



Elves unite

It's fun, it's festive and it's for a fantastic cause. 8 December is Elf Day, when schools across the nation unite to raise money in support of people affected by dementia.

How do we get involved?

Sign up now for your free fundraising kit at alzheimers.org.uk/elfday

What should we do on Elf Day?

The easiest way to get everyone involved in Elf Day is fancy dress. There are no rules – you can go elf from head to toe, or simply pop on an elf hat. Collect £2 from everyone taking part, and create categories and prizes for the best dressed elves to make things more exciting.

There's a whole host of other ways you can get the whole school involved from hosting an Elfy bake sale to organising some festive games. Your free elf kit contains lots of ideas and you can find more materials, including elf day masks and paperchains at alzheimers.org.uk/elfmaterials

Make sure everyone knows there's a serious reason for all the Elf Day fun

While nearly a third of young people know someone living with dementia, it can be a tricky subject to explain. But worry not – we have lots of different ways to support you. You could:

- Invite a volunteer Dementia Friends Champion to run an interactive one-hour **Dementia Friends Information Session**
- Use our **key stage 1-4 teaching packs** to deliver three lessons about dementia
- Hold an **assembly or meeting about dementia** and the work of Alzheimer's Society using our PowerPoint

Find out more in your Elf Day kit or visit alzheimers.org.uk/youngpeople

Anything else we need to know?

Behind all the festive fun, there's a very serious reason we're asking you to get involved. On Elf Day you'll be helping us get closer to a world without dementia. All the money raised by your little and not-so-little helpers will go towards improving diagnosis, care and treatment, and finding a cure.

So, while you're having huge amounts of fun on Elf Day, remember that you're doing it for a hugely important cause – and that we massively appreciate it.

For more information visit alzheimers.org.uk/elfday or email elfday@alzheimers.org.uk



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



Elf Day

