I have lived in our Borough for a quarter of a century but it was in recent years that I had the opportunity to work full time for a charity.

I was, and am, full of admiration for the dedication and self-sacrifice shown by those in the voluntary sector.

I have chosen two charities to support this year that are especially important to me.

The Mulberry Centre offers a wonderful service to those in the Borough affected by cancer. Having lost my own mother in this way I understand the importance of supporting both the patient and those close to them.

Alzheimer’s and dementia seems to affect more and more families, including my own. The Alzheimer’s Society not only supports those affected but is striving to find a cure.

I look forward, with your help, to contributing to their work throughout the year.

Please support the Mayor’s events to raise money for his charities.
Full details from the Mayor’s Office on 020 8891 7123 or mayors.office@richmond.gov.uk
Alzheimer’s Society is the UK’s leading support and research charity for people with dementia, their families and carers. There are an estimated 850,000 people living in the UK with the condition and this is expected to increase to 1 million by 2021. Latest figures show that there are approximately 1,300 people diagnosed and 2,100 people living with dementia in Richmond¹.

In addition to people living with dementia, there are huge numbers of carers, many of whom are family members and friends, who take on an enormous physical and emotional burden, but who receive little or no support.

Alzheimer’s Society has a wide range of supporters, staff and over 6,500 volunteers who provide help to people living with dementia and their carers. In Richmond, there are approximately 40 services and activities provided by Alzheimer’s Society to enable people to live well in the community. These services are supported by a team of six specialist Dementia Support Workers and a Dementia Adviser. At Alzheimer’s Society we actively encourage people to access activities and services in the community such as tailored outreach programmes, carer support groups, dementia support groups, and many others.

Richmond has been working towards becoming a dementia friendly community, and the Richmond Dementia Action Alliance (RDAA) has recently been established. This is a nationwide scheme, hosted by Alzheimer’s Society, which brings together organisations across England committed to transforming the lives of people with dementia and their carers. The RDAA consists of local public, private and voluntary sector organisations with a common goal to work to improve the lives of people with dementia in Richmond.

In addition to local support, Alzheimer’s Society has a unique research programme covering four key elements necessary for a holistic approach to dementia research: cause, cure, care and prevention. We have recently pledged to spend £100 million over the next 10 years on our innovative medical and social research programme.

Despite growing profile, thousands of people continue to live without a diagnosis or access to the vital information and care that they deserve. With an ageing population there is an urgent need to expand on our current services and also to continue our research in improving care for people with dementia. It is only due to our generous supporters that we can continue to provide care to people living with dementia today, whilst searching for a cure for tomorrow.

For more information about the Alzheimer’s Society please visit www.alzheimers.org.uk. For local support please call: 020 8877 0033 or email RichmondServices@alzheimers.org.uk

¹ Number of people according to local authority stats across the UK in 2013
We are a local independent charity that provides practical and emotional support for cancer patients, their family and friends and those bereaved by cancer and our services are offered free of charge.

We offer a place to:
• talk in confidence
• access information
• relax and recharge
• find support and understanding

This is offered through a range of services including counselling, complementary therapies, workshops, activities, support groups and information on relevant welfare and benefits. The combination of information, support, self-management and relaxation helps people feel in control; it helps them make the right decisions to manage both the physical and mental trauma of a cancer diagnosis.

Volunteers support every aspect of our work. Whether you can spare 20 minutes every so often or you can commit to a weekly slot we have something for you. For more information on volunteering with the Centre email talk@themulberrycentre.co.uk

How Fundraising Would Help Us
The Centre costs approximately £364,000 a year to run and the majority of our funding comes from charitable donations. We have a small team of 3 full time staff, 6 part time staff and over 100 volunteers who support the work we do.

• £15 could help us run a support group so that people are able to talk with others going through the same journey.
• £25 could help provide one hour of guidance to someone who might be experiencing money troubles.
• £50 could help towards providing counselling sessions for someone undergoing chemotherapy.
• £250 could help provide a course of complementary therapies to sustain someone who is caring for someone with cancer.
• £500 can help towards the cost of health and wellbeing outreach work in Richmond schools and community groups to let people know about the signs of cancer, so they know when to seek timely GP help.
• £1400 could help us keep our doors open for a day, so that anyone affected by cancer has the support they need at a time they need it most.
Gift Aid declaration
For past, present & future donations

The Mayor’s Charity (Richmond upon Thames)
Please treat as Gift Aid donations all qualifying gifts of money made

Today ☐ in the past 4 years ☐ in the future ☐
Please tick all boxes you wish to apply.

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each
tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or
Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for that tax
year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the
charity will reclaim 28p of tax on every £1 that I gave up to 5 April 2008 and will reclaim 25p of
tax on every £1 that I give on or after 6 April 2008.

Donor’s details
Title
Surname
Full home address
Postcode
Date
Signature

Please notify the Mayor’s Charity if you:
☐ Want to cancel this declaration
☐ Change your name or home address
☐ No longer pay sufficient tax on your income and/or capital gains.

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief
due to you, you must include all your Gift Aid donations on your Self Assessment tax return or
ask HM Revenue and Customs to adjust your tax code.

You can also donate by sending a text via your mobile. Text LBRM01 and the amount you would
like to donate (e.g. LBRM01 £5) to 70070

If you would like a copy of this leaflet in Braille, large print, on
audio tape, or in a community language, please contact us on
020 8891 7123 or mayors.office@richmond.gov.uk