



L-R Jo Wooley, Operations & Marketing Manager & Charles Robison of Jones Robinson, and Sue Butterworth, Programme Support Officer – Healthy Communities, West Berkshire Council. High res jpeg available on request.

Jones Robinson donates almost £6,000 to West Berkshire Dementia Action Alliance

Following a year of varied and fun fundraising activities, Jones Robinson's Newbury branch presented the West Berkshire's Dementia Friendly Community, (formerly the Dementia Action Alliance), with a cheque for £5,859. Accepting the generous donation on behalf of the organisation, Sue Butterworth, said; "We are so grateful for this fantastic donation from the team at Jones Robinson. It will make a real difference to our work in the coming year to improve the day to day lives of those living with dementia across our area."

Jo Woolley, Operations & Marketing Manager at Jones Robinson, coordinated the company's activities throughout 2019, which included a Karaoke Night, a Virtual Race Night and a Come Dine with Me event. Jo commented, "Many families have loved ones living with dementia, and some of our staff have experienced this first hand with their family members, so were keen to support the West Berkshire DAA but have some fun at the same time! We will be supporting another worthy local cause in the coming year, but I am sure that many of us will still keep a keen interest in and offer support to Sue and her team when we can."

The monies raised will be spread across several current projects such as the development of a local website, a visit by the Dementia Awareness Bus, and support for other groups and activities across the district. including Thatcham's Memory Café.

We currently have 3900 Dementia Friends and our ambition is to increase this number to 5,000 Dementia Friends by the end of 2020 or sooner.

Background

Many people affected by dementia feel that society fails to understand the condition with which they are living. Dementia Friends help by raising awareness and taking actions big and small so that people living with dementia can continue to live in the way they want.

Dementia Friends Champions are trained volunteers who encourage others to learn a little bit about dementia. Champions run Information Sessions in their community and inspire others to help those living with dementia live well.

If you would like to know more about getting involved with West Berkshire's Dementia Friendly Community or to book a Dementia Friends Information Session for your business, group or organisation then please email:

sue.butterworth@westberks.gov.uk

END

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