



## **Bake it till you make it: [insert name of area e.g. Morpeth] local raises funds for Dementia UK's Time for a Cuppa annual event**

***£XX [insert amount] raised for dementia specialist nursing charity,  
Dementia UK***

On [insert date], [insert area] local [insert name of organiser of event] took part in Dementia UK's biggest fundraising event of the year, Time for a Cuppa. Colleagues/ neighbours/ friends/ family [delete as appropriate] came together over a cup of tea and a slice of cake and raised an incredible £XX [add amount] to help fund more dementia specialist Admiral Nurses.

By the time you've boiled your kettle, another person will have developed dementia. It's a huge and growing health crisis – one in two of us will be affected by the condition in our lifetime.

***[Please add some pictures from the event here]***

Dementia UK's specialist Admiral Nurses provide life-changing advice and support to anyone affected by dementia, whenever it's needed. But with rising numbers of families impacted by the condition, thousands aren't getting the support they need.

Dementia UK is encouraging people across the country to get together at home, at work, or in the local community to host a Time for a Cuppa event to help support families affected by dementia.

Friends, families, and neighbours can come together to enjoy a cup of tea and a slice of cake in return for a donation to the charity. Every cuppa poured and penny raised will help the charity to grow the number of specialist dementia nurses so more families can access their support.

[Insert information about your Time for a Cuppa event that the journalist may be interested in e.g. backyard brews, driveway cake sales, and takeaway cuppa and slice deliveries].

**[Insert name of event organiser] says:** "We are so thrilled to have raised [insert amount] for Time for a Cuppa to help more families access vital support through Dementia UK's Admiral Nurse service. A huge thank you to everyone who

took part in the event and supported us in being able to reach our fundraising goal.”

[If you have a personal reason for organising a Time for a Cuppa event and are happy to share it, please include a quote].

**Dr Hilda Hayo, Chief Admiral Nurse and CEO of Dementia UK, says:**

*"At Dementia UK, we believe every family affected by dementia should have the support of a dementia specialist Admiral Nurse – but right now, we can't reach everyone who needs us."*

*"We are grateful to [insert name of organiser] for taking part in Time for a Cuppa this year to help us to recruit more Admiral Nurses who are a lifeline to families."*

This year, Time for a Cuppa is proudly sponsored by Nationwide Building Society. The sponsorship forms part of Nationwide's new social impact programme, Fairer Futures, which seeks to address three of the UK's biggest social issues through charity partnerships – dementia (Dementia UK), youth homelessness (Centrepunt) and family poverty (Action for Children).

*By making Time for a Cuppa, you can ensure no family faces dementia alone. Sign up for your free Time for a Cuppa fundraising pack at [dementiauk.org/timeforacuppa](http://dementiauk.org/timeforacuppa).*

*If you need advice or support on living with dementia, contact Dementia UK's Admiral Nurse Dementia Helpline on 0800 888 6678 or email [helpline@dementiauk.org](mailto:helpline@dementiauk.org). You can also book a free video or phone appointment to get expert dementia support from an Admiral Nurse. Find out more at [dementiauk.org/appointment](http://dementiauk.org/appointment).*

**- ENDS -**

**Photos of the Time for a Cuppa event are available on request [optional]**

**Contact details**

**[INSERT EMAIL ADDRESS]**

**[INSERT TELEPHONE/MOBILE NUMBER]**

**About Dementia UK**

Dementia UK is the specialist dementia nursing charity that is there for the whole family. Our nurses, known as Admiral Nurses, provide free, specialist advice, support and understanding to anyone affected by dementia, whenever it's needed. With the support of an Admiral Nurse and Dementia UK - whether it's on our Helpline, through our Clinics service, or in the community - families we support know they're not alone.

If you need advice or support on living with dementia, contact Dementia UK's Admiral Nurse Dementia Helpline on 0800 888 6678 or email [helpline@dementiauk.org](mailto:helpline@dementiauk.org). The Helpline is staffed by experienced Admiral Nurses. You can also book a free video or phone appointment to get expert dementia support from an Admiral Nurse. Find out more at [dementiauk.org/appointment](https://dementiauk.org/appointment).

For more information visit [www.dementiauk.org](https://www.dementiauk.org), follow Dementia UK on Twitter: @DementiaUK, and on Facebook: [www.facebook.com/DementiaUK](https://www.facebook.com/DementiaUK)

### **Notes to Editor**

Dementia UK respectfully requests that the terms dementia 'sufferer(s)', 'victims(s)', and 'patient(s)' are not used in headlines and copy to accompany this story. Alternative suggestions are person/people 'with dementia' or 'living with dementia'.