



**Defying  
Dementia**

# Join Team Defying Dementia



## Defying Dementia Fundraising pack

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## Welcome to Defying Dementia

Thank you for joining Team Defying Dementia and supporting our pioneering research campaign with your fundraising. Together we will help to overcome one of the world's major issues.

The following pages give a little bit more of an insight into our campaign and what we have achieved so far as well providing you with information about how you can support the work we do. Every penny raised will support our research and will help to bring our treatment closer to clinical trials.

We hope you enjoy your experience of fundraising for us. If you need any additional information please do not hesitate to contact us by emailing [friends@lancaster.ac.uk](mailto:friends@lancaster.ac.uk)

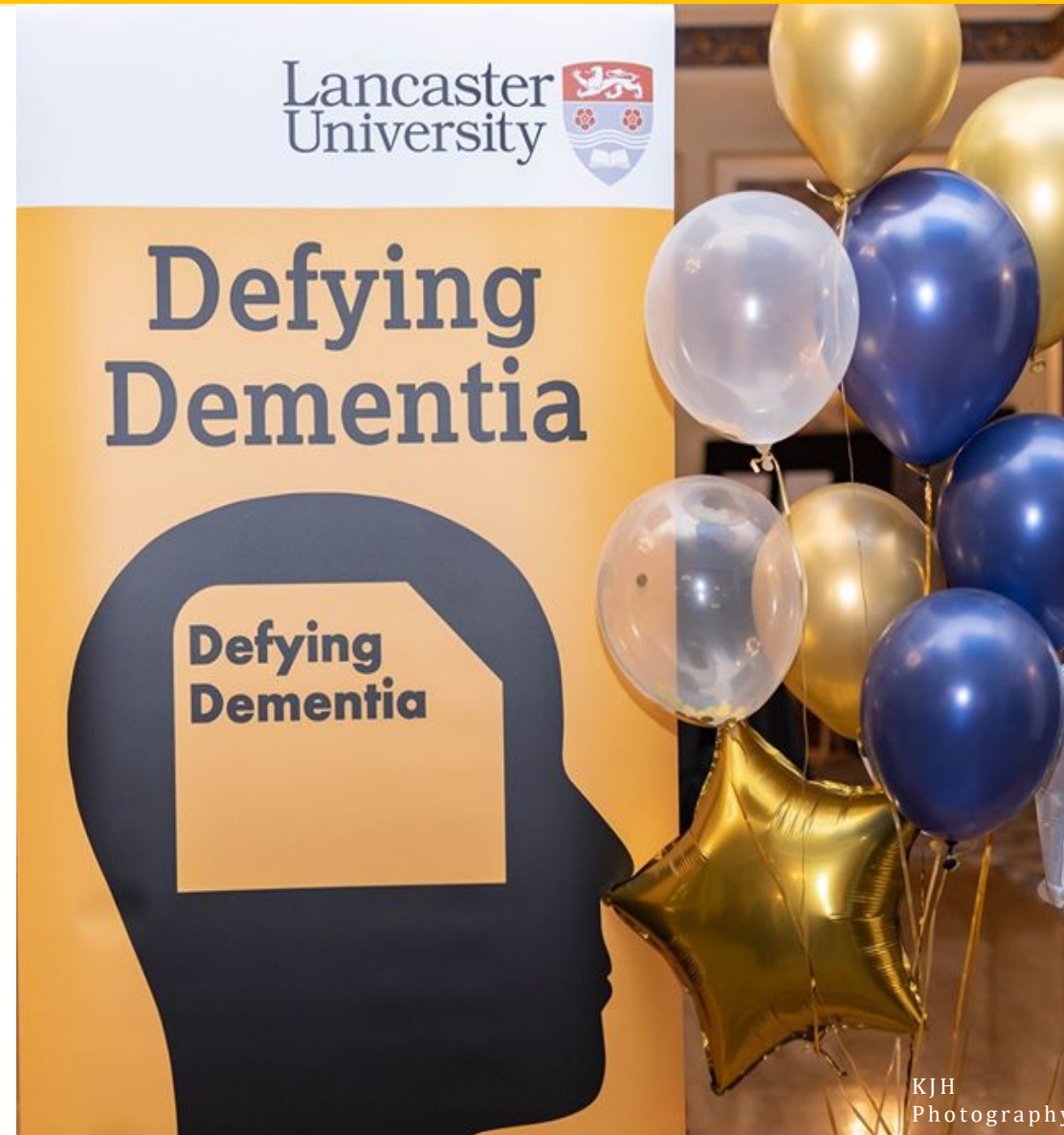
If you would like to join the Defying Dementia community and find out more about our latest developments please follow our social media accounts.



[/Defying Dementia](#)



[@DefyDementiaLU](#)



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Photography

## Our Story so far

Defying Dementia was founded in 2015 by Dr Penny Foulds, in order to progress a promising Alzheimer's drug (developed by Professor David Allsop and his team) into human clinical trials. We have been conducting important pre-clinical experiments on this treatment, thanks to the money that has been donated through the Defying Dementia campaign.

We have now expanded to include regular events for the community such as The Bay Dementia Hub, Freshers Young Onset Cafes, sponsored walks, lectures and the Defying Dementia Fundraising and Community Shop at 50 Church St, Lancaster. We were also selected as one of the Mayor of Lancaster's chosen charities for 2019 and 2020 and have worked alongside the Mayor to organise a number of fundraising events in the past two years. We are also very lucky to have the Defying Dementia Student Society based at Lancaster University who work extremely hard all year round fundraising and raising awareness of Defying Dementia.

In 2019 we achieved a major milestone moment when we were able to appoint Neuroscientist Dr Norah Ulzheimer to work full time in our Lancaster University labs. Norah's position was funded entirely through philanthropic support and goes to show what can be achieved when a community works together.

However, with an ageing population, more families are going to face the heartbreak caused by this disease that destroys memory, personality and movement, unless we can tackle it now which is why we need your support.

Together we are Defying Dementia.



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Photography

## How you can help

There are a number of ways you can support the Defying Dementia campaign.

### Fundraise for us

Join our ever-increasing band of energetic and passionate volunteer fundraisers. Our volunteers have so far organised cake sales, ran marathons, organised large community events. The possibilities are endless and it is really easy to get started.

Once you have an idea of an event you would like to organise please visit the fundraising page to see the number of different ways you can raise funds for our campaign. If you are unsure about how to fundraise please do not hesitate to contact us.

Please also let us know about your event as we would love to share details of your event with our social media followers. We will also be more than happy to answer any queries you may have about fundraising and can also send you Defying Dementia resources such as collection tins and banners to help you with your event.

To contact us about your event please email [friends@lancaster.ac.uk](mailto:friends@lancaster.ac.uk)

### Donate

If you would like to support the campaign with a very generous donation there are many different ways you can donate.

To make a regular donation please click [here](#)

To make a single donation please click [here](#)

To download a printable postal donation form please click [here](#)

All donations go directly towards supporting the research being undertaken in our laboratories at Lancaster University and help to bring our treatment closer to clinical trials.

### Spread the word

We would also love you to share information about the great work the Defying Dementia campaign is doing with your friends and family. This can be done by following our social media accounts using the links below.



We are incredibly lucky to have a fantastic group of supporters and we would love you to be a part of the great work they do.



## Fundraising

Once you have planned your event there are a number of ways you can start fundraising.

### JustGiving

It is very easy to set up a JustGiving page to support the Defying Dementia campaign, simply follow this [link](#) to create an account and when asked '*what are you raising money for?*' select '*A charity*' and use the search bar at the top of the page to find

#### *Defying Dementia Charity at Lancaster University*

Once you have selected the charity simply follow the instructions on the online form to create your page. Once your page is complete and you have set yourself a fundraising target please [email us](#) to let us know more about your event as we will be able to provide you with some resources to help you run it.

If you would like a little of inspiration when planning your event, please click [here](#) to view some of our previous fundraising projects.

### Online Donations

If you have raised funds from an event and wish to send these to us by bank transfer, please [contact us](#) for our payment details. Alternatively, should you wish to pass on the funds you have raised online, you can do so by clicking [here](#). Please leave a little bit of information about your fundraising event in the comments section of the donation form as we would love to share details about it on our social media channels.

### Donations by Cheque

If you have raised funds and would like to send them to us by cheque, please make the cheque payable to

*Development and Alumni Relations, C Floor, University House,  
Lancaster University, Bailrigg, Lancaster, LA1 4YW*

### Sponsorship forms

If you wish to organise an event and collect sponsors you can download our sponsorship forms [here](#) and simply get those sponsoring you to complete their details. In order to claim [Gift Aid](#) on donations from your sponsors we will need their title and full name as well as the first line of their address and postcode.



## Frequently Asked Questions

### What will my money be used to fund?

100% of the money you raise will go towards the development of a treatment which will potentially block the formation of 'senile plaques' found in the brains of victims of Alzheimer's disease/dementia.

Your support will help to speed up the process of safety testing, so that our drug gets through human clinical trials as fast as possible.

The items below give you an example of what your donations can help to achieve.

**£50** could pay for the protein we use to carry out tests on the effectiveness of our treatment

**£100** can help to pay for vital equipment to speed up our research

**£750** can cover all of the costs of a lab researcher for one week

### Can I get some Defying Dementia materials to help me with my fundraising?

We are able to provide banners, collection buckets and a whole host of other resources to help you run your event, please email us with a list of what you need and we can arrange to get them to you.

We can also promote your event on our social media channels to help you spread the word about the great work you are doing.

### Can I claim Gift Aid on the money I raise?

If you collect sponsors from a UK taxpayer, the government will give Defying Dementia an additional 25p for every £1 they donate. Your sponsors will need to follow a few simple steps when they make their donation to confirm that they are Gift Aid eligible. For full details about Gift Aid please click [here](#).

### I would like some extra information, who can I contact?

We are more than happy to answer any questions you may have about your fundraising, please email [friends@lancaster.ac.uk](mailto:friends@lancaster.ac.uk) or call **01524 594109** for more information.



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# Thank you

We are really excited to welcome you to our ever-increasing band of energetic and passionate volunteer fundraisers and are looking forward to hearing more about your fantastic projects.

Thank you very much for your support, it is helping to make a real difference in tackling one of the world's major issues.

Working Together. **Defying Dementia.**

If you have any further questions please **email us** or call **01524 594109**



KJH  
Photography

