

Jersey Alzheimer's Association

Fundraising Pack

*Help make Jersey a more
dementia friendly island*





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Did you know?

There are over 100 types of dementia. Alzheimer's disease is the most common type of dementia contributing to 60-70% of all causes. (WHO)

Dementia has higher health and social care costs (£11.9bn) than cancer (£5.0bn) and chronic heart disease (£2.5bn) combined. (Alzheimer's Research UK)

Who we are

Previously an arm of the UK Alzheimer's Society, Jersey Alzheimer's Association was formed in April 2010 and nearly 10 years later offers a range of services that support local people affected by dementia of whatever sort, in whatever way.

Dementia isn't just about losing your memory. Amongst other things people can also experience communication difficulties, disorientation or anxiety and depression.

Jersey Alzheimer's Association (JAA) exists to provide advice, support and information to the community as a whole and has since 2012 seen an increase of over 235% in the amount of people seeking our support and accessing our activities. This includes people of all ages, their families, friends and carers.

As well as offering a counselling and family support service, a number of community activities and a weekend Saturday day care centre, JAA provides education and awareness sessions to schools, community groups, local companies and organisations.

In 2019, the annual cost of running JAA will be over £300k with less than 10% of that money coming from Government funding. That means, each year we need to fundraise a huge amount of money just to keep offering what we do today.



Dementia in Jersey

Across the world dementia is estimated to affect 50 million people, 850,000 across the UK and 1600 in Jersey. This number is set to increase to over 2 million people affected in the UK by 2050.

JAA has grown to be a well-respected charity with an excellent community profile and network of supporters and partners. The association has 17 staff in various positions supported by the regular and invaluable input of over 30 dedicated volunteers.

Our Mission

JAA raises awareness and improves understanding of dementia throughout Jersey. By providing information and advice we seek to support anybody affected by dementia.

Our Vision

Our vision is quite simply to make Jersey a more dementia friendly island where all those affected by dementia are understood, welcomed and supported.

Our Stakeholders

It is essential that those affected by dementia are at the very forefront of our work and that people's personal experiences shape the work that JAA does now and in the future.

JAA will work to enable people affected by dementia to be involved, to be heard and to influence in whatever way they can.



Can you help us make Jersey a truly dementia friendly community?

Please contact us to arrange a meeting.

CEO: Sean Pontin: sean@jerseyalzheimers.com | Office: 723519 info@jerseyalzheimers.com

How you can support us

However you feel JAA can help meet your business objectives we would love to hear from you.

JAA interacts with all parts of Jersey's community, not just to raise money but to increase knowledge and awareness about dementia and remove the stigma and misunderstanding that many people with dementia and their carers often encounter.

You can help us to make Jersey a truly dementia friendly community by committing time to host a learning event for your staff or friends, support us as part of your CSR programme either by fundraising or offering your skills and experience, or perhaps you have a great event idea that we can work on together.

Support for our day-to-day operations

Could you help with our operational costs by sponsoring one of the below?

- Funding of new car lease and branding of team vehicle for 12 months
- Funding of a staff role – as we grow we need more expertise and support but funding that is always a challenge.

Our Events for 2020

Could you help sponsor one of our following events? Contact us to find out more.

– Jersey Memory Walk

In 2019 we had nearly 250 people walk to remember someone affected by dementia

– Rally Round for Dementia

– The JAA Community Conference

Our first major learning event will welcome speakers with international experience and involve professionals and those living with dementia in Jersey.

– Dementia Action Week & World Alzheimer's Day

Both are regular awareness opportunities and we always need help from sponsors both financially and practically.

– 10th Anniversary Ball

As well as the events above, we always need support for more regular events and activities that really make a difference.

– Quarterly Community Activities

Allowing people with dementia and their families to get out and about and keep active in their community. Amongst other things last year we took 75 people to see the Greatest Showman at Cineworld. It was absolutely amazing!

– Weekly Arts Exploration sessions

We regularly welcome 25+ people to express themselves through art.

– Musical Memories

Our successful music programme often has over 50 people each week.

What we can do for you

In 2020 we will celebrate our 10th anniversary. We have a number of events and promotions planned, including launching a new website, so there will be plenty of opportunities for us to let the public know how incredibly grateful we are for our sponsors and supporters.



10th

Anniversary of
Jersey Alzheimer's
Association in 2020



2.8

Million people attend
dementia awareness
sessions across the world



250

Dementia Friends
have attended
support sessions

There will also be lots of occasions for your staff to be involved in our events and activities either by hosting an event or helping us with something we are putting on.

In 2019 JAA signed up to the global Dementia Friends network, which has seen over 2.8 million people attend dementia awareness sessions across the world. Jersey was the 48th country to join the biggest ever initiative to change people's perception of dementia and now

has over 250 Dementia Friends who have attended our 45 minute sessions aimed at changing the way people think, act and talk about dementia.

Dementia Friends is a great way to make sure that you understand how best to support your clients, customers and, indeed, your staff teams and their families, and we would be delighted to talk to you about this or how to proudly make your business dementia friendly.

Did you know?

Dementia doesn't just affect older people. There are an estimated 42,000 people with young onset dementia in the UK (Dementia UK)

How your money will help people with dementia & their families

JAA offer a range of challenging and stimulating activities designed to keep people physically and mentally well and allow them to live their life as fully as possible. We provide support and guidance to people with dementia, their carers, family members and friends, as well as training to professional colleagues.

We know that being a carer can be one of the hardest things to do. We make sure that we offer these amazing people every support whether that be via our qualified counsellor or via our support groups and social activities designed to inform and refresh.

Our education team deliver training wherever needed, to schools and colleges, community groups, companies, family and professional carers. We can give advice on how to make sure you are delivering services that are truly accessible to people with dementia including how to set up your office, work place, community hall or church. We are pleased to be working closely with Ports of Jersey as they plan Jersey's new airport.

Dementia can affect all ages and whilst the majority of people in Jersey living with dementia are older, there is a growing number of younger people and families who are equally affected. JAA offers a range of activities and services from various locations but are increasingly aware that there are still people who cannot access our support and who might rely on the support offered via their local parish.

With this in mind during 2019 we will visit all 12 parishes to showcase our own services and activities and those offered by our community partners. We have been delighted that colleagues from the States of Jersey Police, the Occupational Therapy Department, Jersey Library and Jersey Heritage have joined us to raise awareness, reach out into the community and enhance the lives of people with dementia.

Did you know?

1 in 3 cases of Alzheimer's disease could be preventable by addressing modifiable lifestyle factors. (Univ of Cambridge)

There are 700,000 informal carers for the 850,000 people living with dementia in the UK. (Alzheimer's Research UK)

Our range of services and activities

JAA provides a range of well attended and popular services that regularly welcome over 350 people per month.

Counselling & Family Support Service

Offering support, guidance and professional counselling to all those affected by dementia. Our counsellor offers support from our office, within homes or in the community.

Training & Education

Our team provide understanding and education about all aspects of dementia and dementia care. This includes sessions to local businesses, schools and colleges and community groups, specific courses for family carers and paid professionals.

Musical Memories

A weekly musical therapy programme specifically designed for people with dementia.

Splashchat

An award-winning social swimming group run in partnership with Health & Community Services.

Arts Exploration

A weekly art as therapy programme for people with dementia, their families and carers.

Forget-me-Not Café

The Forget-me-Not Café takes place on Maple Ward every Wednesday afternoon. This activity afternoon is run by Health & Community Services supported by a number of regular JAA volunteers who provide refreshments and read and talk to the residents.

BSK Coffee Group

Another partnership with Health & Community Services, this group offers those who are earlier in their illness the opportunity to meet together and keep well.

Carer Support Sessions

A monthly meeting attended by those currently caring for a loved one.

Friendship Group

A more social support group for families, friends and carers of people with dementia.

Community Events

JAA arrange a number of events during the year, inviting anybody affected by dementia and their families to attend. These have included cinema trips, a Liberation Tea Party and a concert by Jersey Songsmiths.

The Saturday Club

Offers a weekly day care service allowing carers some essential time out. The Saturday Club supports 20+ people each week and is partly funded by Health & Community Services.

Did you know?

Alzheimer's disease is the only disease in the top 10 causes of death which currently has no cure. (WHO)

Can you help us make Jersey a truly dementia friendly community?

*Please contact us to
arrange a meeting.*

CEO: Sean Pontin.

Email: sean@jerseyalzheimers.com

Call us on 01534 723519



**Jersey
Alzheimer's
Association**

Awareness Understanding Support

Office / Drop-in Centre,
de Carteret House,
Hilgrove Street,
St Helier, Jersey JE2 4SL

Opening hours:
Monday to Friday
10am to 2pm

