

Thank you for supporting the D Tour!

Join us in the **900 Miles Your Way** campaign to support Harriet Thomas's inspiring 900-mile walk on "The D Tour" from Land's End to John O'Groats. The "D" stands for dementia, a detour from everyday life, the vitamin D from the outdoors, and a new way of thinking about dementia.

Whether you walk, swim, cycle, or even ride a Penny Farthing, your participation helps raise vital funds for the Dementia Adventure Support Fund. These funds mean more families living with dementia can experience our life-enhancing supported breaks. They are more than just a holiday; they are a chance for respite, reconnection, and renewed hope and companionship at a time when life can be challenging and often isolating.

While we don't have a cure, these breaks bring purpose and happiness. We help families rediscover the smiles, laughter and good times that dementia tries to take away.

By supporting Harriet, you're also boosting your own brain health. Regular physical activity like walking improves cognitive function and can help prevent dementia. It's a win-win!

Every step, mile, and pound brings us closer to enhancing the lives of the 944,000 individuals in the UK affected by dementia. Let's take this journey together!

Harriet's story

Harriet Thomas, a passionate hiker at 60, is walking 900 miles from Land's End to John O'Groats to raise £25,000 for the Dementia Adventure Support Fund.

This mission is deeply personal—her mum lived with dementia for nine years. Even in her mum's final years, they shared precious moments of connection and joy in the garden, surrounded by nature. Inspired by these experiences, Harriet wants to help other families find peace, joy, and inspiration through Dementia Adventure's supported breaks.

Every mile of Harriet's journey represents 1,000 people in the UK living with dementia. Every step is meaningful and shows recognition of the challenges this condition can bring and the importance of the right support. Community is crucial—no one should feel alone with this condition. After all, with the right support, we believe that anything is possible. Life shouldn't end with a dementia diagnosis.



Fundraising ideas

Need some inspiration? Here are some of our favourite ideas, and there are more on our website:

Walking or running



Lace up your shoes and make every step count. Whether you prefer to walk, jog, or run, challenge yourself to complete a set number of miles each week and encourage friends, family, and colleagues to join in the fun!

Cycling

Pedal for purpose! Ride solo or join our organized cycling events across picturesque routes. For those looking to spice things up, consider our unique cycling challenges: take on the whimsical Penny Farthing or showcase your skills on a unicycle!



Rowing or kayaking



Choose to either conquer the water on local rivers and lakes or challenge yourself with indoor rowing machines. Form a team of friends, family, or colleagues, and help us make a difference with every stroke.

Hiking

Whether you're a seasoned hiker or a beginner, there's a trail for everyone to conquer. Gather your friends, create a fundraising team, and let's make a difference one step at a time!



Dance-a-thon



Every move you make could count as a meter, eventually adding up to miles. Groove to various dance styles—from salsa to hip-hop—each representing a different distance. *"The job of the feet is walking, but their hobby is dancing"* - Amit Kalantri

Swimming

Dive into the pool or brave the open waters and track your swimming distances. Take part in individual swim challenges or form teams for exciting relay races. Whether you're a seasoned swimmer or a beginner, your efforts will make a difference.



Virtual challenges

Wherever you are in the world, you can use a fitness app to log your miles. Whether you're walking, running, or jogging, every step counts! Set a personal goal, invite friends and family to sponsor your journey, and help raise funds for Dementia Adventure.



Our top tips!

Set up an online fundraising page on [JustGiving.com](https://www.justgiving.com)

It's fast, it's easy and it's a great way to collect your donations. Ask a close friend or family member to give you a big first donation (people tend to follow suit!)

[justgiving.com](https://www.justgiving.com)

Local businesses and groups

Ask local businesses for donations and to let you put your sponsorship forms at their till points. They might donate a prize so you can hold a raffle.

Women's Institutes, Rotary Clubs and Lions Clubs may be able to help you. One of our volunteers might be able to give a talk about Dementia Adventure at their meetings - contact fundraising@dementiaadventure.co.uk to find out.

Ask your employer

Some employers will match other donations you receive—you could double your total!

You could put a sponsorship form in your office, ask to promote your challenge in your work newsletters or advertise on your staff noticeboard.

Spread the word on social media

Share your donation page on social media so your whole network can support you. If you are training for a challenge then post updates on your progress to keep people interested.

Remember to tag Dementia Adventure and to share our posts—it will help your supporters understand the real difference your fundraising could make for people living with dementia.



Don't forget to Gift Aid it!

We can claim back 25p in tax for every £1 donated by someone who pays tax. Make sure people write their details clearly and in full on your sponsorship form and send us the original forms. If sponsors donate via your online donation page, Gift Aid is collected automatically.

You just have to be a UK taxpayer and fill out our Gift Aid form.

giftaid it



Great things are done by a series of small things brought together.

- Vincent Van Gogh

Keeping it legal

Dementia Adventure cannot accept liability for any fundraising activity or event you undertake, so it's your responsibility to ensure your event is safe and legal. Make sure you keep good records of everything you do. Here are some of the key areas to check:



Safety check

Carry out a risk assessment to ensure that everyone involved with your event stays safe - including you!

Insurance

Activities that involve the general public will need public liability insurance, which can be obtained from any insurer. Check first to see if your venue, such as a village hall or pub, already has it. If you're holding an event at home or on private property, check your insurance covers this too.

Licenses

If you are planning public entertainment, a street collection, or serving alcohol, contact your local Council to find out if you need a licence.

Raffles & Lotteries

You may need a licence to hold a raffle or a lottery. Find out more at: ciof.org.uk/events-and-training/resources/lotteries.

First aid

Large events may need a first aider. Take advice from the St John Ambulance at sja.org.uk or your local council.

Public collections

A street collection in a public place requires a licence from the local council. No licence is needed if you seek permission from local businesses to hold a collection on their premises; for example, a shopping or garden centre.

Food hygiene

If you are preparing food, be aware of hygiene regulations. Visit food.gov.uk for more information. If you are using a caterer, make sure they have a Food Hygiene Certificate and Public Liability Insurance.

Data protection

Follow the principles of the Data Protection Act. Only collect the information you need. Keep it secure, do not share it and only keep it for as long as you need. More information can be found at ico.org.uk.

Find out more

Charity fundraising is regulated by law and you'll find a lot of useful information about licences, risk assessments, insurance and more at institute-of-fundraising.org.uk.



Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek. - Barack Obama

Sending in your donations

Online donations

If you have used an online fundraising page, such as JustGiving, to raise money and collect donations, these will be sent to us directly. Any donations eligible for Gift Aid will also be automatically processed.

Cash donations

If you have collected cash donations, such as from an In Memory collection or event, please contact fundraising@dementiaadventure.co.uk to let us know how much has been raised. Please then post a cheque for this amount to:

Dementia Adventure, Unit 11, Old Park Farm,
Main Road, Ford End, Essex CM3 1LN

Please note that we can't claim Gift Aid on the total of the cash you raise. We need a completed Gift Aid declaration for every individual donation we have been given permission to claim Gift Aid on.

Our paper sponsorship form includes a Gift Aid declaration, or you can ask people to fill out a separate Gift Aid form.

If you have any questions, please get in touch:

fundraising@dementiaadventure.co.uk
01245 237548



The vital difference your fundraising will make!

£5

provides refreshments after thirsty work at our dementia allotment.

£15

funds a first aid course for a supported dementia holiday volunteer.

£30

helps an isolated couple drive a fully accessible speedboat!

£40

unlocks the thrill of a wheelchair-accessible zip wire.

£50

upskills an unpaid dementia carer with two hours of essential info and advice.

£150

allows someone who has sailed all their life to get back out on the water.

£250

funds a day on a supported holiday for an exhausted carer.

£500

creates a year's worth of Top Tips for Getting out into Nature leaflets.

£1,000

delivers vital training for 20 family carers OR a place on a Norfolk supported dementia break.

£2,500

funds a personalised family holiday for a mum whose early-onset dementia means she can't live with her children.

Can we help Harriet reach her target?

Join us in an exciting challenge to help Harriet reach her ambitious goal of raising £25,000! **Every donation, no matter how small, brings us one step closer to making a meaningful impact.** Your support will empower Harriet to pursue her cause, ensuring more families living with dementia will be able to enjoy life-enhancing supported breaks. Together, we can turn this target into a reality—let's rally together, spread the word, and show that when we unite for a common purpose, anything is possible! Will you help us get there?



We have until 30th October. Keep track of our totaliser to see our progress



D Tour Podcast

Join Harriet on her inspiring fundraising walk and listen in as she records a special podcast series along the way, sharing powerful stories of resilience and hope.

Each episode will feature a different guest, sharing their personal experiences with dementia—from carers to people living with dementia themselves. From heartwarming moments of triumph to challenging times of struggle, these stories will leave you feeling moved, inspired, and motivated to make a difference.

Tune in and join Harriet on her journey as she takes on this incredible adventure. The D Tour will be available on all of the usual channels you usually access your podcasts.

Introducing The D Tour P...
Trailer • 31st July 2024 • D Tour • Dem...
00:00:00 00:04:04
More Episodes
Trailer Introducing The D Tour ... 00:04:04

Made possible by:



I'm fundraising for

dementia
adventure[®]



for a more active and fulfilled life for everyone
living with dementia

Name:

Date:

Event:

www.dementiaadventure.org



About Dementia Adventure

With the right support anything is possible

We believe in thinking differently about dementia. Our positive focus is on the individual and not on the condition. We look at what people can do, not what they can't. We concentrate on 'the possible'. With the right support, people can continue to do the things they have always enjoyed, keep active and remain a valued member of society.

Our work aims to enable people living with dementia to get outdoors, connect with nature, themselves and their community, and keep a sense of adventure in their lives – whatever 'adventure' may mean to the individual.

We support people living with dementia to access the significant physical, mental and social health benefits of getting outdoors by:

- ✓ Building confidence and motivation
- ✓ Identifying and removing barriers
- ✓ Increasing knowledge and understanding
- ✓ Increasing opportunities for engaging with nature
- ✓ Encouraging connection to people, places and the outdoors

Our mission is to support people with dementia to get outdoors and experience the benefits of nature. One of the ways we do this is through our supported holidays.

We aim to deliver them to as many people who need them as possible, but we know that not everybody can afford the full cost of our holidays even at our subsidised prices. That's why we created the Dementia Adventure Support Fund.

The Dementia Adventure Support Fund is especially for those who really need the type of break that we offer, but wouldn't be able to fund it on their own. We can use the Fund to contribute towards the cost of the holiday itself or towards anything that is creating a barrier to someone taking a holiday. In the past, we have used it to pay for transport to get to and from a holiday; for clothing like shoes and coats; and for personal care.

