



WALK FOR MEMORIES

30TH ANNIVERSARY

Alzheimer Society
TORONTO

TOGETHER

WE WALK

FUNDRAISING GUIDE



SAT, FEB 01, 2020 | WALK.ALZ.TO

WALK FOR MEMORIES

It's time to unleash our collective brainpower.

Every 3 seconds someone in the world develops dementia.
By 2050, 152 million people will be living with dementia.

People like us.

We need to get together now to manage our collective brain health. Connect with people in your community to raise funds for the Alzheimer Society of Toronto while honouring those with dementia.

Together, we will make connections that matter.



ABOUT THE ALZHEIMER SOCIETY OF TORONTO



ABOUT ALZHEIMER'S DISEASE

Alzheimer's disease is a progressive, degenerative disease of the brain, which causes thinking and memory to become seriously impaired. It is the most common form of dementia.

ABOUT DEMENTIA

Dementia is a syndrome that causes a serious loss of cognitive ability, beyond that of normal aging.

Symptoms of dementia include:

- Loss of memory
- Loss of judgment and reasoning
- Difficulties with speech and movement
- Changes in mood and behaviour



This past year,

676

Education sessions
provided

3,896

Clients served
through Active
Living Programs

189

Support Groups
Held

1,100

Music players given to
persons living with
dementia

WELCOME FAMILY, GROUP AND CORPORATE TEAMS!



We want your team to be successful, so this step-by-step guide will help target your efforts efficiently.

STEP 1

Set Up A Team

- Identify a key team member who is highly motivated to be team captain.
- Choose a team name that represents your motivation for participating.
- Set a team goal. A good benchmark is setting a suggested fundraising amount per walker. I.e Each walker raises \$100, a team of 10 walkers raises \$1,000.
- Register the Team Captain first at www.walk.alz.to.

STEP 2

Recruit Walkers

- When you have more team members join your team, your fundraising potential is even higher.
- Set a goal of recruiting at least 10 walkers to your team through the *online platform.
- Send an email to your contacts announcing that you're fundraising for the walk and encourage them to join your team.
- Consider reaching out to family, friends, neighbours, co-workers, clients, community groups or clubs.

**Online fundraising keeps the event cost low allowing more money to be directed towards services.*

FUNDRAISING IDEAS



Donate to yourself the first \$50. People are more likely to follow suit.



Ask your employer about a matching funds program. They may match funds you and/or your team raises.



Send an email using the Participant Centre. Mention if your team is walking in honour of someone with Alzheimer's disease or dementia.



Donate to yourself the first \$50. People are more likely to follow suit.



Reach out to all of your contacts. You never know who might donate.



Request to canvas at an LCBO Store. (Contact the LCBO and make a 'Tag Days' Request).

The Alzheimer Society of Toronto accepts credit cards for easy online donation payment and donors receive their tax receipt immediately.

TEAMS

STEP 3

Set Up A Team

- A motivated team will help you reach your team goal.
- Communicate regularly with your team and encourage members to fundraise early to avoid last minute work.
- Celebrate fundraising milestones by emailing and updating on the team progress.
- Arrange for fun incentives to motivate the team. Contact local business to donate items.

STEP 4

Encourage Fundraising

- Brainstorm with your team on fun ways to raise more money.
- Ask each team member to personalize their fundraising page and share it through social media such as Facebook, Twitter, LinkedIn, or Youtube. With these tools you can reach a broad audience.
- Ask local businesses or partners to support the team.

STEP 5

Attend the Walk

- You met your goal. Congratulations! Bring your pledge forms and money on event day.
- Attend the Walk and celebrate all the success your team has contributed to!
- Capture photos of your team to share with supporters and donors.

Don't forget to book your discounted Sheraton hotel room for the Carswell Family Night on Jan. 31 before the discount deadline of [Dec. 31, 2019](#).

STEP 6

Post Walk

- Send thank you notes to all your donors and supporters with results of your fundraising success with photos from the event.
- Collect and submit any outstanding pledged and matching gift forms.
- Provide your feedback by completing the post-walk survey sent by the Alzheimer Society.



Ask your HR team to donate a vacation day you can auction off! Sell tickets and don't forget to put up posters announcing this great campaign.



Send out a request for support by mail or email telling people why you're raising funds! This is the most powerful fundraising method available to you.



If you have a milestone (e.g. birthday, retirement, anniversary, etc.) approaching, host a party and ask guests to contribute to your Walk in lieu of gifts.



Offer to sell food items at an event, and donate funds raised to your team.



Collection of "Extra Change" near the coffee station at your office.



Don't forget great ideas such as a garage sale, golf tournament, bottle recycling drive, live or silent auction.

WELCOME JR. WALKER!

It's all about kids! Register your child (17and under) for the Walk and encourage charitable giving.

All Jr. Walker donations (total amount up to \$50,000) will be matched thanks to the generosity of The Carswell Family Foundation.

Get your child's school, teams and friends involved in their efforts and each donation will have **DOUBLE THE IMPACT.**



Visit www.walk.alz.to/jrwalker for more information about how to engage your child and help grow the next generation of philanthropists!

JR. WALKER IDEAS



Take your pledge form to school and ask your teacher and staff to support the cause.



If you have a birthday coming up, ask friends to make a donation instead of buying a gift.



Collecting "spare change" over the holidays can really add up! Contact us for a donation box



Send a link to family and friends and let them know why you're fundraising.

*Be sure to mention all donations will be matched by The Carswell Family Foundation.



Offer to run errands in your community in exchange for donations to your fundraising goal.



Hosting a bake sale helps raise awareness and is a great way to receive donations.

JR. WALKER!

CARSWELL FAMILY NIGHT

On Friday, January 31, join us for dinner and fun entertainment.

The Carswell Family Night is a great opportunity to secure your place in downtown Toronto the night prior to the event, spend a relaxing night with your family and get into the spirit of all the Walk has to offer. We know it will be a special weekend for the whole family to enjoy. We will provide fun activities for all ages and we hope to see you there!

To book your hotel room at an exclusive discounted rate book by the deadline date of December 31, 2019. Please visit: walk.alz.to/carswellfamilynight.

BENEFITS OF FAMILY NIGHT



Have access to a pre-celebration that includes a kid-friendly dinner, activities and entertainment that the whole family can enjoy.



Check-in to the event early and hand in any donations and pledge forms to avoid the line up the next morning.



Experience what the Sheraton Centre Hotel has to offer with their upscale amenities like the heated pool and plush bedding to ensure you are well rested.



Avoid the early morning commute to the **NEW** Walk starting point, Royal Bank Plaza at Union station, with a complimentary shuttle for overnight guests!

FOLLOW THIS FUNDRAISING GUIDE TO STAY ON TRACK



STEP 1

- Identify motivated members to create a team.
- Register the team captain first at www.walk.alz.to
- All walkers must register in order to join your team at www.walk.alz.to

STEP 2

- A good benchmark for setting a goal for your team is suggesting a minimum fundraising amount of \$100 per walker.
- Work with Walk staff to help set up and develop team goals.
- Be creative. Invite your team over to strategize fun ways to raise money.

STEP 3

- Communicate regularly with your team. Ask how fundraising efforts are progressing and encourage them to start early.
- Monitor your team's fundraising results online to ensure you are on track to reach your goals.

STEP 4

- All team members bring a copy of their online fundraising results, pledge forms and donations on Walk day.
- Celebrate and thank everyone! Consider ways to recognize family, friends and colleagues that pledged or walked with you.

T **TOGETHER**
E **EVERYONE**
A **ACHIEVES**
M **MORE**

FREQUENTLY ASKED QUESTIONS

Q: When and where is the Walk?

A: This year the Walk will take place on Saturday, February 1, 2019. It is a 2 km indoor walk taking place in the underground PATH. The starting location will be Royal Bank Plaza at Union Station, 200 Bay Street, at 8:30 am, and will finish at the Sheraton Centre Hotel at 123 Queen Street West.

Q: Is there a registration fee?

A: Although there is no registration fee, the Walk is a key fundraising event for the Alzheimer Society of Toronto and as such, we encourage each participant to raise a suggested minimum fundraising amount of \$100.

Q: Is there a fundraising minimum?

A: Our goal, through the fundraising efforts of our participants, is to fund programs and services offered by the Alzheimer Society of Toronto. We are confident that each participant can raise \$258* and are pleased to offer support/advice on exceeding your goal (*the average amount raised by our 2018 fundraising participants). The more money you raise, the more fundraising prizes you are eligible to receive!

Q: Can my child register and fundraise if they are under 3 years of age?

A: Yes, anyone under the age of 17 can register and fundraise as a Jr. Walker.

Q: Can we volunteer if we are walking?

A: Yes, the Walk has many volunteers who choose to help either before or after they have participated in the actual Walk. Contact our office to find out more. www.walk.alz.to/contactus

Q: Who will receive a tax receipt?

A: Tax receipts will automatically be issued for donation amounts of \$20 and over. All other tax receipts will be issued upon request. To receive a tax receipt, the donor's name and mailing address must be complete and legible.

Q: Can my family join and walk with my Organization's Team?

A: Yes, family members can register and join your Organization's "Family Teams" are families, friends, caregivers or anyone who has been touched by Alzheimer's disease or dementia and consist of friends and family for a member of the family walking with the disease.

If you have more questions please contact us:

Visit www.walk.alz.to for additional FAQ's and contact information or call (416) 640-6315.