



SPONSOR DONOR AND BEQUEST CHARTER

Dementia Alliance International

ABOUT DEMENTIA ALLIANCE INTERNATIONAL

Dementia Alliance International (DAI) seeks to represent, support, and educate others living with the disease, and the wider dementia community, and strives to provide a unified voice of strength, advocacy and support. It campaigns for individual autonomy and improved quality of life, with a major focus on human rights. It is currently the only peak body run of, by and for people with dementia, and the only organization recognized as the global voice of dementia.

DAI started as a grass roots support and advocacy group, by eight people with dementia from three countries, now representing membership in 47 countries. It is now also a global and national lobbying group, working with governments, and key stakeholders such as the World Health Organisation, the United Nations, Alzheimer's Disease International, the Conference Of State Parties for the Convention on the Rights of Persons with Disabilities, International Disability Alliance, World Hospice and Palliative Care Alliance and the Non Communicable Diseases Alliance, towards ensuring change to improve outcomes for people diagnosed with dementia and our families. DAI also provides a suite of services for members, our families and the community.

The World Health Organisationⁱ states, "Dementia is one of the major causes of disability and dependency among older people worldwide." Worldwide, there are an estimated 50 million people living with dementia, although even in developed countries, often as many as 50% of these people are not formally diagnosed. In the low and middle-income countries (LMIC's), this formal diagnosis figure is often much lower. There is one new diagnosis globally every 3.2 secondsⁱⁱ more than 130 types or causes of dementia, Alzheimer's Disease makes up 50-70% of all dementias, and it is a terminal, progressive chronic illness. There is still no cure, although there are some treatment for some types of AD, which may slow down the symptoms, but are not disease modifying.

RECOGNISING YOUR BEQUEST OR DONATION

All donations and bequests make a difference to the lives of people living with dementia, and the DAI recognise and appreciate these gifts.

- All people who have made Bequests or Donations to the DAI may be listed in our Honor Roll;
- For Donations made in Memory of someone in lieu of flowers or gifts, the person may be honored forever on our Memorial List, ensuring their memory lives on through your decision to support people with dementia in this way;
- Major donors or sponsors may be listed on our Honor Roll (donations over \$5,000 USD);
- DAI must receive written consent from any donor or sponsor, before any donor or sponsor is listed publicly.

WE ARE COMMITTED

The Dementia Alliance International is committed to supporting people living with dementia to live more positively and independently, and campaigns globally for the human rights of those with dementia and their families.

WE WILL USE ALL FUNDS WISELY

100% of your sponsorship or the funds which you commit to the Dementia Alliance International will go directly towards supporting the services, support of, and advocacy for our members, all who are living with dementia, and where we are able to, to support their families. We will use some funds to support our human rights work, which may include travel costs to attend international meetings, working to ensure all people with dementia globally will be provided with better care, including a diagnosis.

It may also be used to educate the dementia community or families about dementia. It will not be used towards our administration costs unless agreed with you in advance; for example, you may ask that some of your sponsorship monies goes towards maintain out support groups and other online services. It will not be used on the acquisition of assets.

Funding DAI as a Donor, a Sponsor, or Corporate or Strategic Partner, we recommend a Memorandum of Understanding (MoU) or a Service Agreement or Contract, designed to be mutually agreeable between the parties. You may also wish your funds to be used for a specific project, including for research or publications of equal interest and benefit to each organisation.

Funds received from you from a Bequest in your Will, In Memorial Donations, or other donations may also be used for projects or services specified by you, if requested.

WE RESPECT YOUR PRIVACY

The Dementia Alliance International will take every reasonable measure to protect your privacy. We will never share your information with third parties without your consent, and we will honor any request you make not to be contacted by us in a particular way, or to remain anonymous. Any information you provide will be held in strict confidence and shall not be publicly disclosed without your express permission.

WE ACT WITH INTEGRITY

We appreciate any gift, no matter the amount, and understand that you and your loved ones come first and we encourage you to discuss your intentions with them before finalising your Will, or before making a significant donation. These types of important decisions are best made in your own time, with the knowledge of your family.

Your circumstances may also change over time, and therefore any intention to include the Dementia Alliance International in your Will may be revoked. We respectfully recommend you always seek legal advice when making or updating your Will.

WE ARE TRANSPARENT

We promise that we will use your gift wisely so that it has the greatest direct benefits or outcomes for people with dementia. We will always manage your gift with due diligence and respect.

We hold to best practice principles for governance and undergo formal financial reporting annually, available on our website within our Annual Reports. Our Policy and Governance Manuals and documents are available to download on our website.

We can provide you with more detailed information on how your Bequest or Donation is used, if you wish. Your support matters, and is appreciated.

WE APPRECIATE YOUR FEEDBACK

We are always pleased to hear from our supporters and welcome feedback at all times. We promise to deal with your comments confidentially, promptly and professionally. We would love to know if you have included The Dementia Alliance International in your Will, so we can acknowledge your pledge and thank you properly, privately, or publicly, as you request.

TAX DEDUCTIBLE STATUS

Donations and Bequests made in the USA are tax deductible. Donations in the United Kingdom may be made through the Charities Aid Foundation to gain tax-deductible status.

However, currently all donations and bequests in all other countries do not have this status. The DAI regularly does fundraising through members' birthdays and at Christmas time, where they ask for donations to DAI in lieu of a gift, or in lieu of flowers at a funeral. Gifts like this generally also do not have tax-deductible status.

We always recommend you seek legal advice, or advice from a Certified Practising Accountant to ensure your wish is properly respected and directed. Please contact us with any queries or concerns you may have at info@infodai.org

IF DAI IS NO LONGER OPERATIONAL

Our Charter assures that DAI monies will always be used to support people with dementia, and their families, including if DAI is no longer operational.

Therefore, if for any reason, Dementia Alliance International ceases to exist as a registered charity and becomes non operational, we commit to the following after the closure of the said organization:

- DAI will return the nett balance of funds received from you or your organisation
- DAI will then donate any nett remaining monies to Alzheimer's Disease International, the global voice on dementia (<https://www.alz.co.uk>)



email: info@infodai.org



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