

DO YOUR THING YOUR OWN UNIQUE WAY!

Welcome to your FUNdraising guide

All year long, New Brunswickers take on the rewarding role of hosting fundraisers on behalf of the Alzheimer Society of New Brunswick. Now YOU can be a fundraiser too! Anything for Alzheimer's makes it easy for you to fundraise by taking your unique idea and making it a success. It just takes a little creativity, some planning, and the desire to make a difference in the lives of people affected by dementia. And we are always here to help!



WHY GET INVOLVED?

Your fundraising is essential to provide people living with Alzheimer's disease or other forms of dementia and their caregivers with access to services and programs through our 5 resource centres around the province.

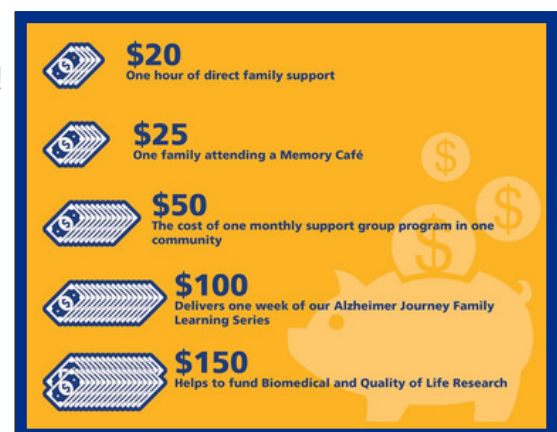
More than 15,000 New Brunswickers are currently living with dementia, and this number continues to grow. Currently, there are no cures or effective treatments to delay or stop the disease. That's why it's imperative to ensure there are programs and resources available to help those that are affected by the disease to live as independently as possible, with the best quality of life possible.



MAKING AN IMPACT

All funds raised in New Brunswick stay in the province!

- Programs
- Services
- InfoLine
- Support
- Education
- First Link
- 5 Resource Centres
- Awareness



Getting Started - How to Organize your Event



REGISTER YOUR EVENT

Contact us at events@alzheimernb.ca or (506) 800-3149 to register your event. We will need to know your contact information, as well as what type of event you'd like to host and when you'll be hosting it.



PROMOTE YOUR EVENT

Share photos and videos across your social media channels with captions that explain your event. Depending on the type of event you are organizing, consider creating an event page on Facebook and adding the Alzheimer Society of NB as a co-host!

Be sure to tag the Alzheimer Society of NB with @AlzheimerNB and #AnythingforAlzheimers so we can see your posts!



POSTERS

You can create your own poster for your event, or use the template attached to this guide (Appendix A). It is important to use the ASNB logo in accordance with our brand standards. If you would like to add our logo to your materials, it must be approved by a representative of the Alzheimer Society of New Brunswick before distributing.



USE VIDEO CONFERENCING

Consider bringing your event attendees together to enjoy your fundraising activity via video on Facebook, Instagram, Zoom, or Skype. See our how-to guide for step-by-step instructions on these video conferencing platforms (Appendix B).



How can I get involved?

You can do Anything for Alzheimer's by taking your own unique idea and turning it into an event. If you aren't sure where to start, check out the list of FUNdraiser ideas below! Be sure to take advantage of online and virtual options.

SPRING CLEANING IN THE FALL

Looking to lighten your load and do some purging? Consider a socially-distanced yard sale or selling your items on Facebook.

YOGA CLASS

Invite your friends to get zen for a good cause and teach them some of your favourite yoga poses.

ARTS AND CRAFTS

Put your talent to work and make crafts or other items to raise funds!

CELEBRATION

Do you have a special day coming up, like a birthday or anniversary? Consider asking for donations instead of gifts!



NIGHT OF THE ARTS

If you are an author or poet, consider doing a reading of your work.

COFFEE BREAK

Invite your friends, family, or coworkers to take a break and have a cup of joe or a treat for a cause.



GET MOVING

Commit to walking, hiking, jogging or running to raise funds. Ask your family and friends to make a pledge per km completed.

DENIM DAY

Get your co-workers involved and hold a casual day at your office. You can ask to host the activity and collect the proceeds.

After your Fundraiser



SUBMIT YOUR DONATION

If you've collected bills and coins please tally and deposit the cash, then write a cheque to the Alzheimer Society of NB for the total amount and mail it to our provincial office within 30 days of your event. 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 NB
PO Box 1553
Fredericton, NB
E3B 5G2



TAX RECEIPTS

Tax receipts are issued for donations of \$10 or more, please keep track of names, addresses, and amounts (see Appendix C for donation sheet). To be eligible for a tax receipt, the donor must not have purchased a good or service in accordance with CRA regulations.



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 events@alzheimernb.ca. If you make a post on social media, remember to tag us with @AlzheimerNB and #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!

Role of the ASNB



STANDARDS AND PRACTICES

The Alzheimer Society of New Brunswick (ASNB) and all related entities are not liable for any injuries sustained by event volunteers or participants related to an event benefiting the Alzheimer Society, and cannot assume any type of liability for your event.

- The ASNB shall not incur any costs or legal liabilities associated with this event.
- It is the responsibility of the third party event organizer to obtain any permits, licenses and insurance.

Please feel free to contact us at events@alzheimernb.ca or 1-888-664-8411 if you need help or would like to discuss these standards.



CONSIDERATIONS FOR COVID-19

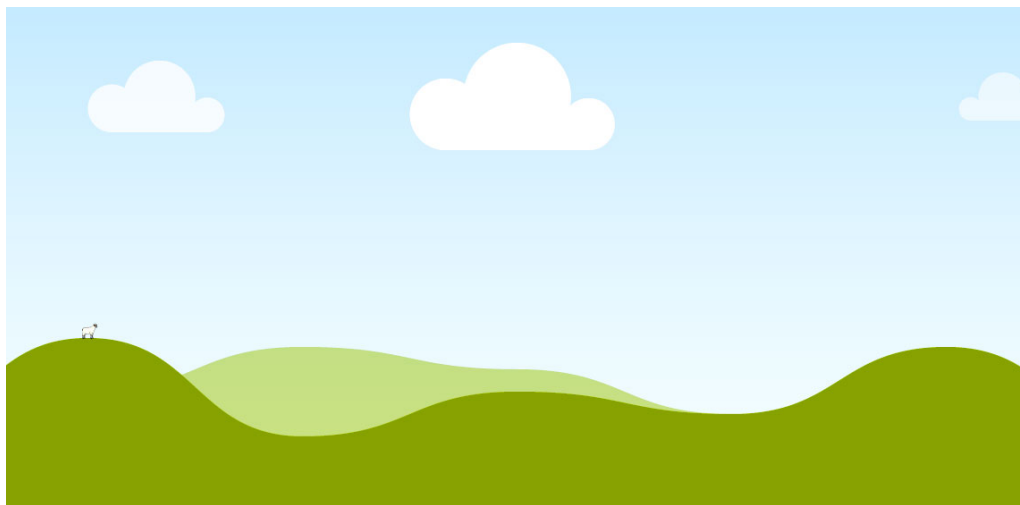
As the pandemic continues to evolve, it is critical that everyone adhere to public health measures and restrictions to help protect our communities and our loved ones.

Please ensure your event is in line with current local public health restrictions, and that you are taking all reasonable measures to limit the spread of COVID-19. Events open to the public may be required to have a COVID-19 operational plan.

For more information on regulations and recommendations regarding COVID-19, please visit the Public Health website:

https://www2.gnb.ca/content/gnb/en/departments/ocmoh/cdc/content/respiratory_diseases/coronavirus.html

Event Name



Event Description: Use this space to describe what guests can expect at your event. Talk about how much fun it's going to be, any special guests, what's included in the ticket price, will there be prizes, refreshments, etc.

Ticket price/suggested donation: \$_____

Date:

Time:

Location:

Address:

For more information/tickets/to register:

Organizer name

Phone number

Email

Proceeds from this event will be donated to the Alzheimer Society of N.B.

Soci t  Alzheimer Society

NEW BRUNSWICK / NOUVEAU-BRUNSWICK

How to: Video Tools

Online video platforms are a great way to get your event attendees together virtually and to create a social atmosphere while enjoying your fundraising activity. Take a look through the below steps to learn about different platforms and make your virtual fundraiser a success.

HOW TO: GENERAL VIDEOS TIPS

1. Tell family and friends the date and time of your virtual event in advance so they know when to tune in.
2. Set your camera's orientation, pick a quiet spot with good lighting and a strong internet connection.
3. Record a test clip to ensure you have a good setting before you start streaming.
4. During the call, interact with viewers, explain why you're fundraising and ask people to donate.
5. Remember to thank your audience at the end of your event!

HOW TO: LIVE STREAM



FACEBOOK

1. Go to the camera option on Facebook and switch to "Live" on the bottom of your screen. Give your camera and microphone access and check your privacy and posting settings.
2. Write a compelling description about why you are supporting the Alzheimer Society of N.B. and include your event name and details on how to donate.
3. Add extras: tag friends, choose your location, add filters or writing and drawing.
4. Click the blue "Start live demo" button to start broadcasting your activity.
5. Click "Finish" to end your stream. The live stream will be automatically saved to your timeline.



INSTAGRAM

1. Open the mobile Instagram app to begin your live stream. Remember you cannot post to Instagram from your browser so this needs to be done via your mobile app.
2. Select the camera icon in the top left corner.
3. There is a menu that scrolls horizontally at the bottom of the screen; select "Live."
4. The shutter button will change to a broadcast icon. Tap it to go live.
5. Click "End" to end your stream. You can save it to your stories for 24 hours, delete or download it.



HOW TO: ZOOM

Set up an account: Host up to 100 participants for 40 minutes at a time when you set up a free Zoom account.

1. Go to <http://zoom.us> and click on “Sign up” or “Sign in” if you already have an account or go to the desktop app if you have it downloaded.
2. Register or enter your login details. You can also use your Google or Facebook account to sign in.
3. Click on “Host a meeting” on the web, or on “New meeting” on the desktop app.
4. Select “Call using internet audio.” Once in the call, make sure neither “Mute” or “Stop video” are selected if you want people to see and hear you.
5. Click “Security” to check your security measures. Make sure that “Enable waiting room” is switched on so you can screen who enters your call.
6. To invite people, click “Participants” and “Invite.” You can choose to send an email to participants or a direct invite to your Zoom contacts. Alternatively, choose “Copy URL” to share and send it via WhatsApp.
7. When your invitees click the link, they will arrive in the Waiting Room. Press “Manage participants” to let them access the call. You can also turn on the “Play chime for enter/exit” in Settings so you know when someone is trying to access the call.
8. When all participants are on the call, select “Lock meeting” to allow no more participants in.

SCHEDULE A CALL

1. Log in and click “Schedule” instead of starting a meeting. You will see a menu of settings which can be tweaked. The default security settings will be turned on, so the main thing to do is pick a time.
2. Once you select “Schedule” or “Done,” you will see a box with a big chunk of text, or a calendar event on mobile. That can then be copied and shared.
3. When you want to start the meeting, go to “Meetings” in your app and select start.

JOIN A CALL

If joining someone else’s Zoom call, the call Host should give you the meeting ID and password.

1. Open Zoom and click “Join a Meeting” to join without signing in or sign in and click “Join.”
2. Enter the meeting ID number and password.
3. Select if you would like to connect audio and/or video and click “Join” to enter the call.

For further details please see [Zoom’s support site](#).

HOW TO: SKYPE

Set up a video call: Calling Skype contacts who are using the Skype app is free but calling a mobile phone or landline through Skype requires Skype Credit or a subscription.

1. Find the person you want to call from your Contacts list.
2. Select the contact you want to call, and then select the audio call button, or video call button to make it a video call. If you want to make a group call, simply add the other participants.
3. At the end of a call, select the end call button to hang up.

For further details, please see [Skype's support site](#).

HOW TO: FACETIME

1. Open the FaceTime app on your iOS device and click the “+” icon in the top-right corner.
2. Type in the names or numbers of the people you'd like to talk to. If they're in your contact list, their names will come up as you type, and you can click on each name to add them to the call. You can also click on the circle with a “+” inside it to open your contacts list and select people from there. Tap their name to open the contact, then tap their number to add them.
3. Tap the green video button to start a video call or the audio button to start an audio call.

For further details, please see the [Apple site](#).

