

WALK FOR MEMORIES

Alzheimer Society
TORONTO





Walk for Memories

This fun-filled, memorable event attracts over 2000 families, companies and volunteers from across the GTA. Funds raised help the Alzheimer Society of Toronto towards our mission: A world without Alzheimer's disease and other dementias.



About Alzheimer Society of Toronto

The Alzheimer Society of Toronto provides free counselling and education to people living with Alzheimer's disease and other dementias, their families and caregivers. We deliver specialized training and professional development for frontline health-care providers, and public education and awareness events to increase accessibility to dementia information.

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

It is estimated that **46,000** people live with dementia in the Toronto area, and **564,000** Canadians living with dementia. By 2031, this figure is expected to rise to **937,000**, an increase of 66 per cent*

* Prevalence and Monetary Costs of Dementia in Canada, a report by the Alzheimer Society of Canada (2016)

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 Identify your Team Captain

- Identify a key team member who is highly motivated.
- Choose a team name that represents your motivation for participating.
- Register the Team Captain first at www.walk.alz.to
- Invite walkers to join your team through the website. Online fundraising keeps the Walk cost low allowing more money to be directed towards services.

STEP 2 Set Goals

- Set your team goal. A good benchmark to use is setting a suggested minimum fundraising amount of \$100 per walker on your team.
- Work with the Walk team to help set and develop your team goals.

STEP 3 Recruit Walkers

Who will you ask to join your team? The more walkers that participate, the more money your team will raise. Consider the following:

- Family, friends and neighbours
- Co-workers and clients
- Your PSW/Long Term Care Facility

Fundraising Ideas



Pledge yourself the first \$50. People follow the leader on a pledge sheet.



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



Send an email using the Walk fundraising tool. Mention if your team is walking in honour of someone diagnosed with Alzheimer's disease or dementia.



Offer your fundraising reward as a draw for your donors.



Reach out to all of your contacts. Ask your friends to make a pledge on your personal page. We accept credit cards for easy donation payment and they receive their tax receipt immediately.



Request to canvas at an LCBO Store (Tag Days Request).

STEP 4 Motivate your Team

A motivated team will help you reach your team goal.

- Communicate regularly with your team. Ask how their fundraising is progressing, and encourage them to fundraise early to avoid last minute work.
- Design a team banner to display.
- Be creative. Invite your team over to strategize on fun ways to raise more money.

STEP 5 Raise Money

- Call the Walk team or visit www.walk.alz.to for great fundraising ideas.
- Monitor your team's fundraising results online to see if your team is on track to achieving the team goal.
- You can personalize your fundraising through social media such as Facebook, Twitter, LinkedIn, Google+, etc. (hashtag #walkformemories), or by creating a video and posting it on YouTube. With these tools you can reach a broad audience with minimal effort.

STEP 6 Attend the Walk

- Attend the Walk with your family and friends. Celebrate and have fun!
- You've met your goal. Congratulations! Bring your pledge forms and money on event day.
- The last - but NOT least - part of the Walk is expressing your appreciation. Consider ways to recognize your team and donors. Send thank you letters or emails.



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. Fundraisers!

It's all about kids! Register your child (ages 3-17) for the Walk and help encourage a strong charitable spirit.

All Jr. Fundraisers 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/jrfundraiser for more information about how to engage your child and help grow the next generation of philanthropists!

Jr. Fundraiser 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.

Carswell Family Night

On Friday, February 1, 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, please visit:

www.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.

TOGETHER
EVERYONE
ACHIEVES
MORE

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Frequently Asked Questions

Q: When and where is the Walk?

A: This year the Walk will take place on Saturday, February 2, 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. Fundraiser.

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.