Organising a Memory Walk

Thank you for walking for a world without dementia.

On the following pages you will find additional information to help you organise your Memory Walk. Simply use the blue boxes on the right to select the topic you want to know more about. All the templates mentioned in this guide can be downloaded on our website.

With every single step taken, your Memory Walk will help change the lives of people affected by dementia – now and in the future.

Thank you for your support.

Memory Walk team
Planning

Choose your location

Depending on the size of your Memory Walk, there are a few things that might be useful to consider when deciding on a venue:

Availability: Check when your event site is open and if there are any clashes with other events happening on the same day.

Accessibility: Consider your walkers and check if the venue is wheelchair and pushchair friendly.

Venue capacity: Think about how many participants you are expecting and check the venue is large enough for this.

Toilet facilities: Make a note of where the nearest toilets are and check there will be enough for your event.

Parking & local transport links: Choose a venue that is easy to get to. Consider where participants would be able to park or how they might get there by public transport.

Suitable for dogs: Not all venues allow dogs on site. Always check the venue rules if you are unsure and let your walkers know.

Get permission

If you are walking in a public area, you will need to seek permission from the council. If your walk is taking place on private land, you will need to get permission from the land owner.

The land owner may let you use the venue for free as you will be organising a charity fundraising event. We will be happy to provide you with a letter of authorisation to confirm that you are fundraising for the Society, if you need it.

Check the rules and regulations regarding the event, for example can you put up signs on route? Do you need a collection license? Does the land owner have Public Liability Insurance that would cover your event?
Plan your route

Your walk can be as long or as short as you would like it to be. You might decide to have just one route or have the option of a second more challenging route. The most important thing is to think about who will be walking your route.

There are lots of websites available to help you plan and map your route. Check with the venue if any walking routes already exist. Keep the route as simple as possible and try to avoid any hazardous areas. Use the Risk Assessment Checklist to identify potential hazards to ensure your route is as safe as it can be.

It is important to walk the route from the start point to the end. This will help you to create a route map and plan where to put your Memory Walk route signage. Think about how weather conditions could cause the route to change.

Volunteers

If you have generated a lot of interest in your walk and are expecting lots of participants, you might want to consider recruiting volunteers to help you on the day.

Ask your colleagues, friends and family if they are willing to give up a few hours to help you with tasks such as route marking, marshalling and welcoming walkers on the day.

Make sure you plan in time to brief your volunteers properly before your walkers arrive on the day of your event.
Health and safety

Risk assessment

Nobody likes forms and red tape but it is important to Alzheimer’s Society that nobody is caused harm through organising or participating in a Memory Walk. It is therefore really important that you consider the health and safety of those participating in your walk by completing a risk assessment.

Assessing risk means looking at what could cause people harm and checking the necessary precautions have been taken to prevent this from happening.

Use our handy risk assessment checklist to evaluate your event. Not all sections may be relevant for your walk, but you can use it as a guide to risk assessing.

Food and drink

There are many regulations governing the use of food and even if you are only providing food on a one-off basis you must still comply with these. For specific advice on food safety legislation and to discuss plans for your event, please contact the Environmental Health Services department at your local council.

Every person involved in the preparation and serving of food to the public must have a basic understanding of food hygiene.
Health and safety

First aid advice

Even if your event is small, you need to give some thought to what you would do in the event of an accident and first aid treatment.

As part of the risk assessment process you will need to consider what type of accidents may arise and the type of first aid provision people will need. We've put together the guidance below to help you determine if you have adequate cover.

Key questions to ask

- How many people are you expecting to attend? Although there are no legal ratios, obviously more people raise the likelihood of someone needing first aid treatment.
- Is the location of your walk spread out e.g. different sites and/or terrains, inside and outside etc.?
- How close is the nearest hospital with accident and emergency facilities?
- How quickly could an ambulance reach the location?
- Is there a good level of mobile phone coverage?
- What accidents or medical emergencies may occur?
- What specific hazards are at the location e.g. slips and trips, animals etc.?

Top tips

- Ask the owner or vendor of the location you will be walking if they have first aid provision, which you may make use of in an emergency e.g. nominated first aiders and first aid boxes.
- Ask your potential attendees if any of them are first aid trained and would be willing to help out if there was an accident.
Health and safety

Types of first aid roles

- Appointed person – a person appointed to take charge of first aid arrangements including looking after equipment and calling the emergency services when required.

- First aider - an individual with a valid certificate of competence in first aid i.e. they have received training by someone like Red Cross or St John’s Ambulance. There are two recognised first aid qualifications:
  - Emergency First Aid at Work (EFAW) enables a first aider to give emergency first aid to someone who is injured or becomes ill at work.
  - First Aid at Work (FAW) - this includes EFAW and also equips the first aider to apply first aid to a range of specific injuries and illness.

Suggested levels of first aid

Below are suggested levels of first aid cover for your event. Please note they are 'suggested' rather than prescriptive as it will depend upon your answers to the key questions.

<table>
<thead>
<tr>
<th>Level of hazard/risk</th>
<th>Description</th>
<th>Suggested level of first aid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>Fewer than 20 attendees, small geographical area with minimum slip and trip hazards, excellent mobile phone coverage, easily accessible by a main road and close to an A&amp;E department e.g. within 5 miles</td>
<td>Minimum of an appointed person</td>
</tr>
<tr>
<td>Medium</td>
<td>Between 21 - 50 attendees, wide geographical area with some slip and trip hazards, good mobile phone coverage, accessible by a main road and near to an A&amp;E department e.g. within 10 miles</td>
<td>Minimum of one EFAW</td>
</tr>
<tr>
<td>High</td>
<td>Over 50 attendees, large geographical area with slip and trip hazards, adequate mobile phone coverage, accessible by a main road and within 15 miles of an A&amp;E department</td>
<td>Minimum of one FAW supported by EFAW</td>
</tr>
</tbody>
</table>

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Insurance

If your event involves the public, you will need to have Public Liability Insurance irrespective of the number of participants you are expecting. Check with your venue first as they may already have insurance that covers the event.

I'm not an Alzheimer's Society employee or volunteer

If you are not an Alzheimer's Society volunteer or employee you will need to organise your own insurance cover. You will need to discuss insurance requirements with the owner of the land you want to use for the event – they may already have insurance that covers your event.

I'm an Alzheimer's Society employee or volunteer

If you are an Alzheimer's Society employee or registered volunteer and you have completed a risk assessment for your walk you will be covered by our insurance.

In the unlikely event of an accident and subsequent claim, Alzheimer's Society has Public Liability insurance cover for the organisation’s legal liability for damages arising from unlikely accidental injury to any person (except an employee or volunteer) or property.

Legal liability for costs and damages which may arise as a result of bodily injury occurring to employees or authorised volunteers is covered by our Employer's Liability insurance.

We have cover of up to £10,000,000 for both insurances.

In the unlikely event of an accident happening, you will need to complete an accident and incident reporting form. Get in touch with the Memory Walk team for guidance.

If you require a letter confirming that your event is covered by our insurance, get in touch with us.
Materials

Fundraising pack

Once you've registered your Memory Walk, your fundraising pack will arrive on your doorstep within two weeks. This pack will include the following free materials to help kick start your fundraising:

- [Organiser's Checklist](#)
- Personalised Sponsorship forms (these can be photocopied if you need additional forms)
- Pyramid collection box
- [Memory Walk T-shirt](#)

Toolkit

Two weeks before your walk, your toolkit will arrive with everything you need for the big day! It will contain the following free materials:

- ‘I’m walking for…’ labels – so your walkers can state who they are walking for.
- Balloons – to help decorate your event site.
- Memory Walk badges – congratulate your walkers by handing them a badge after completing the walk.

Make sure you keep us up to date with any changes to your walk date or number of walkers – this way we can make sure we get the right quantity of materials to you in plenty of time for your walk!

Memory Walk T-shirts

As an organiser you will receive a free Memory Walk t-shirt in your fundraising pack. If any of your walkers would like to buy Memory Walk t-shirts, they are available on our [official online shop](#).
Fundraising

When fundraising for the Alzheimer's Society there are a number of guidelines that need to be followed in order to ensure that the Institute of Fundraising Codes of Fundraising Practice are adhered to. A brief guide to rules and regulations for some fundraising activities you might decide to undertake are listed below:

Collection licenses

When collecting funds on private land, seek permission from the land owner. If your walk will take place in a public area, you will need to apply for a collection license from the council. Please contact us before you embark on fundraising with collection tins or buckets.

Raffles

There are three kinds of lottery or raffle and each has different rules and regulations. These are governed by The Lotteries and Amusements Act 1976 (as amended). You can find out more information on our lotteries and raffles pages. Local companies are often willing to support charity fundraising activities by providing gifts in kind such as raffle prizes, water or even free advertising. Contact us for a letter template you could use to approach companies.

Matched giving

Matched giving is when employers match some or all of your sponsorship for a charity. This is often part of a Corporate Social Responsibility strategy. It's a great way to increase your fundraising for Alzheimer's Society and to help you reach your target. Companies which take part are eligible to receive tax relief on these donations.

Check your company has a matched giving scheme and ask what you need to do to make a claim (ask your line manager, HR or Corporate Social Responsibility team).

Contact us for an Alzheimer's Society matched giving form, complete and return. Once we have received the payment, we will email you a receipt and add it to your fundraising total.
Donations from walkers

If your walkers want to get sponsored to take part in your Memory Walk or they want to donate themselves there are a few ways to do this:

- Your walkers could set up their own [JustGiving page](https://www.justgiving.com) - make sure they include the walk name and your full name so we know it is for your walk.

- Each walker can donate onto your [JustGiving page](https://www.justgiving.com).

- They can send a cheque made payable to Alzheimer’s Society, including their name, address and email address, as well as the walk name and your name in the envelope.

- You can collect the sponsorship or donations from your walkers and follow the guidance in your fundraising guide to pay it in.

Gift Aid - Turn every £1 donation into £1.25

Under Gift Aid, the HM Revenue and Customs (HMRC) will usually top up every £1 given to Alzheimer’s Society with 25p.

For donations to be eligible for Gift Aid, the donor needs to be a UK taxpayer and will have had to have paid an amount of income/capital gains tax equal to or higher than the amount claimed by all charities and CASCs from HM Revenue & Customs. (taxes such as VAT and Council Tax do not qualify). This means, for the Society to claim £2.50 on a £10 donation, the sponsor must have paid at least £2.50 in tax. Gift Aid cannot be claimed on company donations.
Fundraising

Gift Aid and sponsorship

To allow us to claim this much-needed additional income, your sponsors must:

- Tick the Gift Aid box on your sponsorship form when they sponsor you.
- Write their full name and title (minimum of initial and surname).
- Include their home address (house number/name and postcode is the minimum requirement we need to be able to claim Gift Aid).
- Avoid ditto marks. If a number of sponsors live at the same address, they must each complete the address and postcode fields.
- The name, amount, address and postcode fields must be filled out in the sponsors own hand writing.
- Donate individually. You cannot make joint donations, for example from Mr and Mrs Smith as the HMRC needs to determine who the taxpayer is.

You should:

- Reassure your sponsors that we do not use their details for marketing purposes.
- Fill in the ‘date payment received box’ on the sponsorship form when you receive the donation.
- Return all sponsorship forms with your donation form to Alzheimer’s Society when all the outstanding funds have been collected. We can't claim the Gift Aid without these forms.

The information about Gift Aid applies to offline donations only. Justgiving and other online fundraising sites will automatically claim Gift Aid on behalf of your sponsors where they are eligible.
The media is a powerful means of communicating our messages to the general public, raising awareness about dementia and encouraging people to offer their support. Getting coverage in your local press is a great way of letting people know about your Memory Walk.

Press releases

Press releases are a great way of telling the media about your walk. We’ve put together a few templates to help you:

**Save the date press release:** Send out a 'Save the date' to your local newspapers to let them know you are organising your own Memory Walk.

**Pre event press release:** Send out a press release a few weeks before your event to help promote your walk and hopefully recruit some more walkers.

**Post event press release:** On the day of your event or as soon as possible after to meet your local paper’s deadline, send out a post event press release thanking people for attending and explaining what a success it was. This release can also give an early indication of how much money has been raised.

**Requesting songs**

Why not call up your local radio station on the morning of the walk or the day before and request a walking song such as ‘I would walk 500 miles’ or ‘these boots are made for walking’.
Contact us

Ask us a question. We’re here to help.

Memory Walk team

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