

Empowerment through  
artistic stimulation



## Fundraising Pack

### What you'll find in this pack:

1. About Arts 4 Dementia
2. Social Media Handles and Marketing Guide
3. Fundraising Ideas, Tips & Tricks

**Thank you for your support!**

You are helping change the lives of people  
living with dementia and carers.

# About Arts 4 Dementia



Arts opportunities to empower families affected by dementia in the community

Arts 4 Dementia (A4D) is a charity (No 1140842) founded in 2011. Based in London, we:

- develop innovative [arts workshop programmes](#) to re-energise and inspire people in the early stages of dementia and their carers
- uniquely [signpost arts events nationwide](#) on our website [arts4dementia.org.uk](http://arts4dementia.org.uk) enabling families affected with dementia in the community and clinicians looking for stimulation for their patients easily to find opportunities nearby.
- provide [early stage dementia awareness training for arts facilitators](#) and encourage and support them in delivering person-centred arts programmes for dementia. The 700+ facilitators we have trained to date will reach around 13,000 people with dementia and carers this year.

A4D focuses on what people can achieve, often very much more than they imagine.

**Why.** Creative skills can remain vibrant for years after the onset of dementia. Neuroscientists and psychologists, as well as A4D's evaluation, conferences and reports, have demonstrated that engaging in artistic activity is a highly effective non-pharmacological way to reawaken and re-stimulate cognitive ability.

**Provision gap.** At present on diagnosis, people may be given cognitive stimulation therapy but then they may be left alone to cope with increasing confusion, distress and isolation for six to twelve months, often until – as one memory service head told us – crisis hits.

**Impact.** The services A4D delivers make a profound difference to families coping with early stage dementia, to carers as much as to those with dementia. The workshops invigorate and restore confidence, energy and sense of purpose and normality in the community. A4D publications serve as valued toolkits for arts organisations.

*I realise I have been working 1000% for J since his diagnosis. But when I take him to bbodance, Danielle makes a big difference for me as well. I'm doing something not only for his brain, but also for my own.*

Carer at Ballet Workshop at bbodance, Wandsworth.

*Having been to many workshops (so feel that I am qualified to say) I thought it was fantastic, it was inspirational and uplifting (which was a surprise). The format of the day worked really well and Aubrey was a humorous, engaging and an extremely knowledgeable speaker and your insights were invaluable too. It was fantastic to meet so many like-minded people from such varied artistic practices and backgrounds. It was a thoroughly enlightening day.*

Participant at June 2017 Training at The Garden Museum, Lambeth

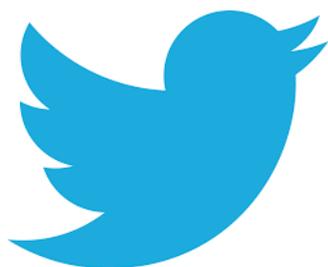
To see more about Arts 4 Dementia, visit [arts4dementia.org.uk](http://arts4dementia.org.uk)

Arts 4 Dementia, Phoenix Yard, 65 King's Cross Road, London, WC1X 9LW  
T 020 7239 4954. E [info@arts4dementia.org.uk](mailto:info@arts4dementia.org.uk). [www.arts4dementia.org.uk](http://www.arts4dementia.org.uk).

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# Social Media Handles and Marketing Guide

We love hearing from you on social media, so please tag us in your posts and we'll share and retweet to our followers!



Twitter: [@arts4dementia](https://twitter.com/arts4dementia)

Facebook: [facebook.com/arts4dementia](https://facebook.com/arts4dementia)

Instagram: [@arts4dementia](https://www.instagram.com/arts4dementia)

You're welcome to use our logo for fundraising purposes – you can use the below or download a high res copy [here](#).



We can provide copies of our latest leaflets, donation buckets, flag and tshirts/vests for race events. Just [get in touch](#) and we can discuss how we might best support you.

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# Fundraising Ideas, Tips & Tricks

## Fundraise at work

**Matched Giving:** Find out if your workplace has a matched giving scheme, which could double the money you raise; if so, let us know!

**Charity of the Year:** Encourage colleagues to make a difference by making A4D your organisation or office's **Charity of the Year**.



**Walk to work:** Encourage colleagues who live locally to substitute their cars for trainers and get themselves sponsored over a week.

**Feeling hampered?** Put together a basket or hamper of donated edible treats and set up a raffle in the office.

**I camembert it!** Bring a bottle, your smelliest French cheese and ask for a small donation to brighten up the mid-week fatigue.

**Who's who?** Colleagues compete to guess who's who from staff baby photos, for a small donation.

## Fundraise at school, college or university

**Thoughtful Theatre:** Make one of your plays a 'Charity play' by adding an extra £1 on top of the normal ticket price in support of Arts 4 Dementia.



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**A Teacher's Dream come true:** Ask your family, friends and teachers to sponsor you to stay silent for a whole school day! Your whole class, year or even entire school can have a go at staying schtum – your teachers will think Christmas has come early!

**Mufti days:** Persuade your school leadership to organise a mufti day, charging £1 for all students and staff wishing to wear their own gear on the day. You can choose a theme (fancy dress, Christmas, book and film characters) or just wear your own stuff!

**Rowdy Reading Race:** Challenge your class, year or entire school to a readathon, sponsored by friends, school teachers and family. The individual, class or year group to read the most books in 30 days is the winner!

**Terrible Treats:** Tempt your teachers, classmates and parents with some delicious home-baked cakes and treats. Regular bake sales are one of the most popular methods of fundraising; just be sure to ask your teacher first!

## Set up your online fundraising page

The simplest way to collect donations is to set up an online fundraising page – this means you can share your fundraising efforts with family and friends further afield, whilst simultaneously avoiding handling lots of cash. Plus, you can capture donations from those who don't carry change!



Total raised so far  
**£441.20**

Total plus Gift Aid: £537.75

Target

**£500.00**

Raised offline: £30.00

Set up your page with Virgin Money Giving by clicking on the button below, or by following the link:



<https://bit.ly/2XDpQzX>

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Or you can use JustGiving – simply click on the button below or follow the link:

Start fundraising with **JustGiving**

<https://www.justgiving.com/arts4dementia>

## Visit our [A4D Gallery](#) for images to use on your fundraising pages

Or [get in touch](#) for high res versions. Please credit Arts 4 Dementia and Jon Holloway when using photographs.



**Thank you!** It's your support that enables us to provide access to inspiring arts opportunities for people with dementia and their loved ones.

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