Alzheimer’s Memory Walk 2020
Your Welcome Pack and Guide to Making Every Step Count

#LetsWalkTogether

Proudly Supported by Iceland

www.memorywalk.ie
We’re delighted you have joined our Alzheimer’s Memory Walk to support the 64,000 people living with dementia and their families all around Ireland.

There are over 500,000 families affected by dementia in Ireland and we wanted to introduce an event that was accessible to all members of the family, from granny and grandchildren to our four legged furry friends. An all-inclusive event, suitable for everyone including people living with dementia.

What better way to raise funds and awareness of dementia than by getting the whole family out together for a walk!

About Going Virtual...

September 2020 was due to be our first actual Alzheimer’s Memory Walk event with a number of ASI organised walks across Ireland, but in line with government restrictions on large gatherings and Covid-19 precautions, we decided to launch Alzheimer’s Memory Walk 2020 as a virtual event.

While we can’t all be together this year, going virtual has its advantages and provides a wonderful opportunity for your family to get involved no matter where you live!

Your welcome pack includes...

Some top tips on organising a fun and safe walk for you and your family. Our event ambassador Pamela Laird shares her family story and their journey with dementia. We’ve also included some tips on ways to make your support go further and some fun activities to get everyone involved and connected on the day!

We’re looking forward to VIRTUALLY Walking together with you on Sunday Sept 20th!

From, The Fundraising Team at The Alzheimer Society of Ireland
Go the Extra Distance for People Living with Dementia!

We are so grateful to have received your registration fee for this challenge – thank you!

If you think your family and friends would like to give you further donations for completing your Alzheimer’s Memory Walk then you can set up an online fundraising page through the link below. You can collect donations from all over the world and the money is transferred to us automatically on a monthly basis.


One of the most popular online fundraising platforms is www.idonate.ie. There is a lot of ways to integrate your page with your social media to spread your fundraising message further.

How to Make the Most out of your Fundraising Page

Fundraising can sometimes seem confusing, even scary... but it needn’t be.

1. If you haven’t already, head to the link below and set up your own page to gather donations online.

2. Set yourself a target, remember no target is too big or too small, every cent counts!

3. Tell your story. Sharing why you want to make a difference will help people understand your mission.

4. Add that personal touch by including photos of why you are walking or who you’re walking for, or of yourself.

5. Share your page on social media, email friends and family – let everyone know you’re taking part in Alzheimer’s Memory Walk. Don’t forget to tag us and use the hashtags #ASIMemoryWalk & #LetsWalkTogether

6. Don’t be afraid to ask. The worst someone can say is ‘no’. 64,000 are living with dementia; it’s very likely lots of people you know have been touched by Alzheimer’s or dementia and will be open to supporting a good cause. Remember, you are not asking for you, you are asking for The Alzheimer Society of Ireland.

You can find us on:
Instagram @alzocirl, Twitter @alzheimersocirl Facebook and LinkedIn @thealzheimersocietyofireland

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Pamela Laird shares her Dad’s journey with Dementia

My father, Sylvester, was diagnosed with dementia in 2016; however we started noticing changes as far back as 2010. Dad had issues with memory loss prior to that and had been to the doctor many times about this and his hearing was declining too; we sort of joked about it at the time as I think he tried to cover it up. However, after Dad’s dementia diagnosis we were completely shocked. He hadn’t forgotten our names or where he lived or day-to-day things, but his mobility and long-term memory was most affected at the beginning and it was hard to comprehend that it could be dementia.

Dad was very able to look after himself and he was still doing the gardening and cooking. My dad went to a mental health facility to help with some issues but he checked himself out; there wasn’t much support there for people with his condition. The other supports seemed to be for people who were in a more advanced stage of dementia and he struggled to take part. This meant he became very isolated and as his condition declined, he was unable to look after the garden which was his hobby. Mum and I both worked and would juggle popping home to check in on him.

In 2019, it became too much to handle at home and we looked for help and availed of carer services. My mum attended a six-week course run by The ASI for how to care for someone with dementia and she found it helped her cope. We were just getting used to the extra help when COVID-19 hit. Mum made a decision to cancel the carers for fear of him being exposed to the virus and she cocooned with him for 10 weeks and became his sole carer. This has been extremely tough and isolating for both my parents.

My dad has amazing life stories! He was a stunt man in his early twenties for George Peppard from The A-Team and he even raced at Silverstone. Dad also hung out with Elizabeth Taylor and Richard Burton; he was in the motor trade and would look after them with cars while they were in Ireland filming. My dad had his own business since before I was born and I would regularly end up in his car garage after school. He was an amazing cook, gardener and builder – I’m pretty sure there was nothing my dad couldn’t do!

It’s been devastating to see him decline and I’m not sure people realise how hard it is to watch someone disappear before your eyes. He’s still my dad of course and he still loves to tell me how lovely I look every day! We are so lucky to still have him, but miss what he was. Much like ours lots of families will have been alone looking after their family member. All the face-to-face services have closed for now and the families and carers need support. It’s not that there isn’t help available but it’s that the carer often doesn’t know what help they need or where to look. It’s often not spoken about when someone has dementia and I guess people assume, like I did, that they forget who they are but are happy. Well this can be the case but lots of other issues arise from dementia like mobility issues, confusion, sadness and isolation.

It’s at a time like this where we need to remember those who are alone and get them the support that they desperately need. We need to put a spotlight on dementia and it desperately needs our attention. I am really looking forward to taking part in Memory Walk on Sunday, September 20th. Mum and I will be taking it in turns so someone is here to look after dad but we will walk together but apart! I will be taking Tallulah my dog, she’s a Chihuahua, so maybe not the whole way but I’ll bring her along with me!
Planning for Your Walk

Gather your family, friends or colleagues to take part in the walk with you*. Think about the distance and route you’d like to walk on September 20th (or the day that best suits you.)

A few things to consider;

- If you’re choosing a longer route, there might be a nice spot to rest a while after and have a family picnic – why not make a day of it!
- Double check the weather the night before, it is Ireland after all, so you might need to pack suncream and the rain jacket just in case!
- Have you got your Memory Walk card printed off and filled out? You might need to source a few safety pins to fix these securely to your t-shirt!

On The Day!

While we will be making every step count from a safe distance this year, we cannot wait to see you all in your t-shirts ‘Walking Together’ for dementia.

So be sure to take photos and get sharing on social media!

- Take photos/short video clips as you set out on your walk!
- Use the hashtags #ASIMemoryWalk #LetsWalkTogether when posting on social media so we can see you too!
- Post a photo on your iDonate page when you’ve completed the walk and thank everyone who donated to support you involvement.

*Always adhere to the safety guidelines as set out by the Government at the time of your walk. Your, and your families safety is of utmost importance. For the latest guidelines please follow. www.hse.ie
Make a donation and take a guess! All proceeds will go to The Alzheimer Society of Ireland to support those living with dementia in Ireland.

Get your family, friends and colleagues involved in your fundraising and ask them to guesstimate how many steps you will take on September 20th!

Track each step you take to support those living with dementia by using your favourite fitness app, Strava, Map My Walk or step tracker on your phone or watch.

Can’t get together with your nearest and dearest? Share the image below with friends and family via social media or email and ask them to get their guesses in for Sunday September 20th!

### Printable table for step guessing

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I’m Walking for....

#ASIMemoryWalk      #LetsWalkTogether

Charity No: CHY7868      www.memorywalk.ie