

Société Alzheimer

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THIRD-PARTY FUNDRAISING GUIDE

PURPOSE OF THE THIRD- PARTY FUNDRAISING GUIDE

The Third-Party Fundraising Guide establishes the rules and guidelines for organizing any third-party event, in-person or online. It defines the reciprocal responsibilities and best practices between the Alzheimer Society of Montreal and the third-party event organizer. It also defines all the work involved in setting up a successful third-party event.

THE ALZHEIMER SOCIETY OF MONTREAL

Who are we?

The Alzheimer Society of Montreal, founded in 1981, is a not-for-profit organization committed to providing innovative, high-quality and timely support services that have been carefully integrated to meet the unique needs of people affected by Alzheimer's disease or related dementia.

Our mission

To alleviate the social and personal consequences of Alzheimer's disease and related dementia through the development and delivery of leading-edge intervention, care and support services in Montreal.

What is Alzheimer's disease or related dementia?

Alzheimer and related dementia manifest as a cognitive impairment that may include memory loss and difficulties with thinking, problem-solving or language, severe enough to reduce a person's ability to perform everyday activities.

A person with dementia may also experience changes in mood or behaviour. Dementia is progressive, which means the symptoms will gradually get worse as more brain cells become damaged and eventually die. Aside from Alzheimer's disease, many other diseases can cause dementia, including vascular dementia (due to strokes), Lewy body disease, head trauma, frontotemporal dementia, Creutzfeldt-Jakob disease, Parkinson's disease, and Huntington's disease. These conditions can have similar and overlapping symptoms.

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THIRD-PARTY FUNDRAISER, DEFINITION OF CONTENT

What's a third-party fundraiser?

A third-party fundraiser can be defined as any fundraising initiative brought forward by an individual, community group, service club, or business, external to the Alzheimer Society of Montreal, who wish(es) to raise money through a planned activity that is designed, managed and financially resourced by the external participants. They do not need to be a professional to organize a fundraiser. It can be a fundraiser to honour someone you love, to celebrate an anniversary, for a personal or athletic challenge, or for many other occasions. You simply need to find an idea that you would like to carry through, from start to finish, and to notify the Alzheimer Society of Montreal. A third-party organizer is therefore an individual or a group of individuals who want(s) to get involved and make a difference in the community by organizing a fundraiser or turning an existing activity into a fundraiser.

Third-party fundraisers in support of the cause



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Feel free to check out our [website](#) to get an idea of third-party events that have been organized to date!

Why raise funds for the Alzheimer Society of Montreal?

On the Island of Montreal, nearly 40,000 people currently live with Alzheimer’s disease or dementia. By 2040,¹ this number will double and the need for the Alzheimer Society of Montreal’s services will increase year over year. That’s why we need the support of dedicated fundraisers like you, allowing to us maintain current services and expand our offering to a growing number of people who need it, thanks to the funds raised.

¹ - <https://alzheimer.ca/en/the-many-faces-of-dementia-in-canada-landmark-study-volume-2>

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

Here are some examples that show how the money raised at your fundraiser will go a long way in helping Montrealers affected by Alzheimer's disease and their caregivers. All fundraisers, regardless of the amount raised, help us to achieve our mission.

Refer to our [Annual Report](#) to see how your fundraiser would have an impact on maintaining our services

\$9,000 would allow the Society to provide support programs by holding monthly meetings for eight groups of caregivers across Montreal, for 12 months.

\$6,000 would fund group meetings to stimulate cognitive development, offered Monday to Friday. Participants would benefit from a variety of therapeutic activities that allow them to have discussions, participate in physical activities, and stimulate their cognitive reserve and other creative activities. Examples include: yoga sessions, laughter yoga, art therapy, and other activities.

\$3,000 would allow 25 people living with Alzheimer's disease to participate in our art therapy workshops for eight months. Thanks to art therapy workshops, individuals diagnosed with dementia have the opportunity to express themselves, socialize with others and improve their quality of life.

\$1,200 would allow the Society to give awareness talks throughout Montreal. These talks break the stigma of Alzheimer’s disease and promote early diagnosis and intervention.

\$600 would allow the Society to provide a six-week information and support group to 10 caregivers. These groups give caregivers a crash course to better understand their family member’s diagnosis. They help them develop strategies to better support their loved ones while also taking care of their own needs.

*There is a person beyond the disease.
Don’t wait any longer! Organize your
fundraiser!*



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PLANNING A THIRD-PARTY FUNDRAISER

Any fundraising event organized by a third party in support of the Alzheimer Society of Montreal must receive prior approval from the Society. Here are the first four steps for organizing a third-party event:



Fill out the “**Third-Party Fundraiser Proposal Form.**”



Once the Alzheimer Society of Montreal receives the form, **it will take five (5) business days to get approval** for your fundraiser. The Events and Associative Life Coordinator will contact you to plan a meeting to discuss your ideas and ensure your full support. An in-person meeting is preferred, but if you are unable to attend in person, the meeting will take place over the phone or by videoconference. It is important to note that **the Society reserves the right to refuse any proposed activity that is not compatible with its mission and values.**



Once your activity is approved, we will email you the approved Third-Party Fundraiser Proposal Form, as well as the Society’s logo to use on your promotional material. **The Society’s Philanthropy team will make itself available to help you kick off your activity.** For more than 40 years, the Alzheimer Society of Montreal has been planning, organizing, and evaluating fundraising activities. Its communications department also helps to promote your event. We are there for you!



Start organizing your fundraiser. The event organizer agrees to notify the Alzheimer Society of Montreal of the proceeds raised within seven business days. Moreover, the event organizer agrees to remit the funds raised to the Alzheimer Society of Montreal within 30 business days.

Important questions to ask yourself when organizing a fundraising activity:

1. Will I need to recruit volunteers?

Depending on the size of the activity, you may need volunteers to help out on your team. The Society may help you recruit volunteers to support the activity, as needed.

2. Will I need to obtain special permits from authorities: the municipality, the borough and/or the Régie des alcools, des courses et des jeux du Québec?

Plan to get permits, especially if the activity involves a raffle, the sale of items or serving alcoholic beverages. It is the organizer's responsibility to obtain the necessary permits from the appropriate authorities.

3. What is my fundraising goal?

Estimate potential revenues to determine whether the fundraising goal is achievable.

4. What is my budget?

Set a budget including future expenses (material, advertising, decoration, premises, food, etc.). Remember to budget for unforeseen expenses.

5. Where and when will my fundraiser take place?

Plan the activity early on so you have enough time to organize, promote and carry out the fundraiser. It is important to choose a date that does not conflict with other fundraising activities in your area or by other organizations. [Refer to our website](#) and the website of the municipality where you want to be organizing your activity.

6. Does my fundraiser respect the policies and procedures of the Alzheimer Society of Montreal?

Your event must respect our mission and our values. Feel free to contact our team if you have any doubts or questions.

7. How will I promote my activity and/or sell tickets (if applicable)?

To further promote the activity and give it more credibility and visibility, the Alzheimer Society of Montreal can promote your event on its networks and advise you on best practices. You are responsible for the sale of tickets and promoting your activity.

8. Can I get a tax receipt in the name of the person making a donation to my fundraiser?

The Alzheimer Society of Montreal provides a receipt for any charitable donation of \$20 or more. Keep a record of the individuals who made a donation to your activity, including their name, civic address, phone number and donation amount.

9. Can I expect a representative from the Alzheimer Society of Montreal to be at my fundraising event?

The Alzheimer Society of Montreal will be pleased to be at your event if there are more than 20 participants, and if possible.

10. Do I need to purchase insurance for my event?

It is up to the organizers to obtain liability insurance coverage from the appropriate authorities. Note that the Society's insurance policy does not cover third-party events. The Alzheimer Society of Montreal is in no way liable for any breakage, accidents, claims, damages or lawsuits resulting from or in connection with your event.

Use of the Alzheimer Society of Montreal logo and description of the organization

The web page for your fundraiser, your social media posts and/or any visual print used to promote the event must include the Alzheimer Society of Montreal's logo, which would have been previously provided to you, a brief description of the organization (i.e., its mission), as well as the hyperlink to the Society's home page.

Any promotional material containing our logo and/or descriptions of our organization must be approved by our Communications team before it can be used and/or distributed. The Society reserves the right to revise any promotional material concerning or related to Alzheimer's disease and related dementia, to ensure that it is up to date and accurate. The documents and material must be submitted to us in advance (10 business days before your event) for review and approval. Usually, we recommend six to eight weeks of promotion to sufficiently promote an event. As such, we need to have the promotional material before then to approve it. Obviously, it is up to the organizers to decide when they want to start promoting their event, depending on the event date.

Note: We also have a guide for Facebook events, available upon request.

Ready for the challenge?

Here are five secrets to a successful fundraiser:

1. Define clear goals for your fundraising campaign

An effective fundraising campaign starts by defining clear and measurable goals. These goals are used as a basis for planning, execution and evaluation.

2. Build a solid fundraising team

A solid fundraising team is key to a successful fundraiser. Each member brings their skills, experience and unique perspectives. By bringing together a diverse and skilled team, you can maximize your fundraising potential.

3. Leverage a strategy for identifying and engaging donors

Donors are the cornerstone of a successful fundraising campaign. Identifying and engaging donors are a crucial step in establishing a base of long-term donors.

4. Create an effective fundraising message and organize an engaging fundraising event

A convincing fundraising message is key to catching the attention and interest of potential donors. It must effectively communicate the mission, the impact and the importance of supporting your cause.

5. Make the most of social networks and online platforms

In today's digital age, social networks and online platforms have become valuable fundraising tools. You can reach a wider audience through them, engage potential donors and amplify their fundraising efforts.

Don't wait any longer. Start your fundraiser and take on the challenge!

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Protection of personal information, under Act 25

We support Act 25 in respect to the protection of personal information, as described in our policy and procedures, and posted on our website. We undertake to respect the privacy of any personal information that we collect as part of your third-party event. Details at alzheimermontreal.ca/en/protection-of-personal-information