



Insurance Day of Giving Fundraising Toolkit

Thursday 4 November 2021

In partnership with

Insurance
**united
against
dementia**



One industry, one day, one goal. Thousands of people uniting against dementia.

Thursday 4th November is the Insurance Day of Giving - a day that brings together everyone in the insurance industry to help raise vital funds to support people living with dementia.

Almost half of the 300,000 people working in the UK insurance sector will be affected by dementia in their lifetime, either directly or through a loved one. Alzheimer's Society and Insurance United Against Dementia want to ensure that nobody has to go through dementia alone.

People affected by dementia need our support now more than ever. Our Dementia Advisers are supporting families and helping people to cope day by day, with the Covid-19 crisis cementing their critical role as the only service providing companionship, information, and expert advice. Thanks to support from people like you, we can make sure no one has to face dementia alone.

The pandemic has also impacted research progress, but thanks to our supporters our research programme is able to resume. We recently launched our Early Career Researchers Fund, focusing on PhD studentships to fund the research breakthroughs of the future, as well as a Research Recovery Fund, focussing on project grants to more senior, established researchers.

'We've received calls, and we've been the only person that's spoken to that particular person in weeks, sometimes potentially months. To have a real conversation with somebody, that's what we try and do. There's no time limit for our calls, you can't put a time limit on listening to someone. - Kate, Dementia Adviser



Get involved to make a difference.

When we stand united, we can make a big impact. Insurance Day of Giving is a chance for the insurance sector to unite for a day to fundraise and raise awareness of dementia. You can take part in a fundraising event in the lead up or you can host something on the day itself on Thursday 4 November.



Virtual fundraising:

If you are still working from home or aren't returning to an office, don't worry, there are still many ways you can get involved as a team or on your own through virtual fundraising!

After a year of being apart, why not come together as a team to organise a virtual cocktail or cooking masterclass? Last year Willis Towers Watson hosted a series of cooking classes over Zoom that colleagues could join after donating a small amount.

If you have any fitness fanatics in your team, you could host a virtual dance class, a yoga session or a simple lunchtime workout to get you moving.



Office fundraising:

If you are back in the office with your teams then there are lots of ideas we can provide to help you celebrate being back together again whilst raising money for an important cause. One thing that is at every celebration is... a cake! Gather the keen bakers of the team and host your very own version of a Great British Bake Off. Bakers pay a small donation to enter and colleagues pay a small donation to taste the sweet treats! Could you throw in a prize for the winner?



For the lunchtime runners, could you host a team run or walk to get out and about as a team for an hour? You could also host your very own 'Office Olympics' (move over Tokyo, the insurance industry is here). Egg and spoon race, most laps of the office in 10 minutes, quickest tea maker... the possibilities are endless. Ask for teams to donate to enter. Who's got the winning team in the office?



Matched giving:

Thanks to the support of Zurich Community Trust, you have the opportunity for your donation to be matched and double matched! Encourage your company to match the amount raised by all colleagues combined at the end of the event and Zurich Community Trust will be double match the company giving. This is a great way to get more people involved and make all fundraising for the extra mile!

Questions or need more fundraising ideas?

We're here to help you every step of the way with fundraising for Insurance Day of Giving. If you have any questions, need advice or want to share what you are planning, contact the IUAD team by emailing: iuad@alzheimers.org.uk

Where will your money go?

The money raised from the Insurance Day of Giving will fund cutting-edge research into both the care and cure of dementia. Last year the industry raised £100,000 - enough to allow our Dementia Advisers to answer a cry for help from over 10,000 people with dementia.

By taking part in the Insurance Day of Giving, you will help us to continue supporting people living with dementia and their carers as well as funding vital research into finding a cure.

Alzheimer's Society provides a range of vital services across England, Wales and Northern Ireland, but without people like you, none of this is possible.

£50

Could help researchers to use an innovative communication tool to help people with advanced dementia manage problems with eating and drinking.

£100

Will begin 10 people's Dementia Connect journey by providing the first conversation and assessment with one of our telephone based Dementia Advisers.

£1,000

Could give 6,250 people access to Talking Point, our online forum, where people affected by dementia can connect with others going through the same experience.

Spread the word

Throughout the Day of Giving, we'll be keeping up with progress on social media via the hashtag #IUADday.

We want everyone to be included - share pictures of your activities and tell us how you're uniting against dementia.

IUADday

@InsuranceUAD

Insurance United Against Dementia



How to pay in your donations.

This is the important part; we've made it as easy as possible for you to get your money over to us. Here are your options:

JustGiving:

With a JustGiving page, everything happens automatically: the money is sent to us, Gift Aid is collected and your sponsors are thanked. Job done! If you set up a page, please let us know and so we can ensure we can include your fundraising in the grand total!

If you're creating your own team page for different offices/teams in your firm then you will need to set this up separately. Do let us know if you're setting up a separate team page, or if you need any support. Get in touch at iuad@alzheimers.org.uk.

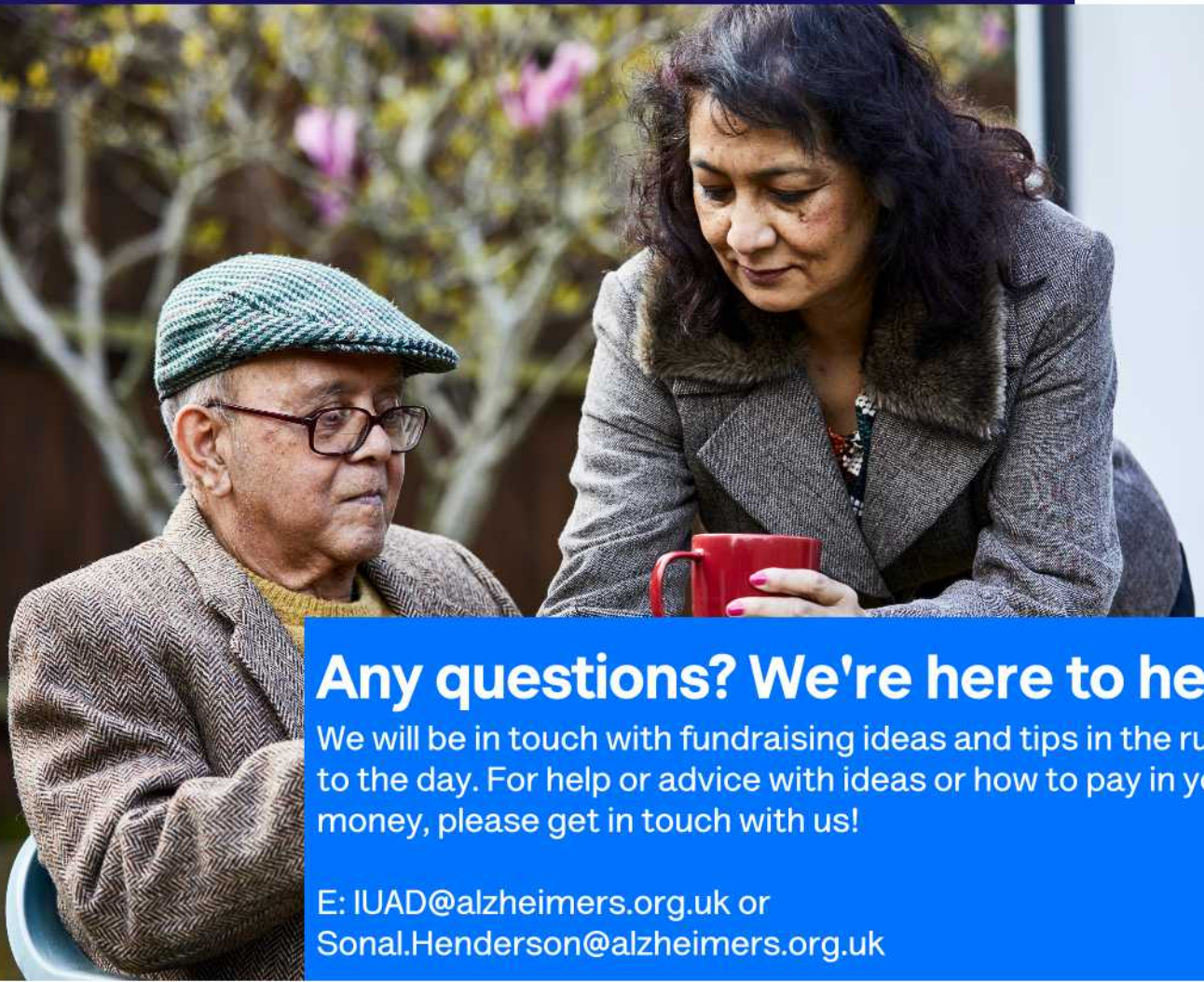
Company donations:

If you'd like to make a company donation, you can do this via JustGiving, as a BACS transfer, or on our website: alzheimers.org.uk/iuad

BACS:

Alzheimer's Society No.2 account | Sort code: 40-07-14

Account number: 91304666 | Ref: IUADDAY21 'COMPANY NAME'



Any questions? We're here to help

We will be in touch with fundraising ideas and tips in the run up to the day. For help or advice with ideas or how to pay in your money, please get in touch with us!

E: IUAD@alzheimers.org.uk or
Sonal.Henderson@alzheimers.org.uk