



Welcome to our Fundraising Guide

If you have received or downloaded this guide you have already started thinking about getting involved in raising funds for the Alzheimer Society of Nova Scotia. This guide will help you with that process. It will help you with planning, ideas for promotion, and give you some helpful tips and tools. Please read this document carefully before you begin your planning process.

Thank you so much for your support!

Anything for Alzheimer's

Anything for Alzheimer's is a fundraising program for creative, dedicated supporters 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.

Why Get Involved

Supporting the Alzheimer Society of Nova Scotia means that you will have a direct and positive impact on the lives of Nova Scotians living with dementia. Your fundraising is essential in providing the programs and services that allow Nova Scotians a level of comfort and support as they live their dementia journey.

By supporting the Alzheimer Society, you will make a tangible impact on the quality of life for the 17,000 Nova Scotians who are navigating the challenges of Alzheimer's disease.

All funds raised will stay in our province to support various programs and services at no cost to our clients.

Who We Are

The Alzheimer Society of Nova Scotia was started over 31 years ago by a group of dedicated volunteers. It has been the goal of the Society to provide Nova Scotians with services they need as they navigate their dementia journey.

Dementia is not a normal part of aging. It is a group of diseases that affect the brain and cause a progressive decline in the ability to speak, think, remember, and carry out normal, daily activities. It is estimated that more than 17,000 Nova Scotians are currently living with some form of dementia. For individuals and families living with dementia, the impact is significant.

Where does the money go?

InfoLine:

Our Alzheimer InfoLine is for anyone with questions or concerns about Alzheimer's disease or other dementias. We listen to your questions and concerns, and together we explore options. The InfoLine offers people a safe place to call to speak with qualified and knowledgeable people. Whether it is a caregiver who needs support or someone newly diagnosed and wondering what's next. We can give you the tools, advice, confidence and direction you need to move forward.

Support:

Our Caregiver Support Groups offer a safe environment where you can learn, share, and help each other through this disease. The Alzheimer Society of Nova Scotia offers a network of Caregiver Support Groups. Those caring for people with dementia share a unique experience, thus it is important for these people to have support as they navigate their care journey.

Education:

The Alzheimer Society of Nova Scotia offers educational opportunities for families, health care professionals and the general public through the following programs: Family Caregiver Education Series, Public Education Presentations, Early Stage Forum, Family and Friends Night, and so much more!

First Link®:

First Link® connects people with dementia and their families to support and education so they can better cope with the changes associated with the disease. A referral from your doctor or another healthcare professional is the first step. Physicians and other healthcare and community service providers can directly refer you to the Alzheimer Society of Nova Scotia. Once a referral is made, the Alzheimer Society makes contact with the person referred, linking them to Alzheimer Society's information, education and support, and to other programs and services within their community. We provide ongoing contact with all those referred to us.

Research:

The Alzheimer Society of Nova Scotia is committed to funding industry leading research developments in dementia studies. In fact, the Society has been a critical partner of the Maritime Brain Tissue Bank at Dalhousie University for over 20 years. The Maritime Brain Tissue Bank is one of three in Canada and primarily deals with degenerative diseases such as dementia. This is extremely important research that is being conducted right in our own backyard and more people need to know about it. One day, Nova Scotia could be the place where a cure is found.

How to Organize an Event

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.

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.

Suggested Committee/Volunteer Roles

Event Coordinator

- Responsible for maintaining contact with committee
- Liaison with the Alzheimer Society of Nova Scotia
- Call committee meetings
- Motivate committee members, participants!
- Organize any prizes
- Organize/support any fundraising events
- Media Liaison
- Oversees the funds raised

Promotions Coordinator

- work with ASNS staff to develop poster or share information on ASNS social media channels
- Spread the word about the event to the public and generate buzz – recruit other people to be social media ambassadors
- Use tools such as: social media, posters, free community event boards on radio or newspapers

Logistics Coordinator

- Book venue
- Book equipment
- Recruit any volunteers (if needed)
- Collect décor or items necessary for event (i.e. signage, tables, chairs)
- Venue set up

Fundraise Online

Try fundraising online! Through our online fundraising system we can create for you, 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 online donations?

If you would like to set up an online personal fundraising page please contact Dawn Kehoe at dawn.kehoe@asns.ca.

Planning Checklist

Getting Society Approval

- Download the Anything for Alzheimer's fundraising guide
- Plan your event (location, date, time, and 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
- 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 and donation record sheets.
- Send thank you letters or cards to volunteers, sponsors or donors
- Send in photos and write up of your event to be included on the webpage and in our blog

Event 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
- Society Facebook and Twitter accounts

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 Nova Scotia. Please be mindful that you are not a representative of the Society.

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 Nova Scotia or anything that is not within the realm of your knowledge, please ask the reporter to contact:

Amanda Mueller Coordinator, Communications: amanda.gore@asns.ca or 902-422-7961 ext. 241.

**Sample Media Release**

For Immediate Release

Date

_____ (Insert Group name or Organizers name) _____ RAISES FUNDS AND AWARENESS FOR ALZHEIMER'S

Town, NS – Supporters of (group/organizers name) will be taking part in (event name) on (insert date). In support of Nova Scotians living with dementia.

The event raises funds and awareness of the 17,000 Nova Scotians who have dementia; a number which is projected to increase dramatically in the coming years.

(insert quote from Facility Administrator about why the facility is participating, past success', etc)

Please join us as we support our neighbours living with this disease:

WHEN: (date and time)

WHERE:

CONTACT:

“It is amazing to see people step up and say, ‘we need to do more to support the people of our province living with this disease.’” says Sarah Lyon, Director of Fund Development at the Alzheimer Society of Nova Scotia. “By organizing this event they raise much needed awareness and funds. And all the funds that are raised, stay in Nova Scotia to ensure programs and services are available across the province, as well as education for support workers and funds for researchers.”

ABOUT THE ALZHEIMER SOCIETY OF NOVA SCOTIA

The Alzheimer Society of Nova Scotia (ASNS) is a not-for-profit Health Charity serving Nova Scotians impacted by Alzheimer's disease and other dementias. Active in communities across Nova Scotia, the Society offers help for today through programs and services for people living with dementia and hope for tomorrow by funding research to find the cause and the cure. For more information please visit www.alzheimer.ca/ns.

-30-

For more information about the (event):

(Insert contact information of organizer)

For more information about the Alzheimer Society of Nova Scotia:

Amanda Mueller

Coordinator, Communications

Phone: (902) 422-7961 ext. 241

Fax: (902) 422-7971

Email: amanda.mueller@asns.ca



Role of ASNS

Promotion

The Alzheimer Society is happy to help you promote your event on our website, our Anything for Alzheimer webpage, and all our social media channels. We cannot however, seek out media opportunities for you, but we will respond to requests we receive from the media.

Posters

It is extremely important that our logo is used in accordance with our branding standards. We ask that you do not copy our logo off our website for use in promotional materials. We will be happy to make a poster for you. If this is something you are interested in, please make sure you contact us with enough time for us to make the poster.

Representation at Event

We receive a lot of requests for staff to present at events and functions. However, it is very difficult for us to fulfill all these requests. If you want a staff member to be at your event, you can ask during your registration process, but this is not guaranteed.

Volunteers

The Alzheimer Society of Nova Scotia will not recruit volunteers to work your event. This is your responsibility.

Fundraising Policy

Licensing and Permits

Some of the activities carried out at your event may require a license, such as lotto or the sale of alcohol. Check with the Nova Scotia Alcohol and Gaming to determine if you need a license, the time it will take to obtain the license and the processing cost. Please note the cost of any licensing will not be absorbed or reimbursed by the Alzheimer Society of Nova Scotia. Please visit: <http://www.novascotia.ca/sns/access/alcohol-gaming.asp> for more information. We will provide you with a letter of support should you need one.

Donations and Tax Receipts

Tax receipts are issued for donations of \$10 or over (a tax receipt must be requested if less than \$10). 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.

Donations for which receipts are requested should be tracked on a Donation form. Receipts can only be given out if a full mailing address is provided as is stated in CRA guidelines.

Use and Approval of the Alzheimer Society of Nova Scotia Name and Logo

To ensure that the Alzheimer Society of Nova Scotia'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 keep in mind that your fundraiser is independent from the Alzheimer Society of Nova Scotia and organizers may not act as representatives of the Society.

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.

