Dear [Insert Name Here]

I am writing to you to ask you to join me in supporting tide’s 1000 Carers Campaign. Tide (Together in Dementia Everyday) are one of the UK’s only charities dedicated to supporting carers of people with dementia.

Did you know there will be 1 million people living with dementia in the UK in 2024? Have you ever stopped to think about how many people this will affect? A diagnosis of dementia has what we call “a ripple effect”. For every diagnosis, there can be entire families and other loved ones sharing caring responsibilities. Funding and support are scarce. Many organisations are pulling back their support for unpaid carers.

That’s why tide are launching a new campaign: £1000 for 1000 carers. Their ambition for 2024 is to recruit 1000 new carer members. Every tide member is granted free access to tide’s network, online events, information and advice. This kind of support is vital for unpaid carers. [If you have personal story about caring here, please write about it here].

In support of this, they are asking organisations for a small donation of £1000. A little goes a long way for a small charity like tide. Your kindness and generosity will help them support more unpaid carers. They are dedicating everything towards expanding their unique Carer Development Programme. This programme is a series of online informative sessions on topics that carers need help with. Each session has been expertly developed by the tide team alongside people with lived experience of caring. [If you have experience of how our Carer Development Programme sessions have helped you, please write about this here].

**How You Can Help Support The 1000 Carers Campaign**

* You can help tide achieve our vision by donating £1000 to their fundraiser. By supporting them, you become part of that long-term work to ensure they provide people affected by dementia with the support they desperately need. Please donate today at [tide (together in dementia everyday): £1000 for 1000 Carers (enthuse.com)](https://tide.enthuse.com/cf/1000-carers)
* Everyone and anyone can help tide gather more sponsors by sharing this campaign with organisations and businesses you know!