



Milly's Foundation Alderney

MILLY'S FOUNDATION: DEMENTIA FRIENDLY ALDERNEY

Dear Shop or Office Establishment,

Milly's Foundation, as many of you may know, is an island-based registered charity that provides support for members of our community caring for loved ones affected by dementia.

The support we provide is varied and tailored to individuals' needs and circumstances. For 2025, we at Milly's Foundation have set a goal to create a dementia-friendly community within the island's commercial and business areas.

To achieve this, we are seeking your involvement, participation, and support in implementing this scheme.

We are encouraging businesses to invite willing staff to take part in a basic, voluntary awareness session designed to equip them with greater knowledge and understanding of dementia. This training will help them gain confidence in interacting with individuals living with dementia, including those who may display challenging behaviours. In turn, this can lead to a more positive and happier experience for everyone involved.

What does signing up for this free training involve, and how could it benefit your business?

- **A basic one-hour dementia awareness session** including a 10-minute film highlighting simple steps to support individuals living with dementia. The training is flexible and can be tailored to suit your business's specific needs.
- **Accreditation:** Upon completing the training, your establishment will receive an official "Dementia-Friendly" sticker, accredited by Milly's Foundation, to display in your business window.
- **Certificates** for each individual participant, accredited by Milly's Foundation.
- **Positive media attention:** Participation in this programme can result in favourable promotion and positive media coverage for your business.
- **Follow-up support:** Milly's Foundation will be available to provide ongoing advice and assistance.
- **A positive sense of contribution:** Your business will be part of a meaningful initiative that makes a real difference to our community.

This project will not interfere with or disrupt your business operations, but its positive impact could be significant.

Please consider joining us in this initiative and making a lasting difference in our community.

Thank you in advance for your support.

The Committee
Milly's Foundation
February 2025