



Host an Event

A Fundraising Volunteer Toolkit

For Individual Walkers,
Team Captains & Team Members

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Why Host an Event?

The Alzheimer's Association Walk to End Alzheimer's™ is the nation's largest event to raise awareness and funds for Alzheimer's care, support and research programs. Walk to End Alzheimer's is held annually in hundreds of communities nationwide, and is the event that unites the nation as an unstoppable force in Alzheimer's, raising more than \$42.2 million for care and research in 2010.

You've decided to join the Alzheimer's Association Walk to End Alzheimer's™ and unite in a movement to reclaim the future for millions. THANK YOU! With more than 5 million Americans living with Alzheimer's, and nearly 11 million more serving as caregivers, the time to act is NOW.

Why Host an Event?

To raise awareness of the Alzheimer's Association's movement to END ALZHEIMER'S. Alzheimer's disease is an escalating global epidemic. There are as many as 5.3 million people with Alzheimer's disease in the United States; by 2050, experts predict that there will be as many as 16 million unless we do something about it now.

To raise funds needed to make the Alzheimer's Association's vision of "a world without Alzheimer's," a reality. As the largest donor-supported, voluntary health organization for Alzheimer's, the Association is a catalyst for advancements in Alzheimer's research and care.

The funds raised through events benefiting the Alzheimer's Association, Hudson Valley/Rockland/Westchester, NY Chapter **provide expert support and assistance** to the communities of Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester counties in New York. Services include Helpline (1.800.272.3900), support groups for family members and caregivers, support groups and activity programs for persons with dementia, Care Consultation, referral to clinical trials through Alzheimer's Association Trial Match, educational programs and conferences, in-service training for care professionals, and more.

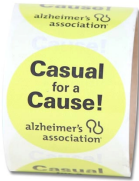
The funds raised through events **advance research**. As the largest, private non-profit funder of Alzheimer's research, the Association is committed to accelerating progress of new treatments, preventions and ultimately, a cure. Through our partnerships and funded projects, we have been part of every major research advancement over the past 30 years. We advance the understanding of Alzheimer's through our peer-reviewed research grant program, which has awarded more than \$279 million to 1,900 scientists since 1982.

The funds raised through events **increase advocacy efforts**. The Association is the leading voice for Alzheimer's disease advocacy, fighting for critical Alzheimer's research, prevention and care initiatives at the state and federal level. We diligently work to make Alzheimer's a national priority.

To have FUN raising funds and awareness for this very important cause!

Event Ideas

Show Me the Money!!! Creative “Fun”draising Events to Help Your Team Meet and Exceed Their Fundraising Goals



Alzheimer's Association Casual for a Cause Program Jeans or Casual Dress Day

If your school, organization or place of business has a strict dress code, opt for a day when people can donate a small amount (for example, \$5) in exchange for the option to wear jeans or casual dress. For an ongoing fundraiser, make it a regular Friday event. The Alzheimer's Association will provide your retail location with as many Casual for a Cause stickers as you need, as well as any additional promotional materials to make the program a success.



Alzheimer's Association Forget –Me-Not Program

Each year, thousands of paper Forget-Me-Not flowers are sold in local stores, banks and businesses across the country. Tellers and cashiers can sell the flowers to patrons for \$1 per flower at the point of purchase and then display all of the flowers sold to create a community-driven visual display. The Forget-Me-Not program is designed to raise awareness as well as funds for Walk and the resources available to the millions affected by Alzheimer's disease. It is a great way for your business to show your support, contribute to the Alzheimer's Association and engage the local community. The Alzheimer's Association will provide your retail location with as many Forget-Me-Nots as you need, as well as any additional promotional materials to make the program a success. We are also happy to attend manager or staff meetings to provide further training and explanation of the program.

Other Ideas:

Spaghetti Dinner

Spaghetti is a low-cost meal that's easy to make in large amounts, and everyone loves it! Some other fun, low-cost dinner options are pancakes and hotdogs. Add a twist and have a black-tie pancake supper! You can also make this a hot breakfast, lunch, afternoon tea or brunch event!

Dollar Walk

Invite supporters to help pave your “Dollar Walk” with dollar bills. Outline your walk in a hallway or large room with colored tape. Use masking tape (preferably one that isn't sticky enough to tear paper) to tape donated dollar bills as stepping-stones on your walk.

Yard Sale

One person's trash is almost always another person's treasure, which is why yard sales are such fun and successful events. Collect things from your team members and sell them to earn money towards your Walk fundraising goal!

Silent Auction

Collect items from local retailers, sports teams and restaurants to auction off. Combine a silent auction with a dinner or wine tasting event!

Event Ideas, Cont'd

Trivia or Game Night

A trivia or other skill game night is an easy and fun way to raise some funds. Games could include trivia, crossword puzzles, ping pong, mini-golf, board games, and more. Charge an admission fee for a few dollars each and get some prizes donated for the winners. You can host this event at someone's home or at a local bar or restaurant!

Tasting Event

Host a tasting event (wine, chocolate, chicken wings, pizza – you name it!) at one of your favorite local restaurants. Guests purchase tickets which allow them to sample selections and learn about the items being tasted: wine/chocolate varietals, cooking techniques, etc. Add a silent auction to this event for more fun and to raise more money.

Karaoke Night

Host a karaoke night at a local bar or restaurant. Attendees can donate to sing a song. Spice things up a little and have people donate to get their friends on (or off) stage!

Craft Show

Get your team together, show off your artistic skills and make some money towards your goal at the same time! This is an especially great idea around the holidays. Sell snacks and treats to combine baked goods with your crafts.

Everybody's Going Skatin' Party

Host a party at a roller or ice skating rink. Many businesses are more than willing to donate their facilities to non-profit groups, especially at times that are slower for them. You may also be able to get food and drinks donated or a portion of the proceeds from the food sales during the party.

Bachelor/Bachelorette OR Service Auction

This event is a live auction, and can be held alone or as part of a dinner party or wine tasting event. Auction off dates with eligible singles, or you can take it another direction and auction off skills and services of your team members. For example, auction off a gourmet dinner made by a great chef, or foreign language lessons by someone who happens to be bi-lingual. Find out your teammates' skills and talents and put them to use for a good cause!

Car Wash

Everybody's car gets dirty! Many of us hate washing our cars. This is a great way for people to get out of doing the washing themselves and is a great fundraiser. Mix it up a little and do a pet wash.

Getting Started

It's easy to get started!

Alzheimer's Association Casual for a Cause & Forget-Me-Nots Programs

If you are interested in hosting the Alzheimer's Association's Casual for a Cause Program &/or Forget-Me-Nots Program, simply order your supply of stickers or Forget-Me-Not paper flowers using the forms provided in this kit (see Attachments). You will be contacted by your local Regional Administrator after the form is received. Please allow for enough time to receive your supply of Casual for a Cause stickers &/or Forget-Me-Not paper flowers – These items tend to sell out, and it may take up to 3-6 weeks for your order to be processed.

Other Events

For all other events, simply complete and return the Event Proposal Form & Agreement to your local Regional Administrator, who will contact you shortly after the form is received. Each year we receive many requests from companies, organizations, and individuals that wish to hold an event to benefit the Alzheimer's Association. We are grateful for dollars raised through events—they help the Alzheimer's Association fund research and provide vital services to individuals and families struggling with Alzheimer's disease and related disorders.

Because of the volume of these requests, we cannot personally participate in each event that is proposed. Therefore, we have developed criteria for participation, and we carefully review each proposal received. These rules *only* apply to event organizers who wish to use the name of the Alzheimer's Association or its logo in promoting the event, and *not* to companies organizing internal employee teams.

Before an individual, company, or organization may proceed with a special event to benefit the Alzheimer's Association, the Event Proposal Form & Agreement must be approved by the Alzheimer's Association, Hudson Valley/Rockland/Westchester, NY Chapter. Please answer all questions. We may contact you for additional information, or request permission from our Board of Directors, before agreeing to participation in fundraising or promotional events based on the proposal. Please allow enough time for the application process to be completed before your event – in most cases applications are approved within a few days upon receipt. However, the process may take up to 6 weeks before a decision is made.

Contact Us

For more ideas, tips or answers to your questions about hosting an event to benefit your (or your team's) Alzheimer's Association Walk to End Alzheimer's fundraising, please contact your local Regional Administrator:

Karen Skelton

Administrator

Alzheimer's Association, Dutchess/Ulster Regional Office

2 Jefferson Plaza, Suite 103

Poughkeepsie, NY 12601

845.471.2655 p | 845.471.8960 f | Karen.Skelton@alz.org

Janet Troia

Administrator

Alzheimer's Association, Orange/Sullivan Regional Office

384 Crystal Run Road, Suite 102

Middletown, NY 10941

845.695.2247 p | 845.695.2248 f | Janet.Troia@alz.org

Maria Paliotta

Administrator

Alzheimer's Association, Rockland Regional Office

301 North Main Street, Suite 7

New City, NY 10956

845.639.6776 p | 845.639.6777 f | Maria.Paliotta@alz.org

Terry Kean

Administrator

Alzheimer's Association, Westchester/Putnam Regional Office

2900 Westchester Avenue, Suite 306

Purchase, NY 10577

914.253.6860 p | 914.253.6838 f | Terry.Kean@alz.org

1.800.272.3900
www.alz.org/hudsonvalley



Host an Event

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Attachments

FORGET-ME-NOTS

Raise funds and awareness for a cause impacting 5.3 million Americans living with Alzheimer’s disease, by selling **Alzheimer’s Association Forget-Me-Nots!**



These paper flowers include white space for writing a name or a short message, and carries a bar code. Sell them at events, in store fronts, at teller counters, or in the lobby of your business/organization, for a donation of **\$1 or more!**

Complete and return the form below, to receive your supply of Alzheimer’s Association Forget-Me-Nots, a promotional flyer, and donation return form.

Order Form

Name _____

Position/Title _____

Company/Organization _____

Address _____

City, ST Zip _____

Phone _____

E-Mail _____

Number of Employees/Members _____

How many flowers would you like? _____

Preferred date flowers to be rec’d.? _____

Will proceeds benefit Walk to End Alzheimer’s? Yes

How did you hear about us? _____

Please fax or mail this form to your local office of the Alzheimer’s Association, or contact us to learn more. www.alz.org/hudsonvalley or **1.800.272.3900**

**Alzheimer’s Association
Dutchess/Ulster Regional Office**
2 Jefferson Plaza, Suite 103
Poughkeepsie, NY 12601
845.471.2655 p
845.471.8960 f
Karen.Skelton@alz.org

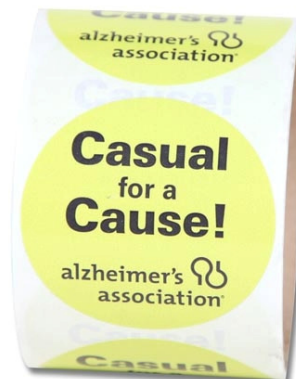
**Alzheimer’s Association
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384 Crystal Run Road, Suite 102
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**Alzheimer’s Association
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845.639.6777 f
Maria.Paliotta@alz.org

**Alzheimer’s Association
Westchester/Putnam Regional Office**
2900 Westchester Avenue, Suite 306
Purchase, NY 10577
914.253.6860 p
914.253.6838 f
Terry.Kean@alz.org

Go CASUAL FOR A CAUSE!

Go **Casual for a Cause** in your workplace to raise funds and awareness for Alzheimer's. Encourage employees to dress down or wear jeans in exchange for a small donation (usually \$5) to the Alzheimer's Association. Display your commitment to the cause by wearing our symbol. Complete the form below to order your free kit, complete with symbol stickers.



Your company's Casual for a Cause fundraising kit, including a promotional flyer that may be used to advertise your event in the workplace, will be e-mailed to you shortly upon receipt of this form.

Order Form

Name _____

Position/Title _____

Company/Organization _____

Address _____

City, ST Zip _____

Phone _____

E-Mail _____

Number of Employees/Members _____

How many stickers would you like? _____

Preferred date flowers to be rec'd.? _____

Will proceeds benefit Walk to End Alzheimer's? _____ Yes

How did you hear about us? _____

Please fax or mail this form to your local office of the Alzheimer's Association, or contact us to learn more. www.alz.org/hudsonvalley or **1.800.272.3900**

**Alzheimer's Association
Dutchess/Ulster Regional Office**
2 Jefferson Plaza, Suite 103
Poughkeepsie, NY 12601
845.471.2655 p
845.471.8960 f
Karen.Skelton@alz.org

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Terry.Kean@alz.org

**Alzheimer's Association
Hudson Valley/Rockland/Westchester, NY Chapter**

EVENT PROPOSAL FORM & AGREEMENT

Thank you for your interest in the Alzheimer's Association. Each year we receive many requests from companies, organizations, and individuals that wish to hold an event to benefit the Alzheimer's Association. **We are grateful for dollars raised through events**—they help the Chapter and its Regional Offices provide vital services to individuals and families struggling with Alzheimer's disease and related disorders.

Because of the volume of these requests, we cannot personally participate in each event that is proposed. Therefore, we have developed criteria for participation, and we carefully review each proposal received. These rules *only* apply to event organizers who wish to use the name of the Alzheimer's Association or its logo in promoting the event, and *not* to companies organizing internal employee teams.

Before an individual, company, or organization may proceed with a special event to benefit the Alzheimer's Association, the attached proposal form must be approved by the Alzheimer's Association, Hudson Valley/Rockland/Westchester, NY Chapter. Please answer all questions. We may contact you for additional information, or request permission from our Board of Directors, before agreeing to participation in fundraising or promotional events based on the proposal.

Rules and Regulations

1. The use of the name or logo of the Alzheimer's Association may not be used in any way without prior written permission. The official logo will be made available upon approval.
 - *If approved, the Alzheimer's Association must approve all printed materials (press releases, advertisements, websites, posters/flyers, etc.) associated with the event, prior to printing &/or distribution, to ensure proper use of Association's name and logo.*
2. The Alzheimer's Association name, logo, and/or letterhead may not be used by any individual or organization to solicit prizes, sponsorship, underwriting or cash donations from another organization in order to support the event, promotion or sale. In addition, the Alzheimer's Association will not solicit prizes for your event.
3. The Alzheimer's Association does not share private information and cannot provide you with mailing lists or the names of individuals to invite to your fundraising event.
4. A minimum of six weeks' lead time is required.
5. An individual, company, or organization may not offer, on behalf of the Alzheimer's Association, free tickets, advertising, or mentions in event programs in exchange for cash donations, sponsorships, or underwriting.
6. Items sold at your event are not tax-deductible.
7. The Alzheimer's Association cannot guarantee media coverage (television, radio, or print). You may contact the media about your event or promotion but must submit any press releases/talking points to the Alzheimer's Association for approval.
8. The Alzheimer's Association does not purchase advertising to promote third-party events.
9. The Alzheimer's Association is not responsible for providing liability insurance for your event. Event organizers indemnify and hold harmless the Alzheimer's Association from liabilities, losses and expenses arising from the event or promotion.
10. The Alzheimer's Association cannot guarantee that Alzheimer's Association staff or volunteers will be available for your event. Alzheimer's Association staff may be available for assistance upon approval.
11. Additional sponsors may reflect on the Alzheimer's Association, which is why we reserve the right to approve additional sponsors.
12. A *minimum* of 25% of the gross proceeds of the event must be donated to the Alzheimer's Association. A financial statement must be presented within five working days of the event.

5. Will the Alzheimer's Association logo be used? If so, how?

6. What responsibilities would the Alzheimer's Association have? Do you need staff support from the Alzheimer's Association to conduct your event? If yes, please detail how many people you need, hours and dates they are needed, and their job description(s).

7. Please include any other pertinent information.

8. Why did you choose the Alzheimer's Association as the beneficiary of your third-party fundraiser?

Please sign:

I understand and agree to comply with the Alzheimer's Association's rules and regulations for conducting a third-party fundraiser.

Name _____

Date _____

Please return your completed form to **your local Alzheimer's Association office** (below), or to:

Alison J. Buchalter, Director of Development
 Alzheimer's Association
 Hudson Valley/Rockland/Westchester, NY Chapter
 Development Office
 2900 Westchester Avenue, Suite 306
 Purchase, NY 10577

914.253.6860 p 1.800.872.0994 p 914.253.6838 f Alison.Buchalter@alz.org

**You can expect to receive a response to your proposal within six weeks.
 Thank you for your interest and support!**

Karen Skelton, Administrator Alzheimer's Association Dutchess/Ulster Regional Office 2 Jefferson Plaza, Ste. 103 Poughkeepsie, NY 12601 845.471.2655 phone 845.340.8474 phone 845.471.8960 fax	Janet Troia, Administrator Alzheimer's Association Orange/Sullivan Regional Office 384 Crystal Run Rd., Ste. 102 Middletown, NY 10941 845.695.2247 phone 845.794.3774 phone 845.695.2248 fax	Maria Paliotta, Administrator Alzheimer's Association Rockland Regional Office 301 N. Main St., Ste. 7 New City, NY 10956 845.639.6776 phone 845.639.6777 fax	Terry Kean, Administrator Alzheimer's Association Westchester/Putnam Regional Office 2900 Westchester Ave., Ste 306 Purchase, NY 10577 914.253.6860 phone 845.278.0343 phone 914.253.6838 fax
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The END of Alzheimer's starts with you.

THANK YOU, for your interest & participation!

