A fundraising guide to help you do your thing!

This guide will help you to plan your own event or fundraising initiative and make a difference in your community by supporting the Alzheimer Society of Manitoba.
INTRODUCTION

Anything for Alzheimer’s
Anything for Alzheimer’s is a way for creative, dedicated doers to get involved and make a difference in their community. People can plan their own fundraising event or turn an existing event or challenge into a fundraiser. Whatever your interests or talents there is an event out there for you!

What is Alzheimer’s disease?
Alzheimer’s disease is a form of dementia, characterized by a number of symptoms that typically include loss of memory, judgment and reasoning, as well as changes in mood or behaviour. Alzheimer’s disease is the leading form of dementia, accounting for 64 per cent of all dementias in Canada.

Mission
Founded almost 30 years ago, the Alzheimer Society of Manitoba exists to alleviate the individual, family and social consequences of Alzheimer’s disease and related disorders while supporting the search for a cure. As a province-wide organization, the Society seeks to achieve its mission through community awareness; individual, family and professional education; support programs and research funding.

Dream
At the Alzheimer Society we have a dream of what the future will look like for people with dementia and their families. We would like to share it with you.

- People will recognize the warning signs of dementia and not fear a diagnosis of dementia because effective treatments have been found.
- People with dementia will be enabled to participate to their greatest ability in all decisions that affect their lives.
- Society will support the needs of people with dementia by providing for their safe inclusion in all aspects of community life.
- The health care system will be person centred, focusing on achieving quality of life for the person with dementia and the family and friends who support them.
- Family and friends who support people with dementia will be included as part of the care team and will be valued for the exceptional contribution that they make.
- The needs of caregivers will be taken into account, considering their health and well being when providing service to a person with dementia.
- Researchers will unlock the mysteries of cause and cure, giving back to people the opportunity for a long and healthful life.
- Manitobans will understand the importance of and take steps to protect their brain health.

PLANNING

Organize an event
Hosting your own fundraising event is a great way to get everyone together, have fun and raise money for a good cause. You could organize:
- Jeans day
- Office luncheon
- Golf tournament
- or come up with your own original idea.
Ask your family and friends to get involved and use their skills and network of contacts to help you plan and promote your event.
Tips and ideas
You can turn an existing event or challenge such as a marathon or soapbox derby into a fundraiser. You can be sponsored for practically anything. Whatever your age or fitness level there is an event for you! You could:
• Walk, run, swim, cycle or try something more daring like skydiving.
• Simply find an event that you would like to do and let us know so we can guide you through setting up an online fundraising profile and help you promote your fundraising initiative.

Get started
To get started, simply find an event that that you would like to do and then fill out the “Host a Fundraiser Application Form” on pages 6-7 and fax or mail the application to Lynne Williams, Development Coordinator (Fax: 204-942-5408 / Mail: Alzheimer Society of Manitoba, 10-120 Donald St, Winnipeg, MB R3C 4G2)
The Alzheimer Society of Manitoba’s experienced fundraisers can give you advice, information and tips to help make your event a success. After receiving your application, you will be contacted by Lynne Williams who will help you get started and answer any questions you have.

All third party events are required to have the approval of the Alzheimer Society of Manitoba. Approval will be granted on a per event basis. The Alzheimer Society of Manitoba reserves the right to deny any proposed event that does not meet the Society’s mission and values.

Try fundraising online
Through our online fundraising system you can create your own personal fundraising page. It’s fast and easy for you and your donors. Did you know online donations are, on average, double the amount of offline donations?

If you would like to set up an online personal fundraising page, we will review your application form and, upon approval, e-mail you the link to create your online personal fundraising page.

Set the date and venue
Schedule your event for a day that gives you enough time to plan and promote it. Try to pick a date so you won’t be competing with other community events and keep in mind holidays throughout the year. When booking the venue, consider accessibility for participants. Make sure it has all the amenities you will need to execute your event.

Fundraising goal and budget
Create a budget to manage all expenses such as rental equipment, fees and decorations, and estimate the potential revenue from the fundraising activities. This will help you determine whether your fundraising target is attainable and realistic.

Licensing and permits
Some of the activities carried out at your event may require a license, such as raffles or the sale of alcohol. Check with the Municipal Hall, Gaming Policy and Enforcement and Liquor Control and Licensing Branch in your city to determine if you need any licenses, the time it will take to obtain them and the processing cost. Gaming license applications can be made online at www.mgcc.mb.ca. All funds raised through gaming activities must be reported to the Alzheimer Society of Manitoba.

Donation and tax receipt
Tax receipts are issued for donations of $15 or over (a tax receipt must be requested if less than $15). We provide tax receipts in accordance with Canada Revenue Agency guidelines. Please be aware that not every donation received will qualify for a tax receipt. Receipts can only be issued to people making an actual donation. Legally, they must not be given to anyone who will be receiving something in return for their money, such as a raffle or sponsorship. If you...
have any questions or concerns regarding tax receipting please see the Canadian Revenue Agency website www.cra-arc.gc.ca/tax/charities or contact the Alzheimer Society of Manitoba. Donations for which receipts are requested should be tracked on the Donation form. The public should be informed of the exact percentage of proceeds that will be donated to the Alzheimer Society of Manitoba. All donations must be submitted to the Society with 30 days of your event. The Alzheimer Society of Manitoba does not assume any liabilities.

**Recruit Volunteers**

Depending on the size of your event, you may need to organize an event committee. A committee can help oversee the organization and management of the event. Recruit a committee that consists of enthusiastic volunteers, each possessing their own set of skills and bringing with them unique experiences. Make sure to delegate tasks according to their area of expertise and ensure that no one member is over-burdened. You may just need a little help from some friends, family or fellow employees on the day of the event. To recruit volunteers for the day of the event consider posting on a community message board, in a local paper, social media or through word of mouth.

The Alzheimer Society of Manitoba may be able to provide staff or volunteers to help out at your event. We cannot guarantee attendance of staff or provide volunteers, prizes or awards, apply for applications or licenses, or reimburse for any expenses.

**Use and Approval of the Alzheimer Society of Manitoba Name and Proud Supporter Logo**

To assist with the promotion and credibility of your event the Alzheimer Society of Manitoba can provide a Proud Supporter logo for event materials (posters, letters, t-shirts, etc.). Use of the Alzheimer Society of Manitoba name can only be used in the secondary context of a fundraising event in support of the Alzheimer Society of Manitoba. Please keep in mind that your fundraiser is independent from the Alzheimer Society of Manitoba and organizers may not act as representitives of the Society. The event must not state the Society is a sponsor or co-sponsor of the event, rather it must state “In support of” or “Proceeds to”.

To ensure that the Alzheimer Society of Manitoba’s identity is represented correctly, the Society must approve all promotional material bearing the Society’s name or logo before being used publicly. The Society also reserves the right to revise any information regarding the Society and Alzheimer’s disease or other dementias within promotional materials to ensure current and accurate information.

Please submit materials with adequate time for the editing and approval process. In most cases, one week is adequate but additional time may be required depending on the length and complexity of the event materials. If you would like to use the Proud Supporter logo, please indicate as such in your event application or contact Lynne Williams for a copy (lwilliams@alzheimer.mb.ca or 204-943-6622).

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**PROMOTION**

Promotion is crucial to a successful event! Some of the many different ways to promote your event are:

- **Word of mouth** - Tell your friends, family, colleagues about the event, and ask them to invite people in their networks.
- **Event Posters** - Display event posters at local businesses, and community organizations
- **Social media** - It’s free and effective! Facebook and Twitter are a great way to get the word out about your event.
Promoting Through the Society’s Online Channels
We would be happy to help promote your event through some of our online channels:
• Anything for Alzheimer’s website
• Society website events calendar
• Society Facebook and Twitter accounts
In order for us to promote your event, we will need you to fill out a story form and permission form and send them back to us along with an electronic photo of you. Once we receive your completed story form we will write a backgrounder document for promotional use in appropriate web channels and send it to you for approval.

Working with Your Local Media
The local media can be helpful for building awareness about Anything for Alzheimer’s and supporting your fundraising efforts. Before you contact media you must be willing to:
• Be interviewed by your local media.
• Have your name and image made public.
• Share your personal story explaining why you are fundraising for the Society.
When speaking with media, you should speak on your own behalf – not on behalf of the Alzheimer Society of Manitoba. We do not expect you to be an expert about the Society or the disease. If media asks you questions about Alzheimer’s disease, medical treatments, the Alzheimer Society of Manitoba or anything that is not within the realm of your knowledge, please ask the reporter to contact Rebecca Krowelski, Communications Director (rkrowelski@alzheimer.mb.ca or 204-943-6622).

PLANNING CHECKLIST

Getting Society Approval
☐ Download the Anything for Alzheimer’s fundraising guide
☐ Plan your event (location, date, time, budget)
☐ Send in your event application and wait for approval from the Society

Pre-event Preparations
☐ Ask friends and family for help
☐ Organize and arrange the event logistics
☐ Apply for appropriate licensing or permits
☐ Set up your personal online fundraising page
☐ Promote your fundraising event or initiative
☐ Send in your story form and picture to the Society
☐ Recruit event volunteers if necessary

Event Day
There are many different things to do on the event day that depend on the type and size of the event you are planning. Be sure to make a site plan, volunteer duties list and checklist to go over on the day of the event so you don’t miss anything.

After Your Event
☐ Send in the event proceeds, along with the “Event Summary report” on pages 8-9 and donation record sheets
☐ Send thank you letters or cards to volunteers, sponsors or donors
Host a Fundraiser in Support of the Alzheimer Society Application

Contact Information

Organization or Company Name (if applicable): ______________________________________________________________

Contact Name(s): ______________________________________________________________________________________

Address: ________________________________________  City: ______________________________  Prov.: ___________

Postal Code: ________________________  Phone: __________________________  Cell: _____________________________

Email: ________________________________________________________________________________________________

Event Information

Event Name: __________________________________________________________________________________________

Date: _____________________________________________  Time: _____________________________________________

Event Description: ______________________________________________________________________________________

_____________________________________________________________________________________________________

Location(s): ___________________________________________________________________________________________

Would you like an Alzheimer Society staff member to attend your event?        YES        NO
(due to staff scheduling we cannot guarantee attendance)

Would you like Alzheimer Society educational brochures?          YES          NO        How many? ______________

Do you require any signage (logo) from the Alzheimer Society for your event?          YES           NO

Do you require a coin box from the Alzheimer Society?        YES          NO

Financial

How will your funds be generated? ________________________________________________________________________

_____________________________________________________________________________________________________

Estimated proceeds to be donated to the Society: ____________________________________________________________

How will you pay for expenses that you may incur by hosting this event?
Will event participants require tax receipts (donations of $15 or more are receipted unless otherwise requested)?  YES  NO

If yes, would you like us to provide donation forms?  YES  NO  How many? ___________
(participant contact information must be collected so that tax receipts may be issued)

Would you like your proceeds to be directed to a specific area?
___ Research  ___ Programs & Services  ___ Education  ___ Wherever the need is greatest

Tell us your story! Why are you hosting an event for Alzheimer Society of Manitoba? We will use this information to promote your event through our website and social media.

I have read and understood the terms & conditions.

___________________________________________  ________________________________
Signature                                          Date

Please complete this form and send it to the attention of Lynne Williams Email: lwilliams@alzheimer.mb.ca
Mail: Alzheimer Society of Manitoba, 10-120 Donald St, Winnipeg, MB  R3C 4G2

For the Alzheimer Society of Manitoba Office Use Only
___ Approved  ___ Not Approved  Comments ____________________________________________________________

___________________________________________  ________________________________
Signature                                          Date
Anything For Alzheimer’s
Event Summary

Name: ___________________________________________  Phone: ______________________________________

Name of Event: ____________________________________  Date event was held: ___________________________

Financial Information

Please list the total gross revenue (ie: donations, auction sales, raffle, etc.) you received through this event. Please include as much detail as possible. It is important that the Alzheimer Society of Manitoba report on all monies received through gaming activities (see page 3 for licensing details). (Please attach an extra sheet if necessary.)

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Total Revenue $ 

Please include all expenses such as advertising, food/beverages and licenses incurred for this event. Please include as much detail as possible.

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Total Revenue $ 

Total funds raised (total revenue minus total expenses): $ ______________________
Please tell us how your event went (What went well? What would you do differently?)

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_____________________________________________________________________________________________________

Would you be interested in planning another fundraising event in support of the Alzheimer Society of Manitoba?

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_____________________________________________________________________________________________________
_____________________________________________________________________________________________________
_____________________________________________________________________________________________________

What support did you receive from the Society that you felt was helpful?

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Was there an area of support from the Society that you felt would be helpful to receive more support? Please be specific.

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