

ALZHEIMER'S SOCIETY FUND-RAISERS' STORYBOARD

A growing concern

Because we're all living longer, one million more people will have dementia – a progressive brain disease – in four decades' time. It could be you or someone you love and care for.

Alzheimer's Society
Dementia care and research

Front Page

CHALLENGE

The Alzheimer's Society wanted a presenters' storyboard to help street fund-raisers to raise more money from shoppers. They also needed to portray the charity's work **accurately**, **sensitively** and with **balance**.

INSIGHT

Fund-raisers needed simple yet striking information to gain the attention of busy shoppers. Stories of real people with dementia and their carers would engage the interest of donors in similar circumstances and help win their support.

SOLUTION

We created an easy-to-hold, 700-word storyboard, highlighting key information for fund-raisers in simple, bite-sized chunks. We focussed on the growing scale of the problem and on the story of a typical person with dementia, looking at their needs and those of loved-ones caring for them. We described how the charity helped, why funding was needed now and how money raised would be spent.

RESULTS

Fundraisers found the storyboards were clear and effective on the street, drawing in potential donors more quickly and increasing the amount raised. As well as being used by external agencies, the charity's newly launched in-house fund-raising team have also adopted the storyboards and are achieving strong results.

A typical story...

- The first signs of dementia can be hard to spot. You may fumble for words or become confused.
- As the symptoms worsen, you start to forget simple tasks like eating, dressing and washing.
- Your family take decisions for you – like stopping you from going out alone – so you don't get into difficulty or danger. It can be very stressful.
- Your family become exhausted caring for you at home. Carers need regular breaks, like respite care, to help them cope. Our branches provide practical and emotional support for you both.
- You have to move to a care home. You cannot communicate. You feel scared and your family feel guilty. Professional carers need specialist training to understand your needs.

What is the prevalence of dementia?

Age (years)	Prevalence
45-65	1 in 1,000
65-75	1 in 50
75-85	1 in 20
85+	1 in 5

By 2050: Because we are living longer there will be 1.8 million people with dementia. 1 million more people than now.

Helpline
The Alzheimer's Society runs a national helpline. Mon-Fri 8.30am-6.30pm.
Now: 20,000 calls every year
Goal: 40,000 calls every year

Support
The Alzheimer's Society supports people with dementia and their carers – husbands, wives, partners and children. Caring for a loved one with dementia, often for years at home, can be extremely tough.
Now: 250 local branches
Goal: A branch for every town

Campaigning
The Alzheimer's Society campaigns at national and local level to make a better life for people with dementia and their carers.
Now: Paying for your nursing care can cost your home
Goal: Fair access to free care

Research
The Alzheimer's Society funds cutting-edge research into the cause, cure and care of dementia.
Now: Research is starting to unravel the causes of dementia
Goal: A cure for dementia

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