

COMMUNITY FUNDRAISING PACK

Fundraising for Alzheimer Café Isle of Wight

Help us to help people live well



Thank you for choosing to support us.
Every pound makes a difference.

alzheimercafeiow.org.uk



Dear Fundraiser,

Thank you for choosing to fundraise for Alzheimer Café Isle of Wight.

Every event, challenge and cake sale helps us continue supporting people living with dementia, their families and carers across our Island.

Whether you're running a marathon, climbing a mountain, holding a coffee morning or taking on a sponsored silence, you're becoming part of something really special.

Together, we're making sure no one has to face dementia alone.

This pack has everything you need to get started, from fundraising ideas and a sponsorship form to a social media toolkit. If there's anything else we can help with, just get in touch. We're cheering you on every step of the way.

With thanks,

Maggie and the team at Alzheimer Café Isle of Wight

We are a small Island charity with a simple aim: nobody should have to face dementia alone.

Charity number

1171437

Established

2009

Where we work

Across the Isle of Wight

Monthly Alzheimer Cafés

Friendly, informal groups held across the Island

Parklands Dementia Resource Centre

Our base in Cowes, offering activities and support

Education and support

For people living with dementia, carers and families

"Without the Alzheimer Café I would have felt much more alone."

 Where Your Money Goes

Every pound you raise goes directly towards supporting people affected by dementia on the Isle of Wight.



£10

Refreshments at one of our cafés



£25

Dementia information and advice



£50

Meaningful activities at Parklands



£100

Able to support more families



Not sure where to start? Here are some tried and tested ideas, big and small.

☕ Social

- Coffee morning
- Cake sale
- Quiz night
- Fashion show
- Raffle
- Afternoon tea
- Collection tin at event

🏃 Active

- 5K/10K run
- Half marathon
- Swim challenge
- Cycling
- Walk the Coastal Path
- Three Peaks
- Skydive

🎉 Fun

- Head shave
- Bungee jump
- Bingo night
- Karaoke
- BBQ
- Garden party
- Bake off
- Golf day

💼 At Work

- Dress-up day
- Office bake sale
- Charity sweepstake
- Payroll giving
- Sponsored group event

✓ Top Tips

✓ Set a fundraising target

✓ Tell your story, people give to people

✓ Ask early, don't wait until the last minute

✓ Post regular updates on your progress

✓ Share photos of your training or preparation

✓ Thank everyone who donates

✓ Don't be afraid to ask, most people are glad to help

✓ Let us know how you're getting on, we love to hear!





Setting up an online fundraising page takes just a few minutes and makes it easy for friends and family to donate, wherever they are.

- 1 Visit our Wonderful fundraising page
- 2 Click "Start Fundraising"
- 3 Create your own fundraising page and tell your story
- 4 Share the link with friends and family
- 5 Watch your total grow, and thank your supporters as it does!

Start your page at wonderful.org/charities/1171437

Wonderful passes your donations straight to us with no platform fee for charities, so more of what you raise reaches the people who need it.



Why Set Up a Page?

- ✓ Friends and family can donate in seconds, from anywhere
- ✓ You can add Gift Aid so we get an extra 25p for every £1 donated
- ✓ You can watch your total grow in real time
- ✓ No cash or cheques to collect and bank afterwards



Sponsorship Form

Fundraiser name: _____ Event: _____
Date: _____

[illegible]

If you're a UK taxpayer, ticking Gift Aid means we can claim an extra 25p for every £1 you give, at no extra cost to you. Please return completed forms to Alzheimer Café Isle of Wight, or pay online at wonderful.org/charities/1171437.



If you're a UK taxpayer, Gift Aid means we can claim an extra 25p for every £1 you donate, at no extra cost to you. Please fill in your details below.

Full name

Home address

Postcode

Email address

☐

I confirm I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year, it is my responsibility to pay any difference.

Signature

Date

Please let us know if you want to cancel this declaration, change your name or home address, or no longer pay sufficient tax on your income and/or capital gains.

Spreading the word is one of the biggest things you can do for your fundraising total. Here are some ready-made posts, and some tips to help them land well.

 Sample Posts to Share**Kicking off:**

I'm doing [your challenge] to raise money for Alzheimer Café Isle of Wight, because everyone affected by dementia deserves support. Every donation helps us keep Alzheimer Cafés around the Island and Parklands running for local families. Please donate if you can ❤️ [your link]

Halfway there:

Halfway to my target for Alzheimer Café Isle of Wight! Thank you to everyone who has already donated, you're helping make sure no one on our Island faces dementia alone. If you haven't yet, there's still time to help me reach my goal ❤️ [your link]

Job done:

That's [your challenge] complete! Thank you so much to everyone who sponsored me for Alzheimer Café Isle of Wight, together we've raised [amount] for local families affected by dementia. I couldn't have done it without you ❤️

#Fundraising #DementiaSupport #AlzheimerCafeIOW #TogetherForDementia

 Tips for Sharing

✓ Post before, during and after your event to build momentum

✓ Photos and short videos get far more engagement than text alone

✓ Tag us so we can share your post too

✓ Ask friends to share your post, not just like it

✓ Pin your donation link at the top of your profile or bio

✓ Use Stories or Reels for behind-the-scenes training or prep

✓ Post regular progress updates, people love following along

✓ Thank your sponsors publicly, they'll love being recognised



We would love to know what you're planning, so we can cheer you on, help you promote it, and thank you properly. Drop us an email at info@alzheimercafeiow.org.uk with:

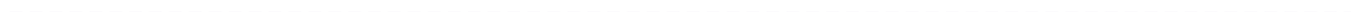
Event date

Location

Contact name

A little about what you're doing

We'd love to help promote your event!,



We Can Help!

You don't have to do this alone either. Here's what we can offer:

✓ Posters

✓ Social media shout-outs

✓ Charity logo

✓ Collection bucket

✓ QR code for donations

✓ Fundraising advice

✓ Photos

✓ Press release support

✓ Letter of authority, if required

Just get in touch and let us know what would be useful. We're here to help you make the most of your fundraising.



Thank You

Every step you take...

Every cake you bake...

Every mile you run...

Every pound you raise...

...helps someone affected by dementia feel less alone. Thank you for being part of our community.

Website	alzheimercafeiow.org.uk
Fundraising page	wonderful.org/charities/1171437
Phone	01983 220200
Email	info@alzheimercafeiow.org.uk

Alzheimer Café Isle of Wight is a registered charity, number
CIO 1171437