

Société Alzheimer Society

M O N T R É A L

ONLINE FUNDRAISING GUIDE

First thing first, thank you for choosing to organize a fundraising for the Alzheimer Society of Montreal. Your generosity and dedication will go a long way in bringing support for people living with Alzheimer's disease and their families.

Our mission

The Alzheimer Society of Montreal is a not for profit organization whose mission is to alleviate the social and personal consequences of Alzheimer's disease and related disorders through the development and delivery of leading-edge intervention, care and support services that have a long-term impact.

Raising funds for the Alzheimer's Society of Montreal : an urgent matter !

On the island of Montreal, 33,000 people currently live with Alzheimer's disease or a neurocognitive disorder. In about 15 years, this number will increase to approximately 50,000. The need for the Society's services increases as the number of people affected by Alzheimer's continues to rise. Now, more than ever, we need your support. With your help, we will be better equipped to cope with the soaring increase in the need for our services.

How will you make a difference for Montrealers living with Alzheimer's disease and their caregivers?

These are some examples showing that the money raised from your fundraiser will go a long way in helping Montrealers affected by Alzheimer's disease and related disorders. All fundraisers help us in achieving our mission.

7 500 \$: This amount allows the Alzheimer Society of Montreal to offer its support group programs by ensuring monthly meetings to eight groups of caregivers coming from various parts of Montreal for 12 months.

5 000 \$: This amount enables fifty groups of people with Alzheimer's disease to attend our stimulation program on Mondays and Fridays. Participants benefit from a variety of therapeutic activities offered by specialists at our premises. Participants share in discussions, participate in physical activities, and stimulate their brains with cognitive exercises and other creative activities. Examples include: yoga, laughter yoga and pet therapy.

2 500 \$: This amount would enable twenty-five people with Alzheimer's disease to attend our art therapy workshops for eight months. Through art therapy workshops, people with Alzheimer's disease or a related form of dementia have the opportunity to express themselves, socialize with others and improve their quality of life.

1 000 \$: This amount would equip the Society to give up to 50 awareness talks throughout Montreal. These talks break the stigma of Alzheimer's disease and promote early diagnosis and intervention.

500 \$: This amount provides a 6-week information and support group to 10-12 caregivers. These groups give caregivers a crash-course to better understand their family member's diagnosis. They help them develop strategies to best accompany them while also taking care of their own needs.

**You can make a difference!
Start your own fundraiser today,
in just one click!**

<https://www.facebook.com/fundraisers/>

La Société Alzheimer de Montréal

4505, rue Notre-Dame Ouest, Montréal, QC H4C 1S3

Tél.: 514.369.0800 info@alzheimermontreal.ca

www.alzheimermontreal.ca


Organisme de bienfaisance enregistré à Revenu Canada: 10798 7448 RR0001

How to organize a fundraiser on Facebook

Launching a fundraising campaign on Facebook is simple and can be achieved in a few easy steps. If you do not already have a Facebook account, you must create one before beginning your campaign.


1 – Click on the following link to start: <https://www.facebook.com/fundraisers/>

The platform is easy to use and provides step by step instructions. You can also check out the Facebook “Frequently asked questions” page for additional support.




Starting is easy
We'll help you get started and give you tips to reach your goal.

Share with friends
Connect friends to your cause and gain supporters across Facebook.



Get donations
People can donate to your fundraiser in just a few clicks without leaving Facebook.

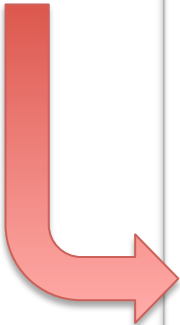


We're here to help
Take a look at these frequently asked questions


- ▶ Who can create fundraiser?
- ▶ How do charities receive donations?
- ▶ How are donations to a personal fundraiser received?
- ▶ How do taxes work?
- ▶ How do fees work?
- ▶ Can I donate privately?

Learn more in the Help Centre

2 – Choose the option “Select charity”




Create a fundraiser for yourself or someone else, or another cause that's important to you.



Raise money for a charity
Money raised will go directly to the non-profit.

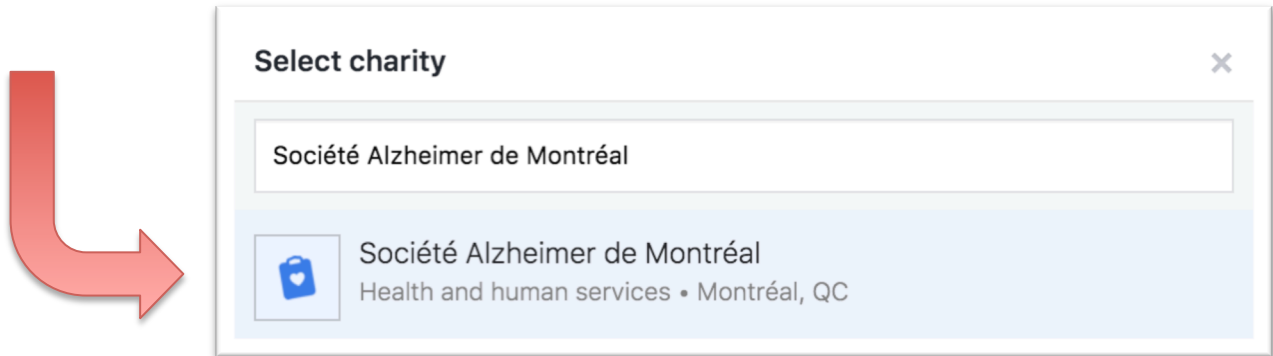
Select Charity



Raise money for yourself, a friend or a business
Money raised will be deposited into your bank account.

Select Category

3 – Type “Société Alzheimer de Montréal” in the search bar and select the organisation in the options below.



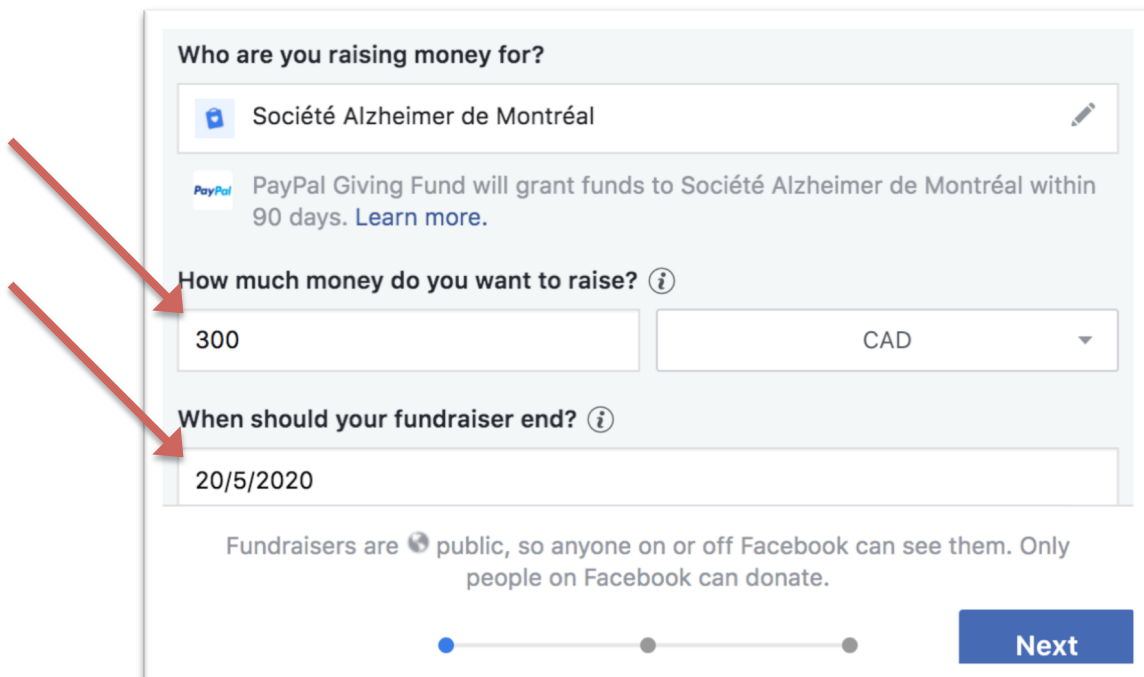
Select charity

Société Alzheimer de Montréal

Société Alzheimer de Montréal
Health and human services • Montréal, QC

4 – Indicate your fundraising goal – the amount you wish to raise and the end date of your fundraiser * then click “Next”.

*We suggest a duration of two to four weeks to give your family and friends sufficient time to see and share your fundraiser. It is a good idea to post weekly reminders throughout the duration of your campaign to maintain the interest of your network.



Who are you raising money for?

Société Alzheimer de Montréal

PayPal Giving Fund will grant funds to Société Alzheimer de Montréal within 90 days. [Learn more.](#)

How much money do you want to raise? ⓘ

300 CAD

When should your fundraiser end? ⓘ

20/5/2020

Fundraisers are public, so anyone on or off Facebook can see them. Only people on Facebook can donate.

Next

5– Choose a name for your fundraiser and explain why you chose to raise funds for the Alzheimer Society of Montreal.

You can keep the basic message suggested by Facebook, but we recommend that you personalize the text and tell your story. For example: Why or for whom did you choose to raise funds? Do you have a loved one that was diagnosed with the disease? What were the impacts of this diagnosis for you and how did the Alzheimer Society of Montreal help you and your family? **Then click “Next”**

We invite you to use the following text to describe the Alzheimer Society of Montreal:

The Alzheimer Society of Montreal’s mission is to alleviate the social and personal consequences of Alzheimer’s disease and related disorders through the development and delivery of leading-edge intervention, care and support services in Montreal. Each year, through its various programs and services, the Alzheimer Society of Montreal helps nearly 2,000 people living with Alzheimer’s, caregivers and organizations. In addition, there are over 1,000 people who benefit from the Society’s training and conferences.

More than 125,000 Quebecers live with Alzheimer’s disease or a related form of dementia, 33,000 of them in Montreal. The number of people living with dementia in Canada is set to increase by 66% within the next fifteen years and, as a result, the demand for our support, counselling, respite, and educational services is on the rise.

Tell your story

What's the title of your fundraiser? ⓘ

Annie's fundraiser for Société Alzheimer de Montréal

Why are you raising money? ⓘ

Want to join me in supporting a good cause? I'm raising money for Société Alzheimer de Montréal and your contribution will make an impact, whether you donate a little or a lot. Anything helps. Thank you for your support. I've included information about Société Alzheimer de Montréal below.

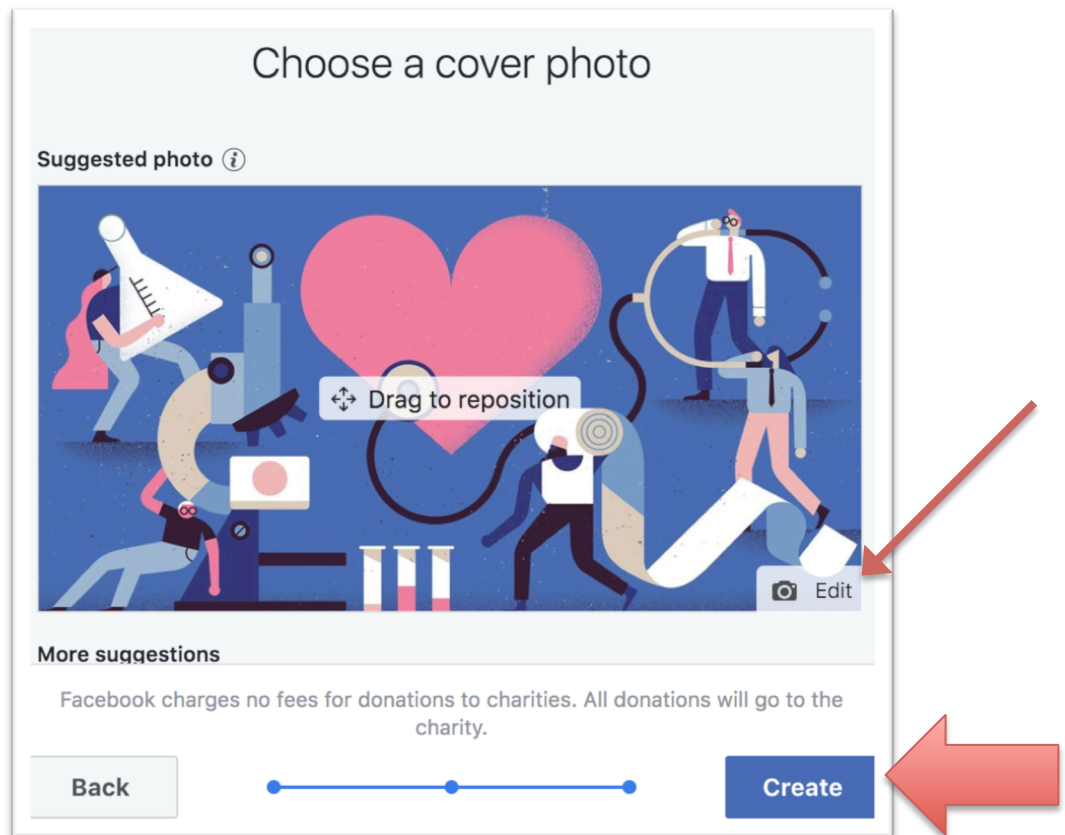
Our mission is to alleviate the social and personal consequences of Alzheimer's disease and related disorders through the development and delivery of leading-edge intervention, care and support services in Montreal.

Back ●●● Next

6– Choose a cover photo for your fundraising campaign.

You can choose one of the photos suggested by Facebook or select a personalized photo by clicking on “**Edit**” and then “**Import a new photo**”. You can then choose a photo directly from your computer, ideally a photo that represents your story. For example: if you plan to fundraise in honour of your mother, you could post a picture of her. If you wish, you will be able to add more photos to your fundraising page once its published. Once your cover photo has been selected, click “**Create**” to publish your campaign on Facebook and start collecting donations.

There you go! Your fundraiser is published and ready!



Need help?

We will be happy to assist you! If you have any questions or need support with the organization of your fundraiser, please call **Elisabeth Desy**, coordinator – financing development, at 514-369-0800 or by email: edesy@alzheimermontreal.ca

We invite you to share with us the link to your campaign, so that we can post it on our social medias pages and highlight your gesture of solidarity!

Tips for a successful fundraiser

Tell your story: Add photos to your campaign page and tell people why their support is important to you!

Share your campaign and mobilize your network: Rally your family and friends to your cause! Don't hesitate to ask them to donate and to share your fundraiser.

Keep in touch with your donors: Post regular updates on your campaign page to thank your donors, share your fundraising results and remind them of the deadline to donate! You've almost reached your goal? Let people know and ask for a final round of support to reach your fundraising objective - your donors will be happy to have contributed to the success of your campaign!

FAQ

How do charities receive donations?

Facebook has partnered with *PayPal Giving Fund Canada* to support charities in Canada. Your donations will be forwarded to *PayPal Giving Fund Canada*, which is a registered charity, and the Alzheimer Society of Montreal will receive the donations directly from *PayPal Giving Funds Canada* at monthly intervals during your fundraising campaign.

Does Facebook retain an administration fee for donations?

Facebook does not charge any fees for donations made to non-profit organizations. 100% of your donations will be given to the Alzheimer Society of Montreal.

Will donors receive a tax receipt?

Any donation made to the Alzheimer Society of Montreal on Facebook is tax deductible. *PayPal Giving Fund Canada* is responsible for issuing an official tax receipt, which will be sent to the main email address indicated on the donor's Facebook account.

La Société Alzheimer de Montréal

4505, rue Notre-Dame Ouest, Montréal, QC H4C 1S3

Tél.: 514.369.0800 info@alzheimermontreal.ca

www.alzheimermontreal.ca

Organisme de bienfaisance enregistré à Revenu Canada: 10798 7448 RR0001