ANYTHING FOR ALZHEIMER'S

Alzheimer Society BRITISH COLUMBIA

FUNDRAISING TOOLKIT

Welcome to your *Anything for Alzheimer's* fundraising toolkit! Thank you for joining a community of fundraisers across B.C., turning creativity into impact for people affected by dementia. This guide will give you everything you need to plan, promote and celebrate your fundraiser.

We encourage everyone considering or planning a fundraiser to please review our policies document, which can be found on the website.

STEP #1: CHOOSE YOUR FUNDRAISER

There's no wrong way to make a difference! Pick something you enjoy and turn it into an opportunity to raise funds. Here are some ideas to inspire you.

CHALLENGES

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

- Walk 85,000 steps in a week (or another length of time) to mark the number of people in B.C. living with dementia.
- Give up your guilty pleasure.
- Run or walk a marathon.
- Dye your hair a new colour.
- Grow or shave a beard.

COFFEE BREAKS

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.

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FAMILY FUNDRAISERS

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

- Scavenger hunt
- Children's read-a-thon
- Talent show
- Bake sale
- Karaoke
- Lemonade stand

HOBBIES

Take something you do often and invite your friends and family to be involved via donation!

- Knitting
- Painting
- Puzzling
- Trivia
- Poker
- Photography
- Dance
- Motorcycle riding

CELEBRATIONS AND TRIBUTES

Use a special event or cherished memory to support British Columbians affected by dementia.

- In memory or in honour of a loved one
- Celebrations of life
- Birthday parties, weddings and baby showers (in lieu of gifts or party favours)

SPORTING EVENTS

What's good for the heart is what's good for the head! Hold a sporting event by ticket sale or donation.

- Golf, pickleball or basketball tournament

- Guided snowshoeing, hiking or paddleboarding
- Zumbathon
- Yoga or barre class
- Skate or running clinics

HOLIDAYS

Celebrate festive cheer by giving back to the community.

- Photos with Santa
- Easter egg hunts
- Diwali and New Year parties
- Holiday lights

CORPORATE

Rally your colleagues and/or customers and demonstrate your commitment to supporting your community.

- Single-day event
- Annual campaigns
- Cause-marketing
- Employee challenges
- BBQs, chili cook-offs, coffee breaks, etc.

DONATE A CAR

Part ways with an older vehicle by donating it to support the Alzheimer Society of B.C. through the Donate a Car program. Click here for more information.

BOTTLE DRIVE

Return your empty containers to a **Return-It Express** near you and donate the funds to the Society. Click here for more information.

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STEP #2: SET UP YOUR EVENT

Now that you've selected your fundraising idea, here are all the steps to help you set up your event.

OPTION ONE: SET UP YOUR FUNDRAISING PAGE ONLINE

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. Donations made through this page go directly to the Alzheimer Society of B.C. and donations are tax-receipted automatically via email.

1. Register – Set up your *Anything for Alzheimer's* page at AnythingForAlzheimers.ca to kickstart your fundraising journey today.

2. Personalize – Make your page stand out by including your fundraising goal and personalizing it with details about your fundraiser.

3. Share your story – If you have a special connection to the Alzheimer Society of B.C. or 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!

OPTION TWO: REGISTER YOUR FUNDRAISING EVENT OFFLINE

Some fundraisers prefer not to use an online page and that's okay. By completing our simple registration form, you can still run your event, collect donations and access tips and resources from the Alzheimer Society of B.C. We'll help make your fundraiser a success, even without an online page. To register this way, please complete our quick and easy registration form.

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STEP #3: PROMOTE YOUR EVENT

SOCIAL MEDIA

- Share photos, videos and your fundraising page (link) across your social media channels with captions that explain your event and encourage people to participate.
- Tag the Alzheimer Society of B.C. with @AlzheimerBC and #AnythingforAlzheimers.

REACH OUT TO YOUR LOCAL MEDIA

If you're comfortable sharing your story, connect with your local newspaper or radio station to see if they will help get the word out about your event or challenge.

EMAIL

- Send an email to your network including the event details and a link to your online fundraising page.
- Include your fundraising page link in your email signature, e-newsletters or other digital communication channels to reach an even wider audience.

STEP #4: 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!

STEP #5: 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@alzheimerbc.org. If sharing on social media, remember to tag us with @AlzheimerBC and #AnythingforAlzheimers.

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STEP #6: SUBMIT YOUR FUNDS

When your fundraiser wraps up, here is how to send your donations to the Alzheimer Society of B.C.

FOR IN-PERSON CASH DONATIONS:

- Count and deposit the funds into your bank account
- Prepare a list of donor names and mailing addresses for anyone who wants a tax receipt
- Send a cheque or money order for the total amount to the Alzheimer Society of B.C., along with your donor list
- Include a note with your name and the name of your fundraiser so we can match the funds correctly
- Do not mail cash

Mailing address:
Alzheimer Society of B.C.
Attention: Anything for Alzheimer's
300 – 828 West 8th Avenue
Vancouver, B.C. V5Z 1E2

FOR ONLINE DONATIONS:

Donations collected through your *Anything for Alzheimer's* fundraising page are automatically transferred to the Society.

Tax receipts are issued via email — no extra steps required.

Important! Receipts can only be issued for actual donations. Items purchased at auctions, ticket sales, or sponsorships do not qualify.

Toolkit Tip: All donations are processed according to Canada Revenue Agency (CRA) rules. For complete guidance, including what qualifies for a tax receipt, see our Fundraising Policies & Guidelines. Don't worry — we're here to help if you have questions at any step!