



Your TakeOn12 guide

12 hours. One goal.
To beat dementia.



Your 12 hours start here

Welcome to your TakeOn12 guide and big thanks for signing up to run for 12 hours.

From fundraising to training tips, it's all in here. We've got professional coaches from RunningWithUs on board to help you complete your challenge. Start putting their tips into practice now and your name could be up on our running leaderboard.

In the meantime, let's get the word out. Dementia is the biggest health challenge of the 21st century. Together we're taking it on. Share your journey on social media using #TakeOn12.

Good luck!

TakeOn12 team



TakeOn12 for Victoria

By taking part in TakeOn12, you're helping people like Victoria, who lives with early-onset familial Alzheimer's, a rare form of dementia caused by an unusual genetic mutation. Knowing that she and her husband, Martin, won't be together in old age has prompted them to adopt a 'live for now' attitude. 'We have barbecues in the garden all the time, even when it's raining, we think, sod it – why not!'

The couple first noticed symptoms of dementia in Victoria's early 40s. She is now increasingly forgetful, and sometimes finds it difficult to manage her anger, especially when there's a lot going on at home. Following a bad experience at a local bank, Victoria now wears a homemade badge so that people know she has dementia. Victoria says her diagnosis is allowing her to appreciate the life she has and she even has a tattoo that reads 'Alzheimer's can kiss my arse.'

Victoria attends dementia cafés, where she has made friends, despite initially thinking these wouldn't be for her and Martin. She now even volunteers at them too!

Just £22 could pay for people like Victoria to attend four dementia cafés – that's 12 hours of time for people to meet others in the same situation as them and talk without fear or judgement.

On your marks. Get set. Run!

As all top athletes know, the key to success is professional training. The team at **RunningWithUs** work with runners, cyclists and triathletes of all abilities, from beginners to Olympians. They've put together these tailor-made tips to help you get the best from your running challenge.

- **Ease into it** – Ease into the extra exercise gently. Running can be a high-impact sport so you need to allow your body to progress and adapt over time
- **Make it sustainable** – Most of us won't be able to go straight out of the door and run for 30 minutes continuously. Start with a planned run/walk strategy e.g. 5 mins jog/3 mins walk, gradually progressing the overall volume and reducing the walk intervals. If you can already run continuously for 15-20 minutes, aim to increase the length of your long run by 5-10 minutes each week
- **Avoid two consecutive hard days** – Allow your body to recover well after your challenging sessions; this is the point in which you get fitter and faster! Any sustained running at an effort where you could speak less than 3-4 words at a time is considered a hard day
- **Rest up!** – Your body gets fitter as you rest and adapt to your exercise routine. We recommend that newer runners take a minimum of two rest days each week. Focus on getting a bit more sleep
- **Assess your kit** – Make sure that what you run in is suitable. Your kit can be dependent on the weather, so you may want to consider shower proof or wind proof gear as extras. Make sure you have a suitable pair of running trainers; they will become your best friends! If you're not sure about which trainers to get, ask for a gait analysis in a pro sports shop
- **Don't forget to stretch!** – Stretch after every run holding each stretch for 45-60 seconds. Focus on your calf muscles, hamstrings, hip flexors and glutes in particular and make this part of your routine. It's all too easy to get lazy and skip it
- **Get out early** – We all have busy lives and can tend to lose energy and motivation throughout the day. Aim to get some exercise in the bank early – even an easy session before breakfast – and bask in the glow for the rest of the day
- **Workplace gains** – Promote your TakeOn12 goal around your workplace and buddy up if you can; your lunchbreak is an ideal time to get in a quick run!

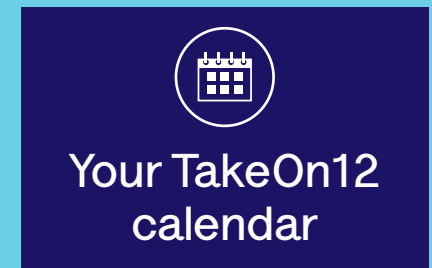
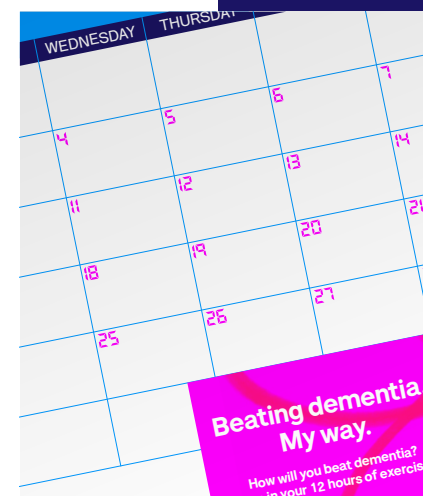
Let's break it down

Don't forget, it's completely up to you how you would like to take on your 12 hours!

The key to staying motivated and reaching targets is planning. Use the TakeOn12 calendar to plan your 12 hours and keep track of how many you've completed.

If you're just starting out, why not split it into small, manageable chunks across the entire month? Or if you're already a pro, maybe you want to take on fewer, but longer sessions? It's entirely up to you! However you TakeOn12, always make sure you're looking after yourself and not pushing yourself too hard.

Keep up the good work. And keep a close eye on our leader boards to see how you're doing against others in your discipline.



The difference your 12 hours make

TakeOn12 is a brand new event for us. And you're right there at the frontline. The money you and thousands of others raise will make a big difference to people affected by dementia.

Your 12 hours can change lives. And for those who aim high, there are extra treats in store. Check out what's in store if you push your fundraising to the max.

12 hours for 12 hours



£150 could run our online community Talking Point for 12 hours, giving people with dementia, their carers, family and friends support 24 hours a day, every day of the year.

If you raise £150 by 31 March 2018, we'll send you one of our Alzheimer's Society wristbands for you to wear with pride.



£444 could fund 12 hours of two PhD students' time to research the causes of dementia, improve diagnosis, find better treatments and search for a cure.

If you reach this milestone and raise £444 31 March 2018, we'll send you an awesome Alzheimer's Society medal to remind you of what you achieved.

Downloads

Don't forget to check out our helpful downloads below.

Poster

Sponsorship form

Buy Merchandise

Social media downloads

Fundraise to make every hour count

Here are our top tips for making your fundraising count:

- 1 Ready for your close up?** – Fundraisers with pictures on their page tend to raise more. A legitimate excuse for a #selfie!
- 2 Share your story** – Tell the story of why you're fundraising. Everyone loves stories and it inspires people to donate to your challenge
- 3 Aim high!** – Pop your fundraising target on your fundraising page to let everyone know what you're trying to achieve. Hit your target? Not to worry – you can make it even higher to encourage your supporters to continue supporting you
- 4 The impact of 12 hours** – Use our 12 hours for 12 hours statistics on the third page of this guide to show everyone exactly what their donations can do
- 5 Keep everyone up to date** – Keep your fundraising page fresh and active by adding photos and updates on how you're doing with your challenge
- 6 Get social** – Share your photos and updates on social media using #TakeOn12. Include a link to your fundraising page so everyone knows what you're doing and has the chance to sponsor you
- 7 Count your hours** – Link a tracking device or app, such as MapMyFitness, Fitbit or Strava, to your fundraising page and keep your supporters up to date with your progress. This way they can see how many hours you've smashed! Not into tracking apps? You can also log your hours manually. See how below
- 8 Go offline** – Don't forget, if you're not into online fundraising pages or apps tracking your exercise, you can download a printable [sponsorship form](#) and [calendar](#) instead
- 9 It's all over... or is it?** – 20% of donations come in after the event. Make sure to keep sharing your page as you never know who might still be feeling generous.

Paying in your donations

Once you've done the hard part don't forget to get all that money you've raised across to us as soon as possible so we can put it straight to work in the fight against dementia.

You can pay in your donations:

- via your fundraising page – your donations will reach us automatically.
- by phone – call us on 0300 222 5770 and pay by card
- by post – send a cheque payable to Alzheimer's Society, with your full name and address on the back, to Freepost Plus RTX1-AYHH-RYRL, TakeOn 12, Alzheimer's Society, Scott Lodge, Scott Road, PLYMOUTH, PL2 3DU (remember to include your sponsorship form).



Connect my apps



Add hours to my page



Alzheimer's Society is a registered charity in England and Wales (296645); the Isle of Man (1128) and operates in Northern Ireland. Registered office 43-44 Crutched Friars, London EC3N 2AE

Need to check in with us?

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