



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. 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 12,000 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! Proceeds help us to maintain and expand our essential services and programs for people living with dementia and their circle of care, such as:

- Alzheimer InfoLine
- Caregiver Support Groups
- Tele-Counselling and Psychotherapy
- Minds in Motion
- Memory Cafés
- Educational sessions
- And much more!



GET INSPIRED

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 these FUNdraisers that our supporters have organized in the past.



ARTS AND CRAFTS

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

Staff and residents at Pine Grove Nursing Home got crafty making tie-dye shirts. They sold them and donated the proceeds.



CELEBRATION

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

When Bob and Jane Eaton turned 80, they matched the donations their family and friends made to the Alzheimer Society.



GET MOVING

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

Andrea Knudson completed in a triathlon and asked her friends to support her by making a donation.



BAKE SALE

Invite your friends, family, or coworkers to organize a bake sale and have a treat for a good cause!

The Volunteer Committee in the Chaleur region have been hosting an annual bake sale for 3 years.



SPORTING EVENTS

Bring your community together for a sporting event. It's a great way to raise funds and awareness.

Jacinthe LeClerc organizes an annual golf tournament in her community.

GET STARTED

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, when you'll be hosting it, and if it's open to the public.

PROMOTE YOUR EVENT

Posters

A poster could be a great way to spread the word about your event. Try making a list of places you could put one up. Be sure to think about community bulletin boards, businesses, etc.

You can create your own poster for your event or contact the Alzheimer Society for help making one. 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.**

Social Media

Share photos and videos across your social media channels with captions that explain your event. You can even share your posts to community groups on Facebook that are meant to promote events to help boost your reach. 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!



Radio

Most local radio stations love to pick up community events. Many of them have calendars on their website where you can submit your event and have it mentioned on air. If your event is happening in the summertime you could even invite the radio stations summer cruiser (if they have one).

Traditional Media

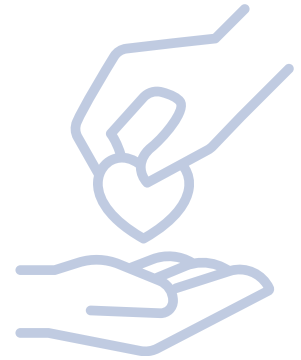
If you would like to reach out to other media sources such as newspaper or TV, let us know! We can help you craft a press release and put you in contact with media personnel in your community.

AFTER YOUR FUNDRAISER

SUBMIT YOUR DONATIONS

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 drop it off or 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 A 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.

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!

SHARE YOUR PHOTOS

We love to see the amazing ways our fundraisers support us, so please 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! Our handle is @AlzheimerNB on Facebook, Instagram, and Twitter.

STANDARDS AND PRACTICES

PROCEEDS

The public should be informed how the Alzheimer Society will benefit from the event or promotion. If the Alzheimer Society will not receive all of the proceeds, the percentage or portion that benefits the Society must be stated clearly on all related publicity.

REPORTING

All deposits and reporting data are required no later than 30 days after the event.

ATTENDANCE & IN-PERSON SUPPORT

Volunteer recruitment is the sole responsibility of the third-party event organizers. Due to limited personnel, the Alzheimer Society cannot guarantee staff support to third party events. Please submit any requests as early as possible as they may be subject to timing and availability.

PRIZES AND INCENTIVES

Alzheimer Society representatives and/or organizing volunteers cannot be considered for eligibility in prize draws or incentive programs.

LIABILITY, PERMITS, LICENSES, AND INSURANCE

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

I have read the above standards and understand that all fundraising events in support of the Alzheimer Society of New Brunswick must adhere to these standards.

Event Organizer (print name)

Signature

Date

