 

I am writing to invite your business to be part of an exciting campaign to improve the lives of people living with dementia and their carers.

We want to make communities, businesses and services more accessible and less discriminating to those living with dementia. Through small changes we believe we can make a positive difference to the quality of life of people living with dementia and their carers and help to erase the stigma which surrounds these diseases of the brain.

By joining in you are agreeing to one or more actions to improve the service/support for your customers living with dementia. You can share ideas, get support and work together. A simple action may be to raise awareness of dementia together with your staff so if they come into contact with someone they can recognise the symptoms and know what support can be offered. We can suggest many other actions which have been put forward by people with dementia that they say would help them.

There are over 4 million people in the world living with dementia and the figure is set to rise. Some of these people are your existing or potential customers. Apart from ensuring the best customer experience and helping people to remain as independent as possible for as long as possible, you actions will also help to ensure your organisation is compliant with current legislation which recognises dementia as a disability. Finally, this is a global movement which has the support of many large organisations. It is likely to be in the conscience of the consumer. By joining with us and being active in our ambitions you can advertise your commitment to supporting customers and be recognised for being part of something that will change lives in our communities.

Insert a paragraph about yourself! (I have a mother I care for with dementia and I am passionate about supporting people with dementia and I know this work can make a real difference. Many members of my family have been cheated out of their last years on this earth by this cruel disease.) I am supported by a group of people who share my ambitions.

If you would like to join, please could all staff read the enclosed leaflet “What is Dementia” and the Guide to “Understanding Dementia” to raise awareness and I will be pleased to return in 2 weeks time or when convenient, to present you with a Purple Angel Logo for your window. Thankyou for taking the time to read this and I hope you will join us.

Insert your name and your organisation together with contact details.