

Alan and Mike's Tandem Bike Challenge

We need your support to help fund vital research to find a cure for dementia.

3 tandem bike rides

Combined age of 108

527 miles

£30,000 fundraising target



In partnership with

touchstone
underwriting

Insurance
**united
against
dementia**



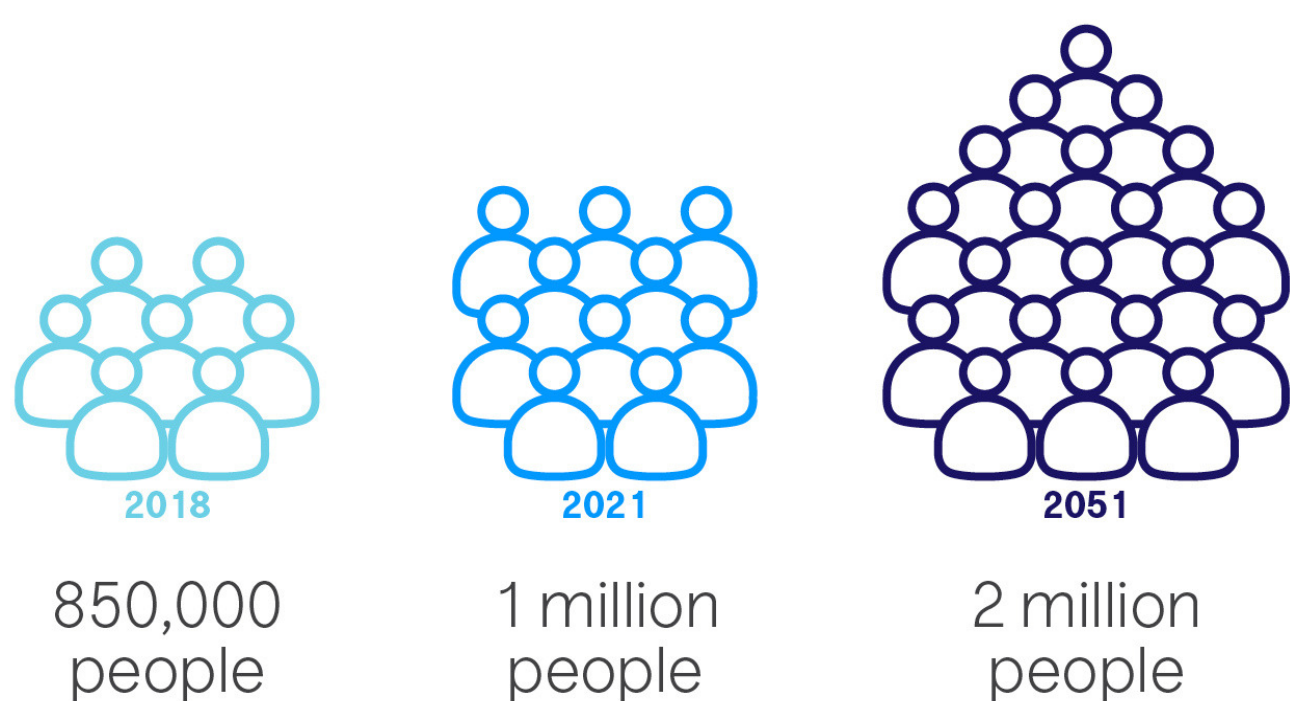
Insurance United against Dementia

One industry. One Goal.

Over the past year, Touchstone Underwriting has been making a difference to the lives of people affected by dementia through its partnership with Insurance United Against Dementia (IUAD). IUAD is the Alzheimer's Society campaign that is sweeping the insurance sector, uniting both individuals and firms through events such as last year's Insurance Day of Giving.

One person in the UK develops dementia every three minutes. With limited treatments and no cure, the time to act is now. The IUAD campaign aims to raise £10 million over five years, with the money directly benefitting dementia research at the groundbreaking UK Dementia Research Institute. With £1 million already committed to the campaign through corporate partnerships, personal gifts and special events, we're already having an impact.

Number of people living with dementia in the UK



'The insurance industry has power to create revolutionary change – our progress to date has been incredible, but there's still a distance to go. We need everybody working in the insurance industry to get involved, in any capacity, so that this sector can stand tall and lead the way for creating a better world.'

Chris Wallace, Executive Director - Continental Europe, QBE, and IUAD Chair



Join the conversation

#IUAD

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United We Cycle

Taking on 3 tandem bike rides throughout 2019 will be tough, but then so is tackling dementia.

Together, Alan Roe and Mike Patston will be uniting against dementia throughout 2019, taking on 3 tandem bike rides with the combined aim to raise over £30,000 towards Insurance united against dementia (IUAD).

They are taking on the challenge of a lifetime, but it's not half as hard as tackling dementia, which is why we need your support!

Did you know?

1. Across the world, someone develops a new case of dementia every 3 seconds. In the UK someone develops Dementia every 3 minutes.
2. The number of people with dementia set to rise to one million by 2021.
3. The total cost of dementia to society in the UK is £26.3 billion, with an average cost of £32,250 per person.



"Last year we raised funds by participating in 'Miles for Memories' - walking, running or cycling 200km during February, hosting a charity golf day and taking part in Tough Mudder. This year however, our big events are cycle rides including London to Bruges, London to Brighton and London to Paris, ALL ON A TANDEM!! We are very much excited to be supporting IUAD in all their efforts to not only promote Alzheimer's but to raise funds to help find a cure!"

Alan Roe, Managing Director

The Challenge

United
Wecycle
against dementia

Alan and Mike will be getting closer than most colleagues as they hop on their tandem bike for a mammoth 527 miles together.

London to Paris

24 – 28 July 2019
300 miles

Passing through the picturesque Kent countryside, together we will cross the Channel and continue through small villages and medieval market towns of Northern France along to our finish line at the iconic Eiffel Tower!



London to Brighton

15 September 2019
54 miles

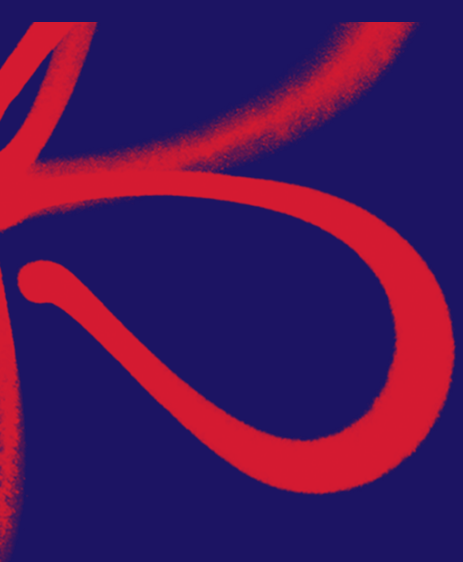
We'll explore quiet country lanes passing through Mitcham, Carshalton, Chipstead, Banstead and Haywards Heath before taking on the challenge that is Ditchling Beacon – a mile long climb to the top of the South Downs. From here we cycle downhill the last few miles onto Brighton sea front.

London to Bruges

19-22 September 2019
173 miles

We'll take the scenic route, heading out of London on quiet roads to Harwich, and cross by ferry to the Hook of Holland, before crossing low-lying Dutch Zeeland. From beautiful Vlissingen we will take another ferry and, after a short, flat morning through West Flanders, follow canals into fairy-tale Bruges.





What could I help fund?

Dementia research has been drastically underfunded for far too long. Here's just some of the ways your donation can impact dementia research.

£100 Repurposing drugs for dementia

£100 covers Alzheimer's Society's cost of supporting one patient with early stage Alzheimer's for three months on one of our vital trials.

£5000 Essential kit

£5,000 ensures that one of our Dementia Research Leaders has those lab necessities for a full 6 months of their research project. These include essential chemicals and equipment, such as reagents, antibodies and kits for DNA extraction.

£10,000 Nurturing tomorrow's leading researchers

£10,000 enables an outstanding PhD student to pursue their research for four months, helping to train the dementia research leaders of tomorrow and driving forwards our understanding of dementia.



How can you support?



Donations

Thank you for taking the time to consider making a donation towards our challenge. We are most grateful of your support and will be sure to keep you updated with our training!

To make a donation, please visit our Just Giving page at:

justgiving.com/fundraising/alanmike-united-they-cycle

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Sponsorship

We have three sponsorship packages available with varying benefits. This is a great way to expose your brand for a worthy cause. Contact us directly for further information.

Gold:

£3500
(minimum)

- Your business logo on all event gear including cycle wear for all three events

- Your business logo on all internal and external marketing around the event

Silver:

£2000
(minimum)

- Your business logo on cycle wear for London to Paris

- Your business logo on all internal and external marketing around the event

Bronze:

£1000
(minimum)

- Your business logo on cycle wear for London to Brighton

- Your business logo on all internal and external marketing around the event

For more information around sponsoring our challenge please do get in touch, we would be very interested to hear how you would like to get involved.

Thank you for uniting with us!