

# FUNDRAISING GUIDELINES



Everything you need to get your fundraising event off to a great start

## LET US HELP BRING YOUR FUNDRAISING IDEAS TO LIFE

Thank you for choosing to host a fundraiser on behalf of the Alzheimer Society of Calgary. Because of your efforts, families impacted by Alzheimer's disease and other forms of dementia will be able to access the support, education and care they need. Holding a fundraiser is a wonderful way to fulfil your philanthropic goals, raise awareness about the cause and build community spirit.

Over the years, our fundraisers have hosted a range of innovative events – everything from golf tournaments to lemonade stands. We truly appreciate the planning and creativity that goes into making these events happen. Every amount raised counts; whether it's a few dollars or a few thousand – donations are the lifeblood of this organization. Your efforts make it possible for affected families to continue accessing vital programs and services in Calgary and surrounding areas.

## WHERE YOUR DONATION GOES

A diagnosis of Alzheimer's disease or another type of dementia can have a devastating effect on a family. Proceeds from your fundraising event will go directly into the programs and services that thousands of Calgarians access every year through the Alzheimer Society of Calgary.

Your valued contribution will make a direct and meaningful impact in three ways:

**Customized Support for Caregivers** - enabling us to connect with caregivers helping them build resilience and access information and resources.

**Education** - providing access to quality, credible information about dementia. Caregivers, families and community members develop their knowledge and skills to build their own capacity and resilience to care for people with dementia.

**Respite for Caregivers** - Alzheimer Society of Calgary's Adult Day Program provides a safe, homelike environment where Club 36 participants have the opportunity to voluntarily participate in a variety of activities designed to encourage autonomy, self-esteem, dignity and respect while their caregiver gets respite knowing that the person with dementia is safe.

## THINGS TO CONSIDER BEFORE YOU GET STARTED

Before organizing your fundraiser, please consider that the Alzheimer Society of Calgary is unable to:

- Purchase any items to resell
- Issue tax receipts for anything other than donations
- Provide support with logistics
- Securing sponsorships for the event
- Provide our logo for use on an organization's website



- Pay for any 3<sup>rd</sup> party costs relating to your event such as:
  - design/production of online & printed promotional materials or signage
  - food or drinks required at the event
  - travel costs or accommodations
  - professional fees for entertainers/musicians at the event

## HOW WE CAN SUPPORT YOUR EVENT

To help make your fundraising event a success, there are several ways we can support you:

- ✓ **Informative materials:** We can provide a limited number of informative materials such as brochures, which explain the role of the Alzheimer Society of Calgary in supporting local families.
- ✓ **Promotional tools:** Whether you are looking for people to join your event, or just want to let your community know about the results, we are happy to share your event on social media. Simply provide us with a description and, if possible, some photographs, and we'll let our audiences know about it.
- ✓ **Endorsement:** We can provide a letter of endorsement showing our support of your event but cannot provide our logo for website use.
- ✓ **Volunteers and society representatives:** Wherever possible, we may be able to provide a representative to attend your event upon request.
- ✓ **Tax Receipts:** We can issue tax receipts and letters of acknowledgement for all donations made (donor contact information will be required).

## GETTING STARTED

Follow these simple steps to get your fundraiser off the ground.

**Step 1:** Decide what type of fundraiser you'd like to host. Consider ideas such as how many people you will invite, where you will hold the event, what resources you'll need.

**Step 2:** Fill out a Fundraising Event Application form, and submit it to the Alzheimer Society of Calgary either by email – [triciav@alzheimercalgary.ca](mailto:triciav@alzheimercalgary.ca), mail or in person, at our office: 800 – 7015 MacLeod Trail SW Calgary, AB T2H 2K6.

**Step 3:** Plan and execute your event.

**Step 4:** Provide funds collected to the Alzheimer Society of Calgary **within 30 days of the event.**

**Step 5:** If time permits, come into the office so that we can thank you personally.



## FUNDRAISING IDEAS

We've put together a list of easy-to-implement fundraising ideas to provide some inspiration for your event.

### At Work

- ✓ **Wine Survivor:** Ask staff to bring in a bottle of wine and \$10 to participate, then choose a date to hold a draw. Keep the fun going by extending the draw another week or two; each week participants want to stay in the draw will cost them an additional \$5. The winner wins all of the bottles!
- ✓ **Wear Jeans to Work day:** Everyone loves the opportunity to dress down at the office. Schedule a work day and send out a message to co-workers, inviting them to donate a specific amount in order to wear jeans to work for a day.
- ✓ **Potluck Lunch:** Decide a date and location to hold your potluck. Ask co-workers to prepare and contribute a meal, and ask them to donate a specific amount (e.g. \$10) to take part and sample all the delicious dishes people have brought with them.

### At Home

- ✓ **Coffee/Tea Social:** Select a day and time, create an invitation and invite friends and neighbours over. Have fun with a theme such as Alice in Wonderland afternoon tea, traditional high tea; coffee and cake sampler, etc. Interested in hosting a **Coffee Break®** event? We can help. Ask us for more information about this fundraiser.
- ✓ **Yard Sale:** You can do this by yourself or collaborate with your neighbours to host a larger event. Purge items you are no longer using.

### In Your Community

- ✓ **Bingo Night:** Decide whether you want to host the event at your local community hall for a larger group, or in your living room for a smaller group of friends. Select a night, send out an invite to friends or advertise it in your local newsletter. Print out bingo sheets and calling cards (there are lots of web sites offering free ones for download), then make your own bingo balls or purchase them from a party store. Charge a specific amount per game (e.g. \$2), or offer unlimited games for a larger amount (such as \$30).
- ✓ **Host a Bake Sale:** Set a date, create a fun invitation and invite friends, neighbours or colleagues to sample or contribute their favourite baked goods. To make it even more fun, offer prizes for categories such as 'healthiest cookie', 'fanciest', 'tastiest', etc.
- ✓ **Holiday Gift Wrapping:** Organize with your local mall to set up a wrapping station around the holiday season, then ask for a specific donation amount (e.g. \$5) to wrap presents for holiday shoppers. Ask friends or family members to lend some time to help wrap gifts.
- ✓ **Golf Tournament:** Host a tournament for friends, colleagues or customers at your local golf course. Solicit food, prizes or auction items from local vendors.

- ✓ **Trivia Night:** Host a trivia evening, and print out trivia questions and answers (there are lots of web sites offering free downloads) or use a board game such as Trivial Pursuit. Ask guests for an admission donation (e.g. \$5).

### For Kids

- ✓ **Lemonade Stand:** A great way to spend a sunny afternoon! Get the kids involved and set up a lemonade stand in your neighbourhood.
- ✓ **Video Game Fundraiser:** Host a video game party for your kids and their friends. Create a video game-style invitation and ask friends to donate an entry fee. Then gather some treats, and have a fun evening.
- ✓ **Car Wash:** Choose a time and location, and set up some basic supplies (buckets, hose, water, soap, sponge). Advertise your event on local bulletin boards and use social media to spread the word to family and friends.

## HELPFUL INFORMATION

### Our Contact Information

To talk to someone about hosting a fundraiser, please contact:

**Alzheimer Society of Calgary**

[info@alzheimercalgary.ca](mailto:info@alzheimercalgary.ca)

403.290.0110

### Providing Funds to the Alzheimer Society of Calgary after your Event

- ✓ Please do not send cash in the mail
- ✓ Please make cheques payable to the **Alzheimer Society of Calgary**

### Donations can be made in the following ways

- ✓ In person at our office or mailed (800-7015 MacLeod Trail SW)
- ✓ Over the phone at 403-290-0110
- ✓ On our web site [www.alzheimercalgary.ca](http://www.alzheimercalgary.ca)

In order to receipt donors, we require each donor's full name, address, and their donation amount.

Charitable Registration Number: 13072 5740 RR0001

Web site: [www.alzheimercalgary.ca](http://www.alzheimercalgary.ca)