks with other carers.

Laura's Story

When Laura left her job to care for her father with Alzheimer's, she found caring very isolating and she missed everyday conversations and spending time with her husband.

After attending one of DCC's courses, she connected with other course attendees. *'One of the highlights of the DCC course was meeting some wonderful people – we drew support from each other and still do. We set up a WhatsApp group and several of us try to meet up a few times a year'*

Donations you raise go towards helping people like Laura attend one of our courses and make lasting connections and support networks.



Make It Count!

Here are just a few steps to make your fundraising a success – for further tips and free resources, please visit [hyperlink to webpage](#)

1 Set a date

Choose a date and time which gives you plenty of time to plan and promote your fundraising.

2 Choose your event

Make it fun! Think about what you enjoy and go from there. Or have a look at our fundraising ideas on the next page or visit [hyperlink to webpage](#) and be inspired!

3 Set a target

Every penny you raise will help make a huge difference to the lives of family carers. Keep in mind any costs you need to cover, but be ambitious – people are more generous than you think!

4 Let us know

Let our fundraising team know – they'll be on hand to support you and give you hints and tips to make your fundraising a success. Email them at fundraising@dementiacarers.org.uk

5 Spread the word

You're doing an amazing thing – shout about it! Spread the word on Social Media and keep people up to date with pictures of your fundraising journey. If you want further advice on how to spread the word about your event, get in touch with us on fundraising@dementiacarers.org.uk

6 Be safe

Carry out a quick health and safety check to make sure you are fundraising safely and responsibly. See page 6 for more advice or get in touch with our fundraising team on fundraising@dementiacarers.org.uk

7 Pay in the funds

If you've fundraised on Just Giving, we automatically receive your donations – so sit back and enjoy a cup of tea!

If you've collected cash donations you'll need to send them to us – on page 6 you'll find all the information on how to do this.

Please remember – never put cash in the post!

Just Giving

Raising money online via Just Giving is quick and easy for you and your supporters, as your donations are automatically sent to us.

Set up your online fundraising page at <https://www.justgiving.com/agecare>

Need a few ideas? Here's a few we love!

Get Your Bake On!

Roll your sleeves up and get baking. Add a theme or competition to your cake sale to take it to the next level.

Party time!

Any excuse for a party, right? Think about selling tickets or ask for donations instead of birthday presents.

Get Quizzical!

Organise a quiz and charge players to join in. If you get stuck on questions – there's loads of free quizzes available online.

Go Outside

Get active and raise funds at the same time. Invite well behaved four legged friends to get involved too – the more the merrier!

Swap Shop

Reuse and recycle! Bring your friends or colleagues together and have a whole new wardrobe at the end of the night. Limit how many items people can bring so you don't have too much leftover.

Remember – make it fun and keep it safe!



The Legal Bits

We want you to be safe and on the right side of the law with your fundraising.

We've outlined key considerations but please visit the webpage links for further information.

The Fundraising Regulator oversees fundraising activity in England and Wales and outlines the rules you'll need to follow. Visit www.fundraisingregulator.co.uk for further information.

If you have any questions about your fundraising or you're unsure at any point, get in touch with our fundraising team on fundraising@dementiacarers.org.uk who will be happy to help.



Health and safety



We want everyone to have a great time – but we also want everyone to be safe. **If you hold a fundraising event, you will be responsible for the everyone's safety.**

Check with the fundraising regulator www.fundraisingregulator.co.uk as well as government websites such as www.hse.org.uk to make sure you keep everyone safe.

Food hygiene and alcohol



If you're handling food you'll need to keep things clean and hygienic – visit www.food.gov.uk for further information. If you want to serve alcohol at your event you must check with the venue or local authority as you may need a license.

Raffles and lotteries



There are rules in place for holding raffles and lotteries – you may also need a license. Check first with the Gambling Commission for advice www.gamblingcommission.gov.uk

Insurance



If you're organising an event, you'll need to ensure you have the required insurance in place. If you're holding a larger event you may need Public Liability Insurance – so check with the venue. If you are using suppliers or contractors, you should obtain a copy of their risk assessment and public liability insurance.

Dementia Carers Count's insurance doesn't cover fundraising events and we cannot be held liable for any loss or injury arising out of the event or its organisation.

Collections



There are strict legal requirements about collecting cash in a publicly owned place so you'll need a license by your local authority. If you're collecting in a supermarket or on a private property/site you'll need permission from the owner – check with them first as you may also need a license.

Collections door to door, in pubs, factories or offices are counted as a house to house collection, so you will need a permit for them.

Data Protection



When you're fundraising for us you'll need to keep peoples contact details safe – you don't want things like names, contact details and photos ending up in the wrong hands.

Contact us if you need further information.

After the event

If you've set up a Just Giving page we receive your donations automatically.

If you have cash donations to send in, you can pay this in at the post office or a branch of Barclays – you'll need to request a paying in slip from the fundraising team - fundraising@dementiacarers.org.uk

Alternatively you can write us a cheque made payable to 'Dementia Carers Count' and send it to (freepost address)

Thank you





Keep in touch

Your support helps ensure more family carers of people with dementia can access our services when they need them most.

🏠 www.dementiacarers.org.uk/get-involved/

✉ fundraising@dementiacarers.org.uk

☎ 020 3096 7894

Dementia Carers Count, 7-14 Great Dover Street,
London SE1 4YR

Dementia Carers Count is the working name for The Royal Surgical Aid Society,
registered charity in England and Wales: 216613



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