

alzheimer's association
a Round to
Remember™

**2009 A Round to Remember™
World Alzheimer's Day Challenge**

Participant Fundraising Toolkit



Link up with a great cause when you play
A Round to Remember.

**2009 A Round to Remember:
World Alzheimer's Day Challenge**

The Challenge:

To raise **\$10,000*** through challenge donations &/or third-party golf fundraisers by **September 21, 2009 - World Alzheimer's Day**. *Details Enclosed

The Cause:

- Alzheimer's disease is a progressive and fatal brain disease that destroys brain cells, causing problems with memory, thinking and behavior severe enough to affect work, ability to perform daily activities, and relationships with family members and friends.
- As many as **5.3 million Americans** are currently living with Alzheimer's disease.
- It is the **7th leading cause of death** in the United States
- The direct and indirect **costs of Alzheimer's** and other dementias to Medicare, Medicaid and businesses amount to more than \$148 billion each year.
- Currently, a new case is diagnosed in America **every 70 seconds**. Without a cure, a new case will be diagnosed every *33 seconds* by 2050.

The Alzheimer's Association:

The Alzheimer's Association is **the world leader** in Alzheimer research and support and **the nation's oldest and largest** voluntary health organization dedicated to advancing Alzheimer research, to providing and enhancing expert care and support for all affected, and to reducing the risk of dementia through the promotion of brain health. The Hudson Valley/Rockland/Westchester, NY Chapter carries out this mission in Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester Counties, in New York State.

About World Alzheimer's Day:

September 21st is World Alzheimer's Day, when Alzheimer organizations around the world work together to raise awareness of the disease.

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Challenge Details

The Challenge:

To raise **\$10,000** through challenge donations &/or third-party golf fundraisers by **September 21, 2009 - World Alzheimer's Day**.

- Participating golf clubs (private & public) and golfers in Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester Counties, who commit to raising &/or donating **\$500 or more*** *on or before* World Alzheimer's Day will be recognized during the Alzheimer's Association, Hudson Valley/Rockland/Westchester, NY Chapter's **11th Annual Golf Tournament**, taking place on Monday, September 14, 2009 at Hampshire Country Club in Mamaroneck, NY.

*Please note, eligible gifts to be counted toward the **2009 A Round to Remember: World Alzheimer's Day Challenge** are only those gifts of \$500 or more raised &/or donated to benefit the families served by the Alzheimer's Association, Hudson Valley/Rockland/Westchester, NY Chapter, through this golf wrap-around fundraiser. Although **current sponsors, underwriters and other supporters** (including, but not limited to, individual golfer tickets and packages and major raffle ticket sales) of the 11th Annual Golf Tournament at Hampshire Country Club, in Mamaroneck, NY are welcome to participate in the *2009 A Round to Remember: World Alzheimer's Day Challenge*, those opportunities have their own benefits, and are therefore not eligible for inclusion in The Challenge total.

The Deadline for Maximum Visibility:

Friday, September 4, 2009 - 2009 A Round to Remember: World Alzheimer's Day Challenge **Commitment Form & Agreement** must be returned to your local Administrator, or to Terry Kean, by this date to guarantee *listing in the 11th Annual Golf Tournament program and verbal recognition during the event*.

Terry Kean, Regional Administrator

Alzheimer's Association
Westchester/Putnam Regional Office
2900 Westchester Avenue, Suite 306
Purchase, NY 10577

Attn: **2009 A Round to Remember**
914.253.6860 **p** 914.253.6838 **f**
Terry.Kean@alz.org **e-mail**

2009 A Round to Remember: World Alzheimer's Day Challenge

Commitment Form & Agreement

There are as many as 5.3 million Americans living with Alzheimer's disease and someone new is added to those ranks every 70 seconds. By 2050 experts predict there will be as many as 16 million Americans living with the disease. There are no survivors and there is no cure.

You can help in the fight against this disease! Host A Round to Remember™ golf event and **ask your foursome or ask your club or your club members** to donate to the Alzheimer's Association on or before World Alzheimer's Day: September 21, 2009. By giving what they would already spend for a day on the links, they'll enjoy each other's company—and learn more about how they can become Alzheimer's Champions.

Whether you or your club members place wagers and make a donation for each hole under par, or contribute a set amount per 18-hole round, you'll be raising awareness of Alzheimer's disease and its growing reach.

Have fun and do good at the same time! Host **A Round to Remember™** today!

To Register, read, complete and sign both parts of this Commitment Form, and send it to your local office of the Alzheimer's Association, Hudson Valley/Rockland/Westchester, NY Chapter by **Friday, September 4, 2009**. *Note, all sections are required.*

Host Name: _____

Company/Golf Club: _____

Address: _____

City, ST Zip _____

Phone: () _____

Business Phone: () _____

E-Mail: _____

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Note, all sections are required.

Host Name: _____

Type of Round to Remember:

- I am making my (already existing) charity golf tournament a Round to Remember to benefit the Alzheimer's Association.
- I am starting a new charity golf tournament and will call it a Round to Remember to benefit the Alzheimer's Association.
- I am/My club will donate \$_____ per each hole under par made by my club members between mm/dd/yy_____ and 9/21/09, on 9/21/09.
- I am/My club will donate the greens fees paid by my club members between _____ and 9/21/09, on 9/21/09.
- I am hosting a Round to Remember with my foursome.
- I am hosting a Round to Remember in conjunction with my Weekend Golf Get-away.
- Please contact me: I have another great golf idea to raise funds and awareness to benefit the Alzheimer's Association.

Fundraising/Donation Goal:
 (Minimum Goal \$500)

- I pledge/My club pledges to raise/donate a minimum of \$500, and a maximum of \$_____, on or before 9/21/09. This gift/these gifts will be turned in using a single envelope, including one **Host Report Form** and all **Donation Forms & checks** (made payable to Alzheimer's Association), on or before 10/30/09.
- I pledge/My club pledges to raise/donate a minimum of \$500, with no maximum, on or before 9/21/09. This gift/these gifts will be turned in using a single envelope, including one **Host Report Form** and all **Donation Forms & checks**, on or before 10/30/09.

Note: The Alzheimer's Association will send all donors who write a check or complete the Donation Form an acknowledgement of their gift, upon receipt of the donations and the completed Host Report Form.

- Please send me sample invitation e-mails &/or letter templates, to help me get started.
- Please send me information about Alzheimer's disease & the Alzheimer's Association to share with my Round to Remember participants.
- Please send me information about the Alzheimer's Association's 11th Annual Golf Tourney.

Please return this form to your local event manager, or forward to Terry Kean, Regional Administrator/Golf Tourney Staff Manager
 Terry Kean • Alzheimer's Association • 2900 Westchester Ave., Suite 306 • Purchase, NY 10577 • 914.253.6838 f • Terry.Kean@alz.org

2009 A Round to Remember: World Alzheimer's Day Challenge

Commitment Form & Agreement

Note, all sections are required.

Host Name: _____

The Alzheimer's Association thanks you for your interest in hosting a fundraising event to benefit the Alzheimer's Association. Events such as yours are important in the Alzheimer's Association's efforts to raise funds and awareness in the fight against Alzheimer's disease. The following guidelines are established to ensure that your event is compliant with the Alzheimer's Association's policies and procedures:

Promotion and Logo Usage:

- The Alzheimer's Association has no fiduciary responsibility for your event(s) and assumes no liability for its planning or execution, including all promotion, set-up, staffing (including volunteers), or the collection and management of funds/donations.
- The Alzheimer's Association will send the "have fun, do good, end Alzheimer's" graphic, which you may use freely in the promotion and carrying out of your event, to the e-mail address you provided on the first page of this Commitment Form & Agreement. You are strictly prohibited, however, from using any other trademark, service mark, logo or copyrighted materials of the Association for your event(s) without the express written consent of the Association.
- The Alzheimer's Association does not endorse products, firms, organizations, individuals or services. Accordingly, your event(s) must be promoted and conducted in a manner that avoids any statement or appearance of an endorsement by the Alzheimer's Association.
- All promotional materials must clearly state that your event(s) is raising funds that will benefit the Alzheimer's Association, and include the percentage or amount that will be donated to the Alzheimer's Association.

The Alzheimer's Association cannot solicit sponsors for your fundraising event(s) and does not provide any donor, volunteer, or celebrity contact information, mailing lists, press contacts, press releases or formal advertising.

Finance and Tax Rules: The Alzheimer's Association will process only the final net proceeds of the event(s). Under no circumstances will third party revenues and expenses flow through the Association. The Alzheimer's Association must receive all net proceeds of this event(s) by Friday, October 30, 2009. The event host will also provide the Association a completed Donation Form recording the net donation and individual contributions.

- You may not establish a bank or other deposit or transaction account in the name of the Alzheimer's Association.
- If payments are made to the Event Organizer, and the event organizer is not an IRS qualified organization, the payments will not be deductible for income tax purposes. If the payments are made to the Alzheimer's Association, donations to the Alzheimer's Association are typically tax deductible, though you should consult your tax advisor.
- The Alzheimer's Association sales tax exemption(s) (on purchases) cannot be extended to any event or fundraising effort.
- In keeping with fundraising standards, no more than 25% of gross revenue from the event may be spent on event expenses. At least 75% of gross revenue must go to the Alzheimer's Association, and all materials publicizing the event must list the percentage that the Alzheimer's Association will receive. For example, promotional/marketing materials should state, "The Alzheimer's Association will receive at least 75% of the proceeds collected for this event."

Liability & Cancellation— All Third Party Events Must:

- Comply with all federal, state and local laws applicable to any event, including fundraising rules and regulations.
- Determine the extent of and obtain its own liability insurance for the event, sufficient to cover any claim that may arise out of the event. The third party event organizer agrees to indemnify and hold the Alzheimer's Association harmless from and against any and all losses, damages, costs, attorney's fees, expenses and liabilities incurred in connection with, or with the defense of, any claim or action, or proceeding arising out of or incurring in connection with the event.

Please return this form to your local event manager, or forward to Terry Kean, Regional Administrator/Golf Tourney Staff Manager
Terry Kean • Alzheimer's Association • 2900 Westchester Ave., Suite 306 • Purchase, NY 10577 • 914.253.6838 f • Terry.Kean@alz.org

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Note, all sections are required.

Host Name: _____

Liability & Cancellation— All Third Party Events Must, Cont'd:

- Obtain all permits and/or licenses necessary for fundraising in the city in which the event is to occur, the sale or service of liquor, and the hosting of raffles &/or games of chance.
- Inform invitees and participants that the event is not produced, supervised or sponsored by the Alzheimer's Association, and that the Alzheimer's Association is neither responsible for any acts or omissions related to the event.
- The following fundraising activities are prohibited in conjunction with any third party event for the benefit of the Alzheimer's Association: (1) Programs that raise money on a commission, (2) Events involving the promotion or support of a political party or candidate, or those which appear to endorse a political activity, and (3) Direct solicitation (including but not limited to door-to-door canvassing, telemarketing or internet).
- The Alzheimer's Association may direct you, and you agree to comply with the direction, to cancel your event and withdraw any and all use of the Alzheimer's Association's name in association with your event. Such direction may occur for any reason, including the Alzheimer's Association's belief that an association with your event or any consequences that contribute to or result from your event may have a negative effect on the mission, credibility, or reputation of the Alzheimer's Association.

Miscellaneous:

You, as the event organizer, must register your event with the Alzheimer's Association by **Friday, September 4, 2009**, by accepting and submitting this Commitment Form and Agreement.

By signing below, I accept and agree to abide by the pledges made, and by the terms of these guidelines with respect to my event(s) to benefit the Alzheimer's Association. I hereby release and agree to indemnify and defend the Alzheimer's Association, its officers, directors, employees and agents, from and against any and all claims, loss, liability, damages and expenses (including reasonable attorney's fees and other costs of litigation) imposed against or incurred by the Association arising out of our related to any event I host or any violation by me of these Host Guidelines.

YES! I agree to the pledge(s) made & the guidelines written in this "Commitment Form & Agreement"

Signature of person authorizing this Agreement

Date Signed