



Anything for ALZHEIMER'S™
TOOLKIT

Alzheimer
Society
ALBERTA AND
NORTHWEST TERRITORIES

Suite 306, 10430-61 Avenue
Edmonton, AB T6H 2J3

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THANK YOU FOR YOUR INTEREST IN SUPPORTING THE SOCIETY!

The Alzheimer Society of Alberta and Northwest Territories (AS AB/NT) brings awareness to Alzheimer's disease and other dementias; helps alleviate the personal and social consequences of the disease; provides education and support programs; and promotes and funds research into the cause, prevention and cure.

The Society typically offers supports in person; however, due to the global pandemic, we are currently reaching out to our clients through the [First Link®](#) referral program and have found alternative ways to offer support groups through telephone and video conferencing. We have also been able to enhance our online offerings through the [ASANT Café](#). Please check out our education programs such as the [Seeds of Hope Family Learning](#) series, [DementiaTalk Canada](#) (our online discussion forum), or any of our archived video sessions on a variety of dementia-related topics.

All services are offered free of charge to ensure everyone living with Alzheimer's disease and other dementias receives the education and support they need to navigate their diagnosis.

All this is possible, in part, thanks to your participation in the Anything for Alzheimer's program. Please take tremendous pride in knowing that your support ensures that the Society can continue to provide *help for today and hope for tomorrow*.

WHAT IS ANYTHING FOR ALZHEIMER'S?

Anything for Alzheimer's™ is an Alzheimer Society of Alberta and Northwest Territories program that enables people across the province to host independent fundraising events and campaigns to support people living with dementia. While the way we are able to meet and hold certain fundraising events has changed, the need to provide programs and services for people facing dementia has not.

WHY TAKE PART?

According to the World Health Organization, someone is diagnosed with dementia every four seconds. Across Canada there are more than half-a-million people currently living with dementia. This number is expected to double by 2031. Over 46,000 Albertans and Northwest Territorians are affected by Alzheimer's disease or another form of dementia. By hosting your own Anything for Alzheimer's fundraiser, you will join other people and organizations dedicated to making a difference in the lives of care partners and people living with Alzheimer's disease and other dementias in your community.

To learn more about dementia and how the Society can help, please visit www.alzheimer.ab.ca.

HOW DOES IT WORK?

Anything for Alzheimer's allows you to use your creative ideas, outstanding talents, and inspiring passions to turn anything into your own fundraising event. Register your fundraising page [online](#) or print and complete the [application form](#), submit it to giving@alzheimer.ab.ca and start fundraising! You may already have a fundraiser in mind, and in many cases, it is possible to adapt it to a virtual event, or you may want to check out the ideas we have shared for some fundraising inspiration!

EVENT IDEAS

Coffee Break

Turning a coffee break or afternoon tea into a fundraiser is as simple as inviting your friends, family or colleagues to swap a donation for a cup of coffee, tea or another treat. As an alternative to an in-person event, consider connecting with your friends or colleagues for a Coffee Break online. If you go virtual, don't forget to include details of your video chat or streaming platform on your fundraising page, tag us at @dementiaab_nt on [Facebook](#), [Instagram](#) and [Twitter](#) and use the hashtags #CoffeeBreak and #AnythingforAlzheimers on your social media posts and add a virtual activity like a quiz.

Virtual Fundraisers

Plan an online activity and ask your guests to donate. Whatever you are celebrating, you can turn any meetup into a fundraiser.

Try:

- Coffee Breaks
- Craft parties
- Book clubs
- Galas and dinner parties
- Games nights/Trivia
- Birthday parties
- Discussion forums
- Talent show/Open Mic Night

Live Streamed Events

Showcase your talents or your endurance in a live streamed event from your home. Here are some fun ideas to get you started:

- Yoga-a-thons
- Zumba-a-thons
- Knit-a-thons
- Concerts
- And more!

To learn more about dementia and how the Society can help, please visit www.alzheimer.ab.ca.

Challenges

Ask your family and friends to sponsor your solo challenge or favourite activity with your online fundraising page.

- Walk 46,000 steps in a week to mark the number of people in AB/NT living with dementia
- Give up your guilty pleasure
- Dye your hair a new colour
- Grow or shave a beard

Family Fundraisers

Fundraising is fun for all ages, so get children involved with some of these family favourite activities!

- Virtual scavenger hunt
- Children's read-a-thon
- Front yard talent show
- Contactless bake sale
- Virtual karaoke or birthday party

Other Ideas

What else can you do from home to fundraise, whether it's cleaning out your basement or having fun with your friends?

- Spring clean and sell items online through websites such as Facebook fundraisers or Marketplace, Kijiji, Craigslist, eBay or 32Auctions
- Donate the cost of your daily commute
- Host an online auction for goods or services
- Hold a sports tournament or T.V. pool
- Hold a baby photo contest with friends and family

HOW TO ORGANIZE YOUR FUNDRAISER

Our Top Tips

- Register your event [online](#) or complete the [application form](#) and email it to giving@alzheimer.ab.ca
- Email us at giving@alzheimer.ab.ca to request a logo and other materials you can use
- Tag us on @dementiaab_nt on [Facebook](#), [Instagram](#) and [Twitter](#) and use the hashtag #AnythingforAlzheimers
- Make cheques payable to the Alzheimer Society of Alberta and Northwest Territories and send them to us
- Include your fundraising page link in your email signature and e-newsletters to reach an even wider audience
- Use our [offline donation form](#) to give donors the option to donate cash or cheques

To learn more about dementia and how the Society can help, please visit www.alzheimer.ab.ca.

Set Up Your Fundraising Page

Your Anything for Alzheimer's online fundraising page is the perfect way to collect and track donations, while keeping your friends and family up to date on your fundraising journey.

1. Register – set up your [Anything for Alzheimer's page](#) to kickstart your fundraising journey today
2. Personalize – make your page stand out by including your fundraising goal and personalizing it with details of your fundraiser
3. Share your story – if you have a special connection to the Alzheimer Society of AB/NT or to someone affected by dementia, share your story to engage people with your connection to the cause
4. Share photos and fundraising milestones – keep people updated and engaged!

If you'd prefer not to fundraise online, please complete the [application form](#) and email it to giving@alzheimer.ab.ca.

Should you wish to coordinate an offline/in-person fundraiser and it is safe to do so while following physical distancing measures, print a copy of our [offline donation form](#) to track donations at your event.

Promote Your Event on Social Media

- Share photos, videos and your fundraising page across your social media channels with captions that explain your event
- Tag the Alzheimer Society of Alberta and Northwest Territories with @dementiaab_nt on [Facebook](#), [Instagram](#) and [Twitter](#) and use the hashtag #AnythingforAlzheimers

AFTER YOUR FUNDRAISER

Once your event is over, please complete the [Event Summary Form](#) and submit to giving@alzheimer.ab.ca or include along with the package of offline donations from your event.

Submit Your Donation

If you have collected bills and coins please tally and deposit the cash, then write a cheque to the Alzheimer Society of Alberta and Northwest Territories for the total amount and mail it to our provincial office. Remember to include a note with your name and the name of your fundraising event so we know the donation has come from you. Please do not mail cash; we recommend sending a cheque or money order instead.

Please send your cheques to:

Alzheimer Society of Alberta and Northwest Territories
Suite 306, 10430-61 Avenue
Edmonton, AB T6H 2J3

To learn more about dementia and how the Society can help, please visit www.alzheimer.ab.ca.

If you have collected donations through your Anything for Alzheimer’s fundraising page, the funds will be transferred directly to us and tax receipts will be emailed directly to donors – there is nothing further you need to do.

Please note, for offline donations, we send charitable tax receipts for donations greater than \$20. Print a copy of our [offline donation form](#) to track them.

Share Your Photos

We love to see the amazing ways our fundraisers support us, so feel free to share your photos, videos and inspiring stories with us by emailing them to giving@alzheimer.ab.ca. If sharing on social media, remember to tag us with @dementiaab_nt on [Facebook](#), [Instagram](#) and [Twitter](#) and use the hashtag #AnythingforAlzheimers.

Say Thank You!

Always remember to thank everyone who supported and participated in your fundraiser with a phone call, email or card. People will enjoy hearing how much you raised, and you may be able to encourage others to hold their own Anything for Alzheimer’s fundraiser!

ADDITIONAL RESOURCES

[Fundraising Policies](#)

[Social Media Guide](#)

[Anything for Alzheimer’s Waiver](#)

[Sample Sponsorship Package](#)

[FAQs](#)

[Sample Thank You Letter](#)

[Media Advisory Sample Template](#)

[Tax Receipting Guide](#)

[Sample Action Plan](#)

[Offline Donation Form](#)

[Sample Budget Plan](#)

[Event Summary Form](#)

CONTACT US

Have a question? We here to help!

Contact Erin Martyshuk at 587-520-9581 or email at emartyshuk@alzheimer.ab.ca

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FUNDRAISING POLICIES

Anything for Alzheimer's™ is the name of our third-party event program. You can do Anything for Alzheimer's and anyone can fundraise on behalf of the Alzheimer Society of Alberta and Northwest Territories. Third-party events are also referred to as independent fundraising events and are conducted by volunteers in the community who take on all aspects of the event organization. Everyone who fundraises on the Society's behalf must agree to adhere to the Anything for Alzheimer's Fundraising Policies.

The Society is not responsible for the content of pages created by those who fundraise on our behalf. If you see anything on this website that is concerning or offensive, please contact us. The Alzheimer Society of Alberta and Northwest Territories reserves the right to withdraw our support (which includes removing fundraising pages, content and images) at any time from any third-party event which we believe conflicts with our mission, guiding principles and/or policies or violates CRA regulations. If you are not sure if your event fits with our goals, objectives and guidelines, feel free to contact Erin Martyshuk at emartyshuk@alzheimer.ab.ca or 587-520-9581 with any questions or to explore your idea further.

The Society's charitable registration number is: 12969-0343 RR0001

A. RESPONSIBILITY:

1. Organizers of third-party fundraising events are responsible for all aspects of the event, including but not limited to, event logistics, volunteers, promotion and financial management.
2. Please keep in mind that your fundraiser is independent from the Alzheimer Society of Alberta and Northwest Territories and organizers may not act as representatives of the Society.
3. The Alzheimer Society of Alberta and Northwest Territories is not able to join your committee or provide volunteers for your event.
4. We appreciate invitations to attend and speak at independent fundraising events but unfortunately, we can't promise to be involved in all events due to limited capacity. We would be pleased if you could share photos and a recap of the event.

To learn more about dementia and how the Society can help, please visit www.alzheimer.ab.ca.

B. LIABILITY:

5. The Society shall not incur any costs or legal liabilities associated with independent fundraising events.
6. The Society's insurance policy does not apply to independent fundraising events. As a host, you will be required to arrange appropriate insurance coverage for the event.

C. TAX RECEIPTING:

7. The Alzheimer Society of Alberta and Northwest Territories provides charitable tax receipts in accordance with the Income Tax Act (Canada) and Canada Revenue Agency guidelines.
8. Donations made online will received automatic charitable tax receipts by email.
9. Donations made by cash or cheque for which charitable tax receipts are requested should be tracked on the Pledge Form.
10. Full name and address of the donor must be provided in order for the Society to send a charitable tax receipt.
11. The Society cannot send charitable tax receipts with only an email address, we require the full mailing address of the donor(s) and we cannot send them to an event organizer to forward to their donors.
12. Charitable tax receipts are issued for donations of \$20 or over (a charitable tax receipt must be requested if less than \$20).
13. Please be aware that not every contribution received will qualify for a charitable tax receipt.
14. Charitable tax receipts cannot be issued for services or sponsorships.
15. Charitable tax receipts can only be issued to the person who made the donation.
16. Charitable tax receipts cannot be given to anyone who has received something in return for their money such as raffle tickets, sponsorship, event tickets, or products such as from a garage sale or a silent auction.
17. If your event falls near the end of the calendar year, please ensure the Society receives all donations by December 31st to ensure those donors receive their charitable tax receipts for their donations within the year they were made. Otherwise, they will be issued for the following year.
18. If you have any questions or concerns regarding charitable tax receipting please see the Canadian Revenue Agency website <http://www.cra-arc.gc.ca/chrts-gvng/chrts/prtng/rcpts/menu-eng.html> or contact the Alzheimer Society of Alberta and Northwest Territories

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D. EXPENSES:

19. Event expenses may not be paid from tax receiptable donations. All donations requiring a charitable tax receipt must be submitted to the Society in full.
20. Under no circumstances will the Society pay expenses for independent fundraising events.
21. Any company/individual/group organizing a fundraising event or campaign must demonstrate that they are using satisfactory financial controls.
22. The financial records for the event must be available upon request.

E. SUBMITTING REVENUE:

23. The Society requires post-event accounting for revenue and expenditures, any gaming activities and to receive funds within one month after the completion of the event.
24. Cheques should be made out to the Alzheimer Society of Alberta and Northwest Territories.
25. You can make arrangements to deliver funds in person to the Society office in your region or mail them to Alzheimer Society of Alberta and Northwest Territories Provincial Office located at Suite 306, 10430-61 Avenue Edmonton, AB T6H 2J3.

F. LICENSES AND PERMITS:

26. Some of the activities at your event may require a license, such as raffles or the sale of alcohol.
27. Check with the Municipal Hall; Alberta Gaming, Liquor and Cannabis Commission; or Northwest Territories Municipal and Community Affairs – Lottery Program in your area to determine if you need any licenses, the time it will take to obtain them and the processing cost.
 - a. 50/50 draws, raffles and bingo are all considered gaming activities and require a license from Alberta Gaming, Liquor, and Cannabis Commission, City of Yellowknife or Northwest Territories Municipal and Community Affairs – Lottery Program.
 - b. Gaming license applications can be applied for online at:
 - Alberta - <https://aglc.ca/forms/eligibility-raffle-licence-20000-and-less>
 - Northwest Territories – <https://www.maca.gov.nt.ca/en/services/lottery-licensing>
 - c. The Society can provide a letter of reference on your behalf.

To learn more about dementia and how the Society can help, please visit www.alzheimer.ab.ca.

d. Please include information on all revenue you are sending to the Society that is the result of gaming activities. The Society must report on all monies received through gaming activities. You can use our Event Summary Form found in the Anything for Alzheimer's toolkit.

28. The Alzheimer Society of Alberta and Northwest Territories is not able to act as an applicant or co-applicant for any licenses for your event.

G. PROMOTION AND SALES:

29. When speaking with media, you should speak on your own behalf not on behalf of the Alzheimer Society of Alberta and Northwest Territories.

30. We do not expect you to be an expert about the Society and the disease. If media asks you questions about Alzheimer's disease, medical treatments, the Alzheimer Society of Alberta and Northwest Territories or anything that is not within the realm of your knowledge, please ask the reporter to call the Alzheimer Society of Alberta and Northwest Territories and ask to speak with the Anything for Alzheimer's lead.

31. Due to the high volume of third-party events and campaigns, we are not able to guarantee promotion of independent fundraising events in our newsletters or send information to our membership list.

32. Although we can't send out media releases or share our media contact list, we have provided a news release template in the Additional Resources section of the Anything for Alzheimer's toolkit.

33. Unfortunately, we are not able to sell tickets to your event or help with any other sales.

H. USE OF THE "IN SUPPORT OF" LOGO

34. To assist with the promotion and credibility of your event the Alzheimer Society of Alberta and Northwest Territories can provide an "In Support of" logo for event materials (posters, letters, t-shirts, etc.).

35. It is never permissible to use the stand-alone version of our "Alzheimer Society of Alberta and Northwest Territories" logo for independent fundraising events. Only our "In Support of Alzheimer Society of Alberta and Northwest Territories" logo can be used.

36. Please do not stretch, remove elements, or alter the colours of this logo.

37. Use of the Alzheimer Society of Alberta and Northwest Territories name can only be used in the secondary context of a fundraising event in support of the Alzheimer Society of Alberta and Northwest Territories.

To learn more about dementia and how the Society can help, please visit www.alzheimer.ab.ca.

38. To ensure that the Alzheimer Society of Alberta and Northwest Territories' identity is represented correctly, the Society must approve all promotional material bearing the Society's name or logo before being used publicly.

39. 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.

40. Please note that to use any of the Society's logos, wordmarks or other copy written materials without express permission constitutes copyright infringement and may result in legal penalties.

41. 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.

42. If you would like to use the "In Support of" logo, please contact Erin Martyshuk at emartyshuk@alzheimer.ab.ca or 587-520-9581.

FOR MORE INFORMATION

If you have questions about these policies, contact us at:

Erin Martyshuk
Associate Lead, Philanthropy
Alzheimer Society of Alberta and Northwest Territories
Suite 306, 10430-61 Avenue
Edmonton, AB T6H 2J3

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WAIVER

Please carefully review and sign the following waiver.

You must agree to the terms and conditions below in order to participate in the **Anything for Alzheimer's™** program and fundraise on behalf of the Alzheimer Society of Alberta and Northwest Territories.

I hereby release the Alzheimer Society of Alberta and Northwest Territories, executors, administration, personal representatives, their agents, and volunteers from all liability and all claims of any kind whatsoever that I might have for personal injuries or property losses suffered by organizing this event.

I certify that I have full knowledge of the risks involved in organizing this event and I am physically fit and able to do so, and unless indicated to the contrary by the signature of the guardian below, I am 18 years or older. *If under 18, a parent or guardian must register this event on your behalf.

By giving the Alzheimer Society of Alberta and Northwest Territories and affiliated organizations permission to use my name and photo in media or promotional materials, I am helping to build awareness that will bring the Society closer to its vision of a world without Alzheimer's disease and other dementias.

I agree to adhere to fundraising policies as outlined in the Anything for Alzheimer's Fundraising Policies located in the toolkit which include but are not limited to ensuring that I follow the "In Support of" logo use guidelines; Canada Revenue Agency; Alberta Liquor, Gaming and Cannabis Commission; City of Yellowknife; or Northwest Territories – Municipal Affairs – Lottery Program guidelines.

By agreeing to this waiver, I acknowledge having read, understood and agreed to the above waiver, release and indemnity.

I agree with the terms and conditions above

Signature: _____

Date: _____

To learn more about dementia and how the Society can help, please visit www.alzheimer.ab.ca.



FREQUENTLY ASKED QUESTIONS

How do I set up my own event page?

Go to [Anything for Alzheimer's](#) and follow the steps to register your event today!

I want to host an event for the Alzheimer Society of Alberta and Northwest Territories, what do I need to do?

Our Anything for Alzheimer's toolkit lists everything you need to get started and ensure your fundraiser is a success. Have additional questions? Reach out to giving@alzheimer.ab.ca and someone from our philanthropy team will help you out!

My event is coming up soon, can the Alzheimer Society still support me?

Absolutely! Please [register](#) your event as soon as possible or contact us at giving@alzheimer.ab.ca to see how we can support you!

What can the Alzheimer Society of Alberta and Northwest Territories do to help make my event a success?

We are happy to provide you with event planning advice, resources including media advisory templates, offline pledge forms, Society branded collateral, access to online fundraising tools to help increase revenue from your event, an endorsement letter from our CEO that validates the authenticity of your event for one year, event listing on our the Events Calendar on our website, the use of our name and "In Support of" logo, and issue tax receipts in accordance with Canada Revenue guidelines.

Can an Alzheimer Society of Alberta and Northwest Territories representative attend my event?

Although we wish we could attend every event in support of the Society, we cannot guarantee one. We do our best to attend; however, we are happy to provide pertinent speaking notes and materials on behalf of the Alzheimer Society.

Can the Alzheimer Society of Alberta and Northwest Territories provide funds to offset event expenses?

As a community event, the Society does not provide any funding to run the event. With that said, our team can help you navigate the best avenues to offset expenses and raise funds for the Society.

Can I use the Alzheimer Society of Alberta and Northwest Territories logo?

To learn more about dementia and how the Society can help, please visit www.alzheimer.ab.ca.

You may use our “In Support of” logo on promotional material once your event has been approved by your Alzheimer Society contact. Please note that all advertisements and collateral must be reviewed by your Society contact prior to printing and distribution.

Can you help me find sponsors for my event?

The Alzheimer Society of Alberta and Northwest Territories can help you brainstorm a list of appropriate sponsors for your event; however, we cannot approach corporations or individuals on your behalf. We can provide you with sample tools and Society collateral to approach them yourself.

I would like to run a raffle at my event. Do I need a license?

Gaming and lotteries including bingo, 50/50 draws, gambling, raffles or games of chance often have special considerations that require licenses.

In Alberta, please visit the Alberta Gaming, Liquor and Cannabis Commission website (www.aglc.ca) for more information.

In the Northwest Territories:

- If specific to Yellowknife, please visit the City of Yellowknife website www.yellowknife.ca for more information or call City Hall at 867-920-5600 and ask for their Gaming and Lotteries contact.
- If you would like to run across the Northwest Territories, please visit Government of Northwest Territories – Municipal and Community Affairs – Lottery Program (<https://www.maca.gov.nt.ca/en/services/lottery-licensing>).

The Society does not obtain licenses on your behalf.

Additional Questions?

Send an email to giving@alzheimer.ab.ca and we will be in contact!

To learn more about dementia and how the Society can help, please visit www.alzheimer.ab.ca.



SAMPLE MEDIA ADVISORY TEMPLATE

Use a media advisory to give media advance notice of your event. Follow this “who, what where, when and why format” to help get your message across to the media as quickly and clearly as possible. A media advisory shouldn’t be longer than one page and should be sent to media approximately 3-5 days prior to an event. Some of the smaller local media outlets appreciate advance notice of a week or more (they are lean on resources and need to plan ahead).

Media Advisory (or Photo Opportunity)

Main Headline Focuses on Biggest Newsworthy

Subhead Gives a More Specific Angle of the Story i.e. local interest or high-profile people attending

CITY, PROVINCE (DATE) – This opening paragraph should give the answers to “who, what, where, when, and why” as succinctly as possible. Try to make the sentences brief but full of information. Mention any persons of local interest, dignitaries, elected officials, or others who are key to the event. If your family has a compelling connection to the Alzheimer Society of Alberta and Northwest Territories, you may wish to mention it here.

WHO: List names of key people who will attend your event.

WHAT: Describe the event in one brief sentence.

WHERE: Address of event, including any specific parking information for media.

WHEN: Date and time of event.

WHY: Briefly state reason for event.

PHOTO OPPORTUNITIES: You may wish to list a couple of activities or notable people at your event as photo ideas the media might be interested in.

For further information, please contact:

Name of Event Organizer

Phone numbers

Email address

Website (if applicable)

To learn more about dementia and how the Society can help, please visit www.alzheimer.ab.ca.



SAMPLE ACTION PLAN

6-12 MONTHS BEFORE EVENT	PERSON RESPONSIBLE	DATE COMPLETED
Decide on event type		
Competing events in your area?		
Recruit volunteer event planning committee		
Register your event with the Alzheimer Society of Alberta and Northwest Territories		
Research the costs associated with your event		
Create your budget showing revenue and expenses		
Schedule regular committee meetings		
Secure venue		
Order supplies		
Send sponsorship/donation letters/emails		
Create Facebook event page to share		
Other		

3-6 MONTHS BEFORE EVENT	PERSON RESPONSIBLE	DATE COMPLETED
Create invitation list		
Create and send out event promotional materials		
Invite local celebrities (i.e. – Mayor)		
Recruit additional volunteers (if needed)		
Other		

To learn more about dementia and how the Society can help, please visit www.alzheimer.ab.ca.

1-3 MONTHS BEFORE EVENT	PERSON RESPONSIBLE	DATE COMPLETED
Contact local media outlets to promote/provide coverage at your event		
Arrange photography/videography for event		
Other		

1 WEEK BEFORE EVENT	PERSON RESPONSIBLE	DATE COMPLETED
Confirm location/set up details		
Contact suppliers to confirm deliveries/pick-up		
Connect with volunteers to provide detailed info		
Other		

DAY OF EVENT	PERSON RESPONSIBLE	DATE COMPLETED
Arrive early to set up/cover off any last-minute details		
Record all donations, ticket sales and deposit funds		
Other		

AFTER EVENT	PERSON RESPONSIBLE	DATE COMPLETED
Pay outstanding expenses		
Send proceeds to Alzheimer Society of Alberta and Northwest Territories		
Send thank you letters		
Begin planning for next year!		
Other		

To learn more about dementia and how the Society can help, please visit www.alzheimer.ab.ca.



SAMPLE BUDGET PLAN

ANTICIPATED REVENUE	
ITEM	VALUE
Personal Donation	\$
Corporate Donation	\$
Ticket Sales	\$
Registration Fees	\$
Silent Auction	\$
Live Auction	\$
Sponsorships	\$
Promotional Draws	\$
Other	\$
PROPOSED TOTAL INCOME	\$

ANTICIPATED EXPENSES	
ITEM	VALUE
Venue Rental	\$
Food & Beverage	\$
Printing (tickets, posters, programs etc.)	\$
Advertising	\$
Prizes	\$
Other	\$
PROPOSED TOTAL EXPENSES	\$

ANTICIPATED NET REVENUE TO ALZHEIMER SOCIETY ALBERTA AND NORTHWEST TERRITORIES	
Anticipated Revenue	\$
Anticipated Expenses	\$
ANTICIPATED NET (REVENUE – EXPENSES=NET)	\$

To learn more about dementia and how the Society can help, please visit www.alzheimer.ab.ca.



SOCIAL MEDIA GUIDE

FACEBOOK

- Create an event listing on [Facebook](#) and invite your friends, family and fans to attend.
- By leaving the event open, it encourages your attendees to invite their friends and family too.
- For larger or annual events, consider creating a dedicated Facebook group, where your members can receive updates throughout the year.
 - Upload photos and videos for your members to share, receive comments and questions from your community and create a central location of information on your event. For best results, keep your Facebook group set to open.
- Be sure to tag @dementiaabnt in your posts where possible (our name should pop up as you write, which you should then highlight to have us tagged) as we can comment and like the post.
- Share your event on the Alzheimer Society of Alberta and Northwest Territories (@dementiaabnt) page so we can also share, like and engage with the post).

INSTAGRAM

- Visit the [Instagram Help Center](#) to learn how to sign up for your free account.
- You can share all your post-event photos on this photo sharing and organizing website.
- If pictures or video are to be taken at the event, please be sure to post a sign at your event that indicates your photos may appear on the web.
- Be sure to tag our handle @dementiaab_nt and use the hashtag #AnythingForAlzheimers to help define yourself as a member of the Alzheimer Society of Alberta and Northwest Territories community. We will keep an eye out for you and share when we can to help spread your event message even further.

TWITTER

- Start by following the [Twitter Help Centre](#) to help you get started using Twitter.
- Create either a personal or event-specific account.
- Begin by following influential individuals you believe would be interested in your event.
 - Hint: these might be people who would be interested in your event and already have a strong follower base.
- Be sure to tag our handle @dementiaab_nt and use the hashtag #AnythingForAlzheimers to help define yourself as a member of the Alzheimer Society of Alberta and Northwest Territories community. We will keep an eye out for you and retweet when we can to help spread your event message even further.
- For Twitter best practices and a full guide to Twitter lingo, please visit the [Twitter for Business Guide](#).

To learn more about dementia and how the Society can help, please visit www.alzheimer.ab.ca.



SAMPLE SPONSORSHIP PACKAGE

YOUR EVENT NAME

Your Story

Why are you putting on this event? What is unique about your event?

The Need for your Support

What specifically are you supporting at the Alzheimer Society of Alberta and Northwest Territories? Hint: speak with your Alzheimer Society contact about getting some facts on the fund you are supporting to make a strong case for support for your sponsorship proposal. Also, why are corporate sponsors important to the success of your event?

Event Profile

What are the “need to know” facts about your event? Time/Date? Location? Venue? Food/Drinks? Entertainment?

Marketing & Promotions

How are you going to promote your event? Are you going to be using a website? Social Media? Print materials? If so, where will they be displayed? Are you reaching out to any media?

How can you become a Corporate Sponsor?

This is where you will list your different sponsorship opportunities. Make sure there is value in your package that align appropriately with the dollar amount you are asking for.

Gold Sponsor: \$10,000

- Website link to corporate site
- P.A. acknowledgement as a Gold Sponsor during speeches throughout event
- Gold sponsor status recognition on all paid advertisement initiatives
- Onsite and printed material recognition including logo recognition

Silver Sponsor: \$5,000

- Silver sponsor status recognition on all paid advertisement initiatives
- Onsite and printed material recognition including logo recognition

Bronze Sponsor: \$2,500

- Onsite and printed material recognition including logo recognition

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SAMPLE THANK YOU LETTER

Date

First Name, Last Name

Address

City, Province Postal Code

Dear First Name,

Thank you very much for supporting my event, NAME, held on DATE at LOCATION. Through your support, we were able to raise \$0.00 in support of families on their journey with dementia.

The Alzheimer Society of Alberta and Northwest Territories brings awareness to Alzheimer's disease and other dementias; helps alleviate the personal and social consequences of the disease; provides education and support programs; and promotes and funds research into the cause, prevention and cure.

The Society typically offers supports in person; however, due to the global pandemic, the Society is currently reaching out to their clients through the First Link® referral program and have found alternative ways to offer support groups through telephone and video conferencing. They have also been able to enhance their online offerings through the ASANT Café (www.asantcafe.ca). Please check out their Education programs such as the Seeds of Hope Family Learning series, Dementia Talk (our online discussion forum), or any of their archived video sessions on a variety of dementia-related topics.

All services are offered free of charge to ensure everyone living with Alzheimer's disease and other dementias receives the education and support they need to navigate their diagnosis.

All this is possible, in part, because of your generous support of our EVENT NAME! Please take tremendous pride in knowing that your support ensures that the Society can continue to provide *help for today and hope for tomorrow*.

Sincerely,

Your Name

To learn more about dementia and how the Society can help, please visit www.alzheimer.ab.ca.

Alzheimer Society
ALBERTA AND
NORTHWEST TERRITORIES



TAX RECEIPTING GUIDE

The Alzheimer Society of Alberta and Northwest Territories is proud to be a leader in fundraising in Canada and is committed to following rules and regulations regarding the issue of official charitable receipts set out by the [Canada Revenue Agency \(CRA\)](#). This is also important to protecting our registered charitable status.

It is very important that you understand the rules about tax receipting BEFORE you plan your event. The requirements for receipting are extensive and at times, complex. However, the Society is here to help. Please speak with your Alzheimer Society contact about tax receipting in relation to your event before discussing tax receipts with your supporters.

It is your responsibility to communicate guidelines surrounding tax receipting to the participants of your event, so please be sure you and your Alzheimer Society contact have discussed your event in detail and that you are clear about what you are able to offer.

Note: official charitable receipts dated for the year of your event can only be issued if all money and information is received by December 31st of that year.

Tax receipting for cash or cheque donations

Donations are eligible for tax receipts when the following criteria are met:

- If money or a “pledge” is given to the Alzheimer Society, in the form of a cheque or cash donation.
- A receipt will automatically be generated for donation \$20.00 or greater (smaller amounts by request).
- No goods or services were received in return for that donation. Purchase of draw tickets, event admission tickets, registration fees, live and silent auction items are NOT eligible for official charitable tax receipts.

Tax Receipting for non-cash donations

Gifts in kind (GIK) are donations of goods, also known as non-cash gifts or gifts of property, to the Society. Determining if a gift will qualify for an official tax receipt is complicated. Please speak with your Alzheimer Society contact to determine if your donor’s contribution will qualify.

When a GIK donation is secured for your event, this transaction must be documented. You can use our GIK template to record your donations.

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Generally, a receipt will be issued if the GIK meets the following conditions:

1. There needs to be a transfer of property to a charity.
2. The gift must be voluntarily.
3. You must be able to determine the fair market value.
4. Benefit to the donor (advantage) must be less than 80% of the value of the gift¹.

Gift cards will only be receipted when the person donating the card is not the issuer of the card.

Tax receipts cannot be issued for services (time, skills or effort) provided, including: personal, professional, or legal services. For example, services such as printing, event planning, photography, web design, legal, accounting, financial auditing, marketing, public relations, design, etc. are not eligible for a charitable tax receipt.

If a donation does not qualify for a tax receipt, with a copy of the GIK template, businesses can deduct the original cost of the inventory as a business expense and not lose the tax benefit associated with the transfer of property.

Further tax receipting information is available from your Alzheimer Society contact or the [Canada Revenue Agency website](#).

¹ <https://www.canada.ca/en/revenue-agency/news/cra-multimedia-library/charities-video-gallery/charities-giving-series-gifting-receipting.html>

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Event Name: _____

Please PRINT the name and address of each donor clearly.

First Name	Last Name	Mailing Address City Province Postal Code	Phone #	Email Address	Cash* (✓)	Cheque (✓)	VISA/MC (✓)	Credit Card #	Expiry (mm/yy)	Tax Receipt (Y/N)	Donation Amount (\$)
THANK YOU for your generous support!					TOTAL:						

CHEQUES: Please make cheques payable to Alzheimer Society Alberta and Northwest Territories.

** For security reasons, please do not send cash in the mail.*

TAX RECEIPTS: Those who contribute a minimum donation amount will automatically receive an official tax receipt provided contact information is both legible and complete. Minimum tax receipt amount is \$20.

PRIVACY STATEMENT: The Alzheimer Society is committed to protecting the privacy of people whose personal information is collected and held by the Alzheimer Society and we adhere to all legislative requirements with respect to protecting privacy.

CONTACT: Alzheimer Society Alberta and Northwest Territories
 Suite 306, 10430-61 Avenue NW Edmonton, Alberta T6H 2J3
 Erin Martyshuk, Associate Lead of Philanthropy
 Direct: 587-520-9581 | E-mail: emartyshuk@alzheimer.ab.ca

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EVENT SUMMARY

Name of Event: _____ Date of Event: _____

Contact Name: _____

Organization name (if applicable): _____

Phone number: _____ E-mail address: _____

FINANCIAL INFORMATION

Please list the total gross revenue (i.e. donations, auction sales, ticket sales etc.) you received through this event. Please include as much detail as possible. Please attach an extra sheet if necessary.

ITEM	REVENUE
TOTAL REVENUE	\$

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

ITEM	COST
TOTAL EXPENSES	\$

Total Funds Raised

(Total Revenue minus Total Expenses)

\$ _____

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Alzheimer Society

ALBERTA AND
NORTHWEST TERRITORIES

EVENT SUMMARY

We would love to hear how your event went!

What went well?

What would you do differently?

How many people were in attendance/participated? _____

Did you receive media coverage for your event? If yes, please attach copies if possible. ___ Yes ___ No

Would you like to make this an annual or recurring event? ___ Yes ___ No

Are you interested in planning a different fundraising event in support of the Alzheimer Society of Alberta and Northwest Territories? ___ Yes ___ No

If yes, please tell us about your idea:

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

Please tell us if you thought there was something we could do better:

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