Alzheimer’s Society is the official charity partner of Tour de Yorkshire 2017 and we need you to do something amazing for people living with dementia.

With rolling hills and famous Yorkshire hospitality, the Tour de Yorkshire pro cycling race will take place 28 - 30 April - with Alzheimer’s volunteers, fundraisers and riders lining the route. For more info visit alzheimers.org.uk/tourdeyorkshire

If you’re not able to make it to the event, you can still get involved!

If you’d like to fundraise at work, at school or in your local area this pack should set you on the right track! It contains fundraising ideas a ‘Design your own jersey’ competition for schools, posters, sponsorship form and a materials order form.

Our Community Events team is on hand to help. So let us know your fundraising plans, and for additional support and materials, please call 0330 333 0804 or email communityevents@alzheimers.org.uk

If you have any questions about the partnership or would like to support us in another way, please email tourdeyorkshire@alzheimers.org.uk

Good luck and thanks!
The Community Events team
Pedal round the playground
Organise a sponsored cycle at school. You could even count one lap as 10km and see whether your students can finish the “489km” route.

Going nowhere
Set up static bikes somewhere public in your school and ask for sponsorship for every mile that is cycled. Feeling brave? Challenge your students to a bike-a-thon or have teams compete against each other for bragging rights.

Dress to impress
Ask everyone to come to school dressed up in Tour de Yorkshire’s official colours blue and yellow. We suggest a donation of £1 per person.

Design your own jersey
Use our template (page 8) and ask students to come up with their very own custom designs. Why not use our forget-me-not flower as a starting point? Ask for a small donation for each entry and judge the best.

Learn about dementia
Use our free schools resource packs for key stage 1-4 to help students understand the issues around dementia, including the role of young carers and the local community in supporting people who are living with dementia.

Tell everyone
Send us pictures, contact your local paper, do whatever will help you publicise your fundraising. If your school is in Yorkshire, you might even get on TV!

Request our ‘Creating a dementia-friendly generation’ teaching resources from alzheimers.org.uk/youngpeople.
Ride for dementia
If you’re a keen cyclist, sign up to the Maserati Tour de Yorkshire Ride and choose to ride for Alzheimer’s Society. Do something amazing for people living with dementia. For more info head over to letouryorkshire.com/maserati-tour-de-yorkshire-ride

Pedal power
If you can’t make it to the actual event, why not organise your own static bike-a-thon at work! Get competitive, team up and see who can clock up the most miles. Use the sponsorship form in this pack or set up a JustGiving page to raise money.

Hold a Yorkshire day
Celebrate the White Rose of Yorkshire by baking tasty Yorkshire classics to sell or embrace true Yorkshire style and wear flat-caps to the office!

However you choose to turn your workplace into ‘God’s own county’ please give generously!

Sweepstake
Whether you put your money on the rider or team to win. We suggest £5 per entry. The full list of riders will be announced nearer the event. Go to letouryorkshire.com for all the latest information.
Host a Tour de Yorkshire party
Wherever you are in the UK, bring friends, family and neighbours together and celebrate the Tour in true Yorkshire style. Just ask for a small donation on the door.

Pop the telly on, trim up with blue and yellow bunting, make a playlist of Yorkshire’s finest musicians and put on a quiz with special Yorkshire-themed or cycling rounds.

Create a huge work of art
We’re inviting businesses, landowners, farmers, schools, community groups - and anyone else with a creative spark - to enter the Tour de Yorkshire Land Art Competition.

Land art is now a much-loved feature of the race. These amazing installations are seen by over 11 million people! Last year hundreds of pieces popped up in fields, playgrounds, market squares and car parks along the race route.

If you decide to make something, send your pictures to communityevents@alzheimers.org.uk and get support if you’d like to approach your local paper. If you’re near the route your land art could feature on telly!

Check out Welcome to Yorkshire’s land art competition for more information. Go to letouryorkshire.com/landart
Design your own jersey

Print out and colour in your very own jersey for this year’s Tour de Yorkshire. Ask for a donation per entry, stick them up on the wall and send us photos!

communityevents@alzheimers.org.uk

Name ....................................................
Age ........................................................
School/class ............................................

OFFICIAL CHARITY
Do something amazing for people with dementia

Join hundreds of Alzheimer’s Society volunteers and fundraisers on the route and experience this event like never before.

Volunteer now at alzheimers.org.uk/tourdeyorkshire
28-30 April 2017

Tour de Yorkshire
Alzheimer’s Society
United Against Dementia

OFFICIAL CHARITY
Do something amazing for people with dementia

alzheimers.org.uk/tourdeyorkshire

28 – 30 April 2017
Once completed, please send to FREEPOST RTLT-5SCX-RZUA, Alzheimer’s Society, Scott Lodge, Scott Road, Plymouth, PL2 3DU.

<table>
<thead>
<tr>
<th>Title</th>
<th>First name</th>
<th>Surname</th>
<th>Home address</th>
<th>Postcode</th>
<th>Amount pledged</th>
<th>Amount given</th>
<th>Date given</th>
<th>Gift Aid?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr</td>
<td>Andrew</td>
<td>Brown</td>
<td>123 Street, London</td>
<td>AB1 2BD</td>
<td>£25</td>
<td>£25</td>
<td>01/01/17</td>
<td>✓</td>
</tr>
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*If I have ticked the box headed ‘Gift Aid’, I confirm that I am a UK Income or Capital Gains Taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed above, given on the date shown. I understand that if I pay less Income Tax/ or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Please let us know if you move, change name or if you no longer pay enough tax to cover the money we claim back from HMRC. If you have any questions, please ring Customer Care on 0330 333 0804. Alzheimer’s Society will not record or pass your sponsors’ details on to any other organisation.

Alzheimer’s Society operates in England, Wales and Northern Ireland. Registered charity no. 296645

Sponsorship form
<table>
<thead>
<tr>
<th>Title</th>
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**To be filled in by Alzheimer's Society:**

- Subtotal of donations on this page
- Amount brought forward from over the page
- **Total donations**
- Date sums collected were passed to the charity
- Total income tax to be claimed on donations above

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**£30**

could fund one of our Side by Side services for one hour, pairing people with dementia with volunteers so that they have the support they need to keep doing the hobbies and activities that are important to them.

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**£50**

could fund the equipment and resources needed for one day of a dementia researcher’s vital investigations, helping to improve diagnosis, care and treatment for people affected by the condition.
Name.........................................................................................................................................
Address....................................................................................................................................... 
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Postcode........................................................................................................................................
Phone...........................................................................................................................................
Email............................................................................................................................................... 
What is your event?..........................................................................................................................
Date materials needed.....................................................................................................................

Please allow two weeks for processing and delivery from receipt of order. If you need materials quicker, email communityevents@alzheimers.org.uk

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branded plastic banner (25x62cm)</td>
<td></td>
</tr>
<tr>
<td>Max order of three, these cost us 80p per banner</td>
<td></td>
</tr>
<tr>
<td>Balloons (Bag of 10)</td>
<td></td>
</tr>
<tr>
<td>Max order of three, these cost us £1 per bag</td>
<td></td>
</tr>
<tr>
<td>Cardboard collection box</td>
<td></td>
</tr>
<tr>
<td>Max order of five, these cost us 50p per box</td>
<td></td>
</tr>
<tr>
<td>Selection of 10 leaflets</td>
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</table>

We’d love to stay in touch with our latest news on everything we’re doing to lead the fight against dementia including fundraising, campaigning, services, research and volunteering. We will not sell your details to third parties. We may need to pass them to companies such as fulfilment houses and printers, authorised to act on our behalf.

☐ Email  ☐ SMS  ☐ Phone  
☐ I’d prefer not to receive information about fundraising, campaigning and services for people affected by dementia

For more branded merchandise including clothing, please visit shop.alzheimers.org.uk

Return this form to:
Alzheimer’s Society
North West Area Office
Tannery Court
Tanners Lane
Warrington
WA2 7NA

If you have any questions on materials, please call 0330 333 0804 or email communityevents@alzheimers.org.uk

Registered charity no. 296645