

# Dementia Awareness Week

14th to 20th May 2017



## Cate Everitt

### Fundraising and Communications Manager

#### Is there a typical day in your role?

*I started working for RICE in February 2017 as the new Fundraising and Communications Manager. I do not think there is any typical day in my role as every day is completely different. One minute you can be wearing your trainers and running around the B&NES catchment area to presenting our dementia services to a law firm in the evening.*

*Currently I am focused on the DementiaPlus Appeal to raise a minimum £1m by 2019 which will provide new research facilities at RICE.*

#### What part of your role do you most enjoy?

*I enjoy going out and about and meeting people and sharing our experiences of dementia. Both my grandparents had Alzheimer's disease and both were cared for by the RUH in 2002. Sadly we were not aware of RICE's services at the time. I want to ensure people who are affected by dementia (patients, their families and carers) know of RICE's services.*

#### What is the most rewarding aspect of your role?

*The best part of my job is working with and including our supporters in the development and evolution of our projects, services and campaigns. Many of our supporters have been affected by dementia in some way and/or have strong charity/business skills, knowledge and experience; combining our supporters' experience and*

*dedication with our own expertise, provides the best services for people with dementia.*

#### What does Dementia Awareness week mean to you?

*Dementia Awareness Week is about charities and services coming together and raising awareness of dementia; not only for patients but also for their families and carers. I am a huge believer in charities/organisations working together, for example we work with The Alzheimer's Society, Avon and Wiltshire Partnerships, the RUH, The Forever Friends Appeal and we will be working with the charity BRACE at the Bath Half 2018. We work with many other organisations and we will continue to grow our partnerships to continue to provide united services for people with dementia.*

*We have so many great services, projects and campaigns at RICE and I urge everyone who is interested in supporting us to do so to help us support people with dementia. You can make a donation by taking part in a challenge event, through your work, leaving a legacy in your Will, giving in memory of a loved one, a one-off donation, regular monthly giving or donating through a trust.*

**Find out more about donating here: [www.rice.org.uk](http://www.rice.org.uk)**

**Or for further support please contact us at: [info@rice.org.uk](mailto:info@rice.org.uk) or 01225 476 420**