



## FUNDRAISING POLICIES

**Anything for Alzheimer's™** is the name of our third-party event program. You can do Anything for Alzheimer's and anyone can fundraise on behalf of the Alzheimer Society of Alberta and Northwest Territories. Third-party events are also referred to as independent fundraising events and are conducted by volunteers in the community who take on all aspects of the event organization. Everyone who fundraises on the Society's behalf must agree to adhere to the Anything for Alzheimer's Fundraising Policies.

The Society is not responsible for the content of pages created by those who fundraise on our behalf. If you see anything on this website that is concerning or offensive, please contact us. The Alzheimer Society of Alberta and Northwest Territories reserves the right to withdraw our support (which includes removing fundraising pages, content and images) at any time from any third-party event which we believe conflicts with our mission, guiding principles and/or policies or violates CRA regulations. If you are not sure if your event fits with our goals, objectives and guidelines, feel free to contact Erin Martyshuk at [emartyshuk@alzheimer.ab.ca](mailto:emartyshuk@alzheimer.ab.ca) or 587-520-9581 with any questions or to explore your idea further.

The Society's charitable registration number is: 12969-0343 RR0001

### A. RESPONSIBILITY:

1. Organizers of third-party fundraising events are responsible for all aspects of the event, including but not limited to, event logistics, volunteers, promotion and financial management.
2. Please keep in mind that your fundraiser is independent from the Alzheimer Society of Alberta and Northwest Territories and organizers may not act as representatives of the Society.
3. The Alzheimer Society of Alberta and Northwest Territories is not able to join your committee or provide volunteers for your event.
4. We appreciate invitations to attend and speak at independent fundraising events but unfortunately, we can't promise to be involved in all events due to limited capacity. We would be pleased if you could share photos and a recap of the event.

*To learn more about dementia and how the Society can help, please visit [www.alzheimer.ab.ca](http://www.alzheimer.ab.ca).*

## B. LIABILITY:

5. The Society shall not incur any costs or legal liabilities associated with independent fundraising events.
6. The Society's insurance policy does not apply to independent fundraising events. As a host, you will be required to arrange appropriate insurance coverage for the event.

## C. TAX RECEIPTING:

7. The Alzheimer Society of Alberta and Northwest Territories provides charitable tax receipts in accordance with the Income Tax Act (Canada) and Canada Revenue Agency guidelines.
8. Donations made online will received automatic charitable tax receipts by email.
9. Donations made by cash or cheque for which charitable tax receipts are requested should be tracked on the Pledge Form.
10. Full name and address of the donor must be provided in order for the Society to send a charitable tax receipt.
11. The Society cannot send charitable tax receipts with only an email address, we require the full mailing address of the donor(s) and we cannot send them to an event organizer to forward to their donors.
12. Charitable tax receipts are issued for donations of \$20 or over (a charitable tax receipt must be requested if less than \$20).
13. Please be aware that not every contribution received will qualify for a charitable tax receipt.
14. Charitable tax receipts cannot be issued for services or sponsorships.
15. Charitable tax receipts can only be issued to the person who made the donation.
16. Charitable tax receipts cannot be given to anyone who has received something in return for their money such as raffle tickets, sponsorship, event tickets, or products such as from a garage sale or a silent auction.
17. If your event falls near the end of the calendar year, please ensure the Society receives all donations by December 31st to ensure those donors receive their charitable tax receipts for their donations within the year they were made. Otherwise, they will be issued for the following year.
18. If you have any questions or concerns regarding charitable tax receipting please see the Canadian Revenue Agency website <http://www.cra-arc.gc.ca/chrts-gvng/chrts/prtng/rcpts/menu-eng.html> or contact the Alzheimer Society of Alberta and Northwest Territories

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#### D. EXPENSES:

19. Event expenses may not be paid from tax receiptable donations. All donations requiring a charitable tax receipt must be submitted to the Society in full.
20. Under no circumstances will the Society pay expenses for independent fundraising events.
21. Any company/individual/group organizing a fundraising event or campaign must demonstrate that they are using satisfactory financial controls.
22. The financial records for the event must be available upon request.

#### E. SUBMITTING REVENUE:

23. The Society requires post-event accounting for revenue and expenditures, any gaming activities and to receive funds within one month after the completion of the event.
24. Cheques should be made out to the Alzheimer Society of Alberta and Northwest Territories.
25. You can make arrangements to deliver funds in person to the Society office in your region or mail them to Alzheimer Society of Alberta and Northwest Territories Provincial Office located at Suite 306, 10430-61 Avenue Edmonton, AB T6H 2J3.

#### F. LICENSES AND PERMITS:

26. Some of the activities at your event may require a license, such as raffles or the sale of alcohol.
27. Check with the Municipal Hall; Alberta Gaming, Liquor and Cannabis Commission; or Northwest Territories Municipal and Community Affairs – Lottery Program in your area to determine if you need any licenses, the time it will take to obtain them and the processing cost.
  - a. 50/50 draws, raffles and bingo are all considered gaming activities and require a license from Alberta Gaming, Liquor, and Cannabis Commission, City of Yellowknife or Northwest Territories Municipal and Community Affairs – Lottery Program.
  - b. Gaming license applications can be applied for online at:
    - Alberta - <https://aglc.ca/forms/eligibility-raffle-licence-20000-and-less>
    - Northwest Territories – <https://www.maca.gov.nt.ca/en/services/lottery-licensing>
  - c. The Society can provide a letter of reference on your behalf.

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d. Please include information on all revenue you are sending to the Society that is the result of gaming activities. The Society must report on all monies received through gaming activities. You can use our Event Summary Form found in the Anything for Alzheimer's toolkit.

28. The Alzheimer Society of Alberta and Northwest Territories is not able to act as an applicant or co-applicant for any licenses for your event.

#### G. PROMOTION AND SALES:

29. When speaking with media, you should speak on your own behalf not on behalf of the Alzheimer Society of Alberta and Northwest Territories.

30. We do not expect you to be an expert about the Society and the disease. If media asks you questions about Alzheimer's disease, medical treatments, the Alzheimer Society of Alberta and Northwest Territories or anything that is not within the realm of your knowledge, please ask the reporter to call the Alzheimer Society of Alberta and Northwest Territories and ask to speak with the Anything for Alzheimer's lead.

31. Due to the high volume of third-party events and campaigns, we are not able to guarantee promotion of independent fundraising events in our newsletters or send information to our membership list.

32. Although we can't send out media releases or share our media contact list, we have provided a news release template in the Additional Resources section of the Anything for Alzheimer's toolkit.

33. Unfortunately, we are not able to sell tickets to your event or help with any other sales.

#### H. USE OF THE "IN SUPPORT OF" LOGO

34. To assist with the promotion and credibility of your event the Alzheimer Society of Alberta and Northwest Territories can provide an "In Support of" logo for event materials (posters, letters, t-shirts, etc.).

35. It is never permissible to use the stand-alone version of our "Alzheimer Society of Alberta and Northwest Territories" logo for independent fundraising events. Only our "In Support of Alzheimer Society of Alberta and Northwest Territories" logo can be used.

36. Please do not stretch, remove elements, or alter the colours of this logo.

37. Use of the Alzheimer Society of Alberta and Northwest Territories name can only be used in the secondary context of a fundraising event in support of the Alzheimer Society of Alberta and Northwest Territories.

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38. To ensure that the Alzheimer Society of Alberta and Northwest Territories' identity is represented correctly, the Society must approve all promotional material bearing the Society's name or logo before being used publicly.

39. The Society also reserves the right to revise any information regarding the Society and Alzheimer's disease or other dementias within promotional materials to ensure current and accurate information.

40. Please note that to use any of the Society's logos, wordmarks or other copy written materials without express permission constitutes copyright infringement and may result in legal penalties.

41. Please submit materials with adequate time for the editing and approval process. In most cases, one week is adequate but additional time may be required depending on the length and complexity of the event materials.

42. If you would like to use the "In Support of" logo, please contact Erin Martyshuk at [emartyshuk@alzheimer.ab.ca](mailto:emartyshuk@alzheimer.ab.ca) or 587-520-9581.

#### FOR MORE INFORMATION

If you have questions about these policies, contact us at:

Erin Martyshuk  
Associate Lead, Philanthropy  
Alzheimer Society of Alberta and Northwest Territories  
Suite 306, 10430-61 Avenue  
Edmonton, AB T6H 2J3

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