Everything you need to help us raise essential funds!

Registered Charity No. 290173
Fundraising for Rare Dementia Support

About Us
The fund for Rare Dementia Support, held by The National Brain Appeal, raises money to provide specialist support group services to individuals living with or affected by an atypical dementia diagnosis.

Rare Dementia Support is a service run by the Dementia Research Centre, based in Queen Square, London and it helps people affected by five types of rare dementia:
- Frontotemporal dementia (FTD)
- Posterior cortical atrophy (PCA)
- Primary progressive aphasia (PPA)
- Familial Alzheimer’s disease (fAD)
- Familial frontotemporal dementia (fFTD)

The fund aims to raise over £150,000 annually to maintain and extend the existing support service, including access to online resources and information.

The fund initially began over 20 years ago, at first for FTD support groups. Later, in 2007, the Myrtle Ellis Fund was set up to provide support for people affected by PCA. This extended to support for individuals living with PPA, fAD and fFTD. In 2016 we brought the two together and launched the fund for Rare Dementia Support.

Living with a rare dementia diagnosis can be extremely challenging. A diagnosis may take many years and then finding facilities appropriate to specific needs can be hard.

Support group meetings can be a lifeline for people affected by an atypical dementia so they can find out more about the condition and research taking place, as well as meeting others in a similar position.

Additional funding helps us come closer to our vision of providing specialist support for all individuals with, or at risk of, a rare form of dementia.

We aim to create many new regional support ‘hubs’ in future, as well as more group meetings for young carers, recently diagnosed individuals and those who are bereaved.

For more information on our work and accessing support group meetings visit: raredementiasupport.org

For more details about fundraising specifically for Rare Dementia Support, go to: nationalbrainappeal.org/current-appeals/rare-dementia-support or bit.ly/RDSfund
What’s inside your fundraising pack

A big thank you for choosing to fundraise for Rare Dementia Support

We hope this pack has everything you’ll need to make your event a huge success - from fundraising materials to useful hints to get you started. But if you’ve got any questions or need something different, give us a call. We are here to help and we love talking to our fundraisers!

Poster template
So you can spread the word! You can make copies or download the PDF from our website.

Flat pack collection box
A great way to raise extra cash. Keep it at home to collect loose coins or ask your employer if you can keep it on your desk at work just make sure it’s locked away overnight.

Running vest/Cycling jersey
If you are taking part in an active challenge we will also provide a Team Brain Appeal running vest or cycling jersey with an iron-on patch for Rare Dementia Support.

Sash/T-shirt
So you can stand out from the crowd!

Sponsorship form
We may lead much of our lives online but a paper sponsorship form is still very effective! Need more copies? Download the PDF from our website.

Information leaflets
Let us know if you’d like more to give to friends, family or colleagues.

Balloons
If you are holding an event, we will include a few balloons to decorate your fundraising venue.
Taking on a challenge

You can take on a challenge in a number of different ways.

You can apply for a National Brain Appeal charity place, enter your own event independently or design your own challenge.

Whatever you do, be sure to tell us all about it so we can support you every step of the way.

Finding a challenge

Check out nationalbrainappeal.org/challenges if you haven’t already chosen your challenge or want to take on another. You can apply here for a ballot place or find out more about other ways to enter events.

There are also loads of challenges every year you can consider beyond the ballot places we offer – throughout the UK and all across the globe. Just let us know what, when, where and why once you’ve decided and be sure to wear your running vest or cycling jersey with pride to show who you’re rooting for.

Designing your own event

You can create your own walk, run, ride, swim, triathlon or whatever you want, whenever or wherever you choose.

A team of 20 cyclists recently completed a 107km tour of Mallorca up and down steep mountains, raising £20,000. In complete contrast another supporter created their very own trifle challenge!

You may even feel particularly adventurous and book a skydive or change your look by shaving, dying or cutting your hair!

Send us your photos

We love to know how all our fundraisers get on and photos are a great way to share your achievements and inspire others. Upload your images at Instagram instagram.com/brain_appeal

Popular challenges – apply now!

April
Virgin Money London Marathon

May
Vitality London 10,000

June
Trekfest – Brecon Beacons

July/August
Ride London

September
Trekfest – Peak District

October
Royal Parks Foundation Half Marathon
Organising your own event

Five simple steps to help you organise your fundraiser

1. Choose your event type
Are you a keen baker, musician, sports-mad or super social? Organising an event around your hobby means you’ll enjoy what you do and chances are, you’ll have lots of friends and family who share similar interests and want to get involved too.

2. Pick a date and invite everyone you know
Think about when to hold your event. You may want to theme your event around an occasion such as Christmas, Halloween, Valentine’s Day or your birthday.

When you have decided on your date, let everyone know so they can save it in their diary. Try to get as many people involved as you can. You can invite people by social media or email; put up posters at work, school or on community notice-boards.

You can also set up your event on JustGiving via bit.ly/RDSfund or ticketed events can be set up on Eventbrite.

3. Get planning
The key to a successful event is planning and preparation. Give yourself plenty of time and try to get as much done in advance as possible. Do ask friends and family for their support and to share the organisational load.

We’ve put together some safety and legal tips for events to guide you, should you need them. You can find these online at bit.ly/hsltips

4. Make the most of it
If you are hosting a coffee-morning, or any type of get-together, ask guests for donations towards cakes, snacks, drinks, pampering treatments – whatever you have on offer!

Raise extra cash by having a bake-off competition, fun games or karaoke. If you have any friends who are good at crafts, ask them to host a mini workshop and your guests can pay to learn a new skill.

If you are holding a workplace event, consider asking your employers to make a donation. Many companies offer employees the chance to boost their fundraising efforts by ‘matching’ money raised, so you could double your collection if you ask them to help.

5. Pay in your money
When your event is over, collect all the money you have raised and pay it into the fund for Rare Dementia Support.

You can send a cheque made payable to ‘The National Brain Appeal – RDS’, set up a bank transfer (call us for details on 020 3448 4724) or drop the money off in person at our office in Queen Square, London – we always love meeting our fundraisers!

Don’t forget to thank everyone who attended your event or sponsored you, and let them know the final total raised.

To discuss event ideas and planning please call 020 3448 4724 or email info@nationalbrainappeal.org
Throughout the year there are many dates you can connect with to help give your event a boost.

Raising awareness of the cause and the work of Rare Dementia Support is a great by-product of fundraising and it all helps generate more money for individuals affected by an atypical dementia.

Here are some of our favourite National ’Days’ and some specific dementia dates to be aware of:

- 26 Jan
  National Young Carers Day

- 28 Feb
  Rare Disease Day

- 21 April
  National Tea Day

- 6 May
  National No-Diet Day

- 14-20 May
  Dementia Awareness Week

- 12-18 Jun
  Carers’ Week

- 30 Jun
  National Cream Tea Day

- 7 July
  World Chocolate Day

- 11-17 Sept
  Remember a Charity Week

- 18-24 Sept
  National Cupcake Week

- 21 Sept
  World Alzheimer’s Day

- 24 Sept-1 Oct
  World FTD Awareness Week

- 1 Oct
  International Coffee Day

- 19 Oct
  International Gin & Tonic Day
Easy ways to boost donations

Tell your story
An engaging story can make all the difference. It’s all about letting people know why you’re fundraising for Rare Dementia Support and what it means to you.

Make it social
Don’t forget to share your JustGiving page on social media. It’s a quick, simple and effective way to promote your fundraising to friends and family.

Add photos
Fundraisers who add photos to their page tend to raise 14% more. Sharing your photos is one of the easiest ways of personalising your page. You can upload up to ten photos and remember, a picture tells a thousand words!

1. Visit bit.ly/RDSfund – this takes you straight through to our JustGiving campaign page and click ‘Start fundraising’.
2. If you already have an account it will ask you to login. If you don’t have one yet you will be asked to create an account.
3. Select whether you’re taking part in an event, celebrating an occasion, fundraising in memory of a loved one or doing your own thing.
4. If you can’t see your type of event listed, select ‘Add your own’ at the bottom of the page and tell us a bit more about your plans.
5. Choose your web address – this is the link you’ll be sharing with friends and family when asking them to donate.
6. When asked if you are receiving donations in return for goods, services or other benefits, tick ‘Yes’ if you’re organising a cake-sale or selling tickets to an event, raffle or auction. For these types of activity donations to your page won’t be eligible for Gift Aid. Tick ‘No’ for everything else.
7. When asked if your charity is contributing to the cost of your fundraising, tick ‘no’ unless you have a Team Brain Appeal charity place for a challenge event – in which case, tick ‘yes’.
8. Click ‘Create your page’

Set a target
This is not only a great way of motivating yourself, but it also encourages your supporters. Letting them know that they are getting you ever closer to your goal may just help to persuade them to give that little bit more.

If you need any help with your online page email info@nationalbrainappeal.org or call us on 020 3448 4724.

Set up a unique text code
You can make it even easier for people to support you by setting up a unique text code. This means that anyone can send a donation by text and it will be added automatically to your JustGiving total.

For more information and to download a text giving support pack, go to justgiving.com/justtextgiving
Maximise your fundraising

Shout about it!
Whether your event is large or small, publicity is the key to success.

Get as much exposure as you can – from local press to workplace posters. Doing this not only raises the profile of your event but also increases awareness of the Rare Dementia Support Fund.

Social media

Like’ us on Facebook by searching ‘The National Brain Appeal’. When you write updates, include our page name.

We can share your post with all our supporters. You’ll also see all our latest news and when we wish you good luck for your event.

Follow us on Twitter by searching for @BrainAppeal @RareDementia and include these Twitter handles in your tweets, so we can retweet to our followers.

Instagram can be great for sharing any teaser photos you take while training or setting up and during your event.

Press and PR
A local or regional news story can generate interest in your fundraising activity. Use our press release template and be sure to include at least one image and a contact number. Then email it to your local news desks and follow up with a phone call.

If you need help, don’t hesitate to get in touch and we’ll work with you to help write your press release and, in some cases, we can contact the local press on your behalf.

Celebrity endorsement
It goes without saying that celebrities and local VIPs will attract public and press interest in your event. Have a think about high-profile figures in your area and try to make contact – but remember they’ll need plenty of advance notice.

Blog
We often publish blogs about our fundraisers on our website and share them on social media. If you would like to write a blog about your event, and why you are fundraising for us, please get in touch. We will help create the blog with you and you can share it with your friends, family and colleagues. Have a look at some of our most recent blogs nationalbrainappeal.org/blog
A-Z fundraising ideas

Art and Crafts
Organise a local art exhibition or host crafts classes with friends and family.

Coffee morning
Get together to enjoy a cuppa and cakes, whilst fundraising for Rare Dementia Support.

Ebay
Sell unwanted gifts on eBay or donate them to us.

Girls’ night in
Invite girlfriends over for a fun night-in, the perfect opportunity for cocktails, karaoke, comedy movies and catching-up.

Jumble Sale
Get rid of some of those things lying around at home by holding a jumble or car-boot sale.

Leap Year
It only comes around every four years but this rare day is the perfect date to fundraise for Rare Dementia Support.
Fresh fundraising ideas

**Music**
Organise a concert or gig and bring your local community together.

**Pub Quiz**
Ask your local pub to host a quiz. They may even have a regular event where proceeds from one evening could go to Rare Dementia Support.

**Quiet**
For all the chatterboxes out there, try a 24-hour sponsored silence and ask friends and family to donate in exchange for some peace!

**Raffle**
Source prizes from local businesses and fellow supporters then sell tickets at a fundraiser event or to all your friends and family.

**Unusual**
Choose a theme for your event that is a little bit different and stands out to emphasise you are fundraising for support for rare and less known conditions.

**Wedding**
Getting married? You could ask for donations instead of gifts and send a link for a Justgiving page to guests instead of the traditional wedding list.

**Year Long**
Pick a challenge or theme to run throughout the year, updating your supporters at regular intervals on your progress.
Other ways you can help

Remember us in your Will

One way to help the future of Rare Dementia Support is by leaving a gift in your Will. Leaving a Legacy gift is an important decision, but it doesn’t have to be complicated.

We have information, support and advice available to make the process as easy as possible and you can download a copy of the Will pack at bit.ly/RDSlegacy.

In Memory donations

Donating In Memory of a loved one is a positive way to make their memory last and to support our work to help others facing a diagnosis of an atypical dementia.

Most funeral homes or undertakers can arrange collections in aid of Rare Dementia Support and you can also pay tribute to your loved one by setting up an online collection on JustGiving via bit.ly/RDSfund.

Corporate support

You may work for a company that has a Charity of the Year scheme or that might like to help fundraise for Rare Dementia Support in other ways. Being nominated as a ‘Charity of the Year’ can be a great way to receive donations and raise awareness of the cause.

Workplaces can also get involved by taking part in challenge events, donating gifts-in-kind for raffle and auction prizes, or by organising coffee mornings and cake sale events.

To find out more about how your company could get involved and for more information on how to nominate Rare Dementia Support as Charity of The Year, please email info@nationalbrainappeal.org.

Shop online

You can purchase merchandise directly via our online shop or co-ordinate with us to sell items at an event.

Items for sale include purple glass stars, notelets and crocheted seahorses.

For more information and to purchase items please visit nationalbrainappeal.org/shop.
Thank you!

If you have collected cash donations, please pay these into your own bank account and write us a cheque for the same amount or call us to pay it in by credit or debit card. Please do not post cash.

When sending in cheques please include your name, event and contact details. If you are sending a large number of cheques we recommend that you send them by registered post.

All cheques should be made payable to The National Brain Appeal – RDS and forwarded to us as soon as you receive them, with any relevant Gift Aid declaration forms, to the address below.

Contact us

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F 020 3448 3698
info@nationalbrainappeal.org
nationalbrainappeal.org
bit.ly/RDSfund

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@RareDementia

Instagram
brain_appeal

Make the money go further with Gift Aid

Gift Aid is a simple way for you to boost your sponsorship. Basically this scheme allows us to claim the tax back on every personal donation made with no added cost to the donor. Currently we can claim 25p in every £1 back. The donor has to be a UK tax payer and we must have their consent and full home address details – which can be provided using either the Gift Aid Declaration Form (enclosed) or the Sponsorship Form (we do not need both).