

2020 fundraising toolkit



Alzheimer Society
BRITISH COLUMBIA

What is *Anything for Alzheimer's*?



Anything for Alzheimer's is an Alzheimer Society of B.C. program that enables people across the province to host independent fundraising events and campaigns to support people affected by dementia. While the way we are able to meet and hold certain fundraising events has changed in 2020, the need to provide programs and services for people facing dementia hasn't.

Why take part?

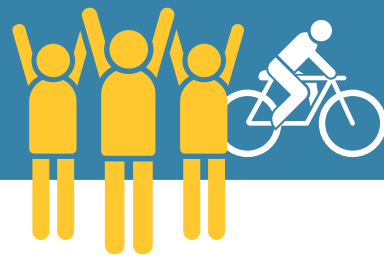


According to the World Health Organization, someone is diagnosed with dementia every four seconds. Across Canada there are more than half-a-million people currently living with dementia. This number is expected to double by 2031. By hosting your own fundraiser through *Anything for Alzheimer's*, you'll join other people and organizations dedicated to making a difference for caregivers and people living with Alzheimer's disease or another dementia.

How does it work?



Anything for Alzheimer's allows you to use your creative ideas, outstanding talents and inspiring passions to turn anything into your own fundraising event. Go to AnythingForAlzheimers.ca to set up your fundraising page or print off your registration form and start fundraising! You may already have a fundraiser in mind, and in many cases, it is possible to adapt it to a virtual event, or you may want to check out the ideas below for some fundraising inspiration!



Event ideas



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.

As an alternative to an in-person event, consider connecting with your friends or colleagues for a coffee break online. If you go virtual, don't forget to include details of your video chat or streaming platform on your fundraising page, use **#CoffeeBreak** on your social media posts and add a virtual activity like a quiz.



Virtual fundraisers

Plan an online activity and ask your guests to donate. Whatever you're celebrating, you can turn any meetup into a fundraiser. Try:

- Coffee breaks
- Craft parties
- Book clubs
- Galas and dinner parties
- Games nights
- Birthday parties
- Discussion forums



Live streamed events

Showcase your talents or your endurance in a live streamed event from your home. Here are some fun ideas to get you started:

- Yoga-a-thons
- Zumba-a-thons
- Knit-a-thons
- Concerts
- And more!



Challenges

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

- Walk 70,000 steps in a week to mark the number of people in B.C. living with dementia
- Give up your guilty pleasure
- Run or walk through [Missed My Marathon](#)
- Dye your hair a new colour
- Grow or shave a beard



Family fundraisers

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

- Virtual scavenger hunt
- Children's read-a-thon
- Front yard talent show
- Contactless bake sale
- Virtual karaoke or birthday party



Other ideas

What else can you do from home to fundraise, whether it's cleaning out your basement or having fun with your friends?

- Spring clean and sell items online through websites such as Facebook fundraisers or marketplace, Kijiji, Craigslist, eBay or 32Auctions
- Donate the cost of your daily commute
- Host an online auction for goods or services
- Hold a sports tournament or T.V. pool
- Hold a baby photo contest with friends and family



How to organize your fundraiser



Set up your fundraising page

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.

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

OUR TOP FIVE TIPS

- Set up your fundraising page at: AnythingForAlzheimers.ca.
Or fill out our offline registration form at: alzbc.org/event-registration.
- Contact us for help on setting up online video chats or live streams.
- Get in touch to request a logo and other materials you can use.
- Tag us on social media with [@AlzheimerBC](https://twitter.com/AlzheimerBC) and [#AnythingforAlzheimers](https://twitter.com/AnythingforAlzheimers)
- Make out all cheque donations to the Alzheimer Society of B.C. and send them to us.

If you'd prefer not to fundraise online, please complete our quick and easy registration form at alzbc.org/event-registration. Should you wish to coordinate an offline/in-person fundraiser and it is safe to do so while following physical distancing measures, our pledge form to collate cash and cheque donations is found at alzbc.org/pledge-form.



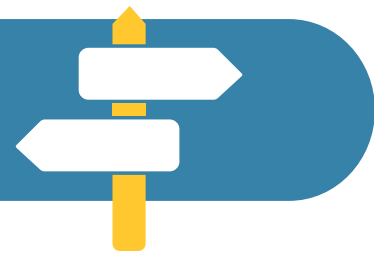
Promote your event on social media

- Share photos, videos and your fundraising page across your social media channels with captions that explain your event.
- Tag the Alzheimer Society of B.C. with [@AlzheimerBC](https://twitter.com/AlzheimerBC) and [#AnythingforAlzheimers](https://twitter.com/AnythingforAlzheimers).
- Include your fundraising page link in your email signature and e-newsletters to reach an even wider audience.



Use video conferencing

Bring 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 alzbc.org/video-tips.



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 B.C. for the total amount and mail it to our provincial office. 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 B.C.
300 - 828 West 8th Avenue
Vancouver B.C. V5Z 1E2

If you have collected donations through your *Anything for Alzheimer's* fundraising page, the funds will be transferred directly to us – there is nothing further you need to do. Please note, we can send charitable tax receipts upon request; we just need the donors' names and addresses which you can fill in our pledge form at alzbc.org/pledge-form.



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 ksloane@alzheimercbc.org. If sharing on social media, remember to tag us with **@AlzheimerBC** 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!

Contact us

Have a question? We're here to help! Contact **Magda Kapp** at:

 mkapp@alzheimercbc.org

 250-860-0730