

alzheimer's  association®

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## Inland Northwest Chapter

# A Guide to Hosting Your Own Fundraising Event to Benefit the Alzheimer's Association



*The Alzheimer's Association Inland Northwest Chapter offers help and hope for those with Alzheimer's disease, their families and care partners. Support, services and information is available online at [www.alz.org/inlandnorthwest](http://www.alz.org/inlandnorthwest) or by calling the chapter at (509) 473-3390.*

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The Alzheimer's Association thanks you for your interest in hosting a fundraising event to benefit the Inland Northwest Chapter. Events such as yours are important in our efforts to raise funds and awareness in the fight against Alzheimer's disease. Please review this packet carefully to ensure you understand the responsibilities and expectations for a Benefit Event. In order to take the next step in planning your event, please work directly with the contact person listed below:

**Matt McCoy**

**Development Director**

Alzheimer's Association Inland Northwest Chapter

910 W. 5th Ave., Ste. 256

Spokane, WA 99204

Phone: (509) 473-3390

Fax: (509) 473-3389

Email: [matt.mccoy@alz.org](mailto:matt.mccoy@alz.org)

# **Alzheimer's Association Inland Northwest Chapter**

## **Vision and Mission**

**Our vision** is a world without Alzheimer's. **Our mission** is to enhance care and support for individuals, their families and caregivers, and to eliminate Alzheimer's disease through the advancement of research.

## **What Do Fundraising Event Proceeds Support?**

More than 32,000 people over 65 in Eastern Washington and Northern Idaho have Alzheimer's disease. Funds raised support programs and services for those individuals facing Alzheimer's disease and related disorders, as well as programs and services for their families and care partners. In addition, funds support advocacy for better care and research toward treatments and a cure. The Association's core programs and services include:

- A 24/7 telephone Information Helpline.
- A MedicAlert+Safe Return® program for individuals with memory loss.
- Support groups for individuals and families facing the disease.
- Classes and workshops for individuals and families.
- Education programs for professional caregivers.
- Family care consultations for one-on-one support.
- Public advocacy to legislative bodies and other interested parties.
- A public website for people with dementia, their families and their caregivers.
- A speakers bureau to educate civic groups.
- Research into better treatments and a cure.

## **How To Plan Your Fundraising Event**

**Here are some suggestions for a variety of events that you may want to organize:**

- Motorcycle ride
- Spaghetti dinner
- Picnic
- Sporting tournament
- Garage sale
- Turtle race
- Haunted house
- Costume contest
- Root beer float sale
- Bake sale
- Book sale/swap
- Community walk
- Fashion show
- Chili cook-off
- Fish fry
- Chess tournament
- Craft bazaar
- Golf tournament
- Benefit concert
- Variety show
- Fun run
- Dance contest
- Scrapbooking event
- Wine tasting
- Pizza party
- Prom dress exchange
- Senior citizen prom
- Pumpkin patch sale
- Community carnival
- Superbowl party
- Scrabble tournament
- Coloring contest
- Wii tournament
- Silent auction

## **Another Idea for a Friendraising/Fundraising Event**

One simple way to make more people aware of the Alzheimer's Association is to introduce friends, family and colleagues to the organization by holding a "get to know the Alzheimer's Association" party. Invite 10-15 friends to your home for a party and use 10 minutes of the time to tell them about what the Association does and why you support it. Have Alzheimer's Association brochures and donation envelopes available in the event people would like more information or like to make a gift to the Association!

Ideally, this would spread the word by encouraging two to three people from your event who feel as you do to host their own parties, and so on, and so on. Soon, many more people will be aware of the Alzheimer's Association and possibly also get more involved by making a donation or participating in special events like the annual Walk to End Alzheimer's.

## **Planning Timeline**

1. Contact the Alzheimer's Association regional office closest to you to get information about how to plan an event and to inform the Association that you plan to host an event.
2. Choose the type of event you want to have, set a date and location.
3. Return your statement of intent (Pages 11-12) to let the Alzheimer's Association know about the event. Let the Association know how it can help you make your event successful.
4. Form an event committee.
  - Share the responsibilities with a group of people that you know have great ideas and like to get things done.
  - Assign specific tasks to each person on the committee or form subcommittees around areas like logistics, ticket sales, marketing/PR, finance, decorations, solicitation of donated items/supplies, etc.
5. Find event participants.
  - Start marketing and public relations efforts early—with media, four weeks prior to the event is ideal.
  - Send a personal letter to friends, family, professional colleagues, local businesses and community organizations inviting them to the event.
  - Create flyers about the event and distribute in your community to local businesses, neighbors, schools, community groups, etc. Ask businesses to distribute information to their customers.
  - Create an email about the event and have event committee members email it to friends, family and professional colleagues.
6. Create a press release (see Page 8) and distribute to local newspapers, magazines, television and radio stations and any other media outlets in your community. Also send the release to community organizations or businesses that produce newsletters and ask them to include the information in their next issue.
7. Create postcards for the event and mail them to potential attendees.
8. Encourage participants to support your event. Depending on the event, you may want to:
  - Charge an entry fee and sell tickets.

- Have a raffle. (note: raffles often require city or state licenses)
  - Encourage participants to get cash pledges or donations from friends and family; solicit area businesses to donate prizes for individual fundraising efforts.
  - Hold a silent or live auction with items donated from local businesses.
  - Sell donated items at the event.
9. Hold your event.
- Welcome participants and thank them for participating.
  - If there is a speaker or presentation, remind the participants about the purpose of the event and what the funds raised will support. If there is no speaker, post signage at the entrance and exits with the same information.
  - Have printed materials available about the Alzheimer's Association.
  - Take photos of the event to share with your committee, your community media outlets and the Alzheimer's Association. (Post a sign at the event saying that photos may be taken and used in publication to promote your future events or the Alzheimer's Association.)
10. Discuss the results with our Development Director.
11. Send the event proceeds to the Alzheimer's Association.
- Refer to Page 6 for "collecting event funds."
  - Send photos of your event to the Association for use in mailings, publications or on its website. Email photos to inlandnw@alz.org.

## How the Alzheimer's Association Can Help

### We can help by:

- Providing suggestions and guidance via phone and email.
- Allowing your event to use the Alzheimer's Association logo. **Please note that the Association must approve all uses of its logo in advance of use due to national branding guidelines (see Page 13).**
- Providing your event with Alzheimer's Association printed materials and information.
- Posting information about your event on our Web site.
- Thanking your event donors who give \$100 or more to the Association at your event.
- Providing you with proof of the Association's nonprofit status (501)(c)3 in order to help you solicit pledges for your event or receive a discount on services.
- Sending an Association representative to your event, if one is available. Some ways an Alzheimer's Association representative may be utilized include:
  - As a speaker at the event.
  - As a resource to speak to event donors or community members.
  - As an event volunteer or participant.

### **Unfortunately, the Association is unable to provide:**

- The Alzheimer's Association logo without review and approval of its use.
- Alzheimer's Association letterhead for your event's use.
- Printed materials or pre-printed materials into which you can insert your own event information.
- Postage for your event mailings.
- T-shirts or other clothing items for event participants.

### **Collecting Event Funds and Sending Them to the Association**

- Please do not mail cash to the Alzheimer's Association. If you receive cash, convert it into a cashier's check or bank check before mailing, payable to the Alzheimer's Association Inland Northwest Chapter. The Association's mailing address for donations is:

**Alzheimer's Association Inland Northwest Chapter  
910 W. 5th Ave., Ste. 256  
Spokane, WA 99204**

- Please note that if your event participants make checks payable to the Alzheimer's Association, you are unable to cash or deposit those checks. They must be sent directly to the Association.
- Donors to your event who desire a receipt for their gift must make checks payable to the Alzheimer's Association Inland Northwest Chapter and indicate on the check that they would like a receipt.
- If you have questions or concerns about funds from your event or how to handle them, please contact Garry Matlow, Communications and Program Assistant, at 509-473-3390 or email [garry.matlow@alz.org](mailto:garry.matlow@alz.org).
- Be aware that state sales tax may be due on the sale of event tickets, raffle tickets and merchandise – including auction sales. Such sales are not considered "donations."

## **Statistics to Share about Alzheimer's Disease and Dementia**

### **With Alzheimer's, it is not just those with the disease who suffer. It's also their caregivers.**

- In 2010, 14.9 million family and friends provided 17 billion hours of unpaid care to those with Alzheimer's and other dementias.
- The economic value of the unpaid care provided to those with Alzheimer's and other dementias totaled \$202.6 billion in 2010.
- More than 60 percent of Alzheimer's and dementia caregivers rate the emotional stress of caregiving as high or very high; one-third report symptoms of depression.

### **Alzheimer's is not just memory loss. Alzheimer's kills.**

- Alzheimer's disease is the 6th leading cause of death in the United States and the 5th leading cause of death for those aged 65 and older.

- Alzheimer's is the only cause of death among the top 10 in America without a way to prevent, cure, or even slow its progression.
- Deaths from Alzheimer's increased 66 percent between 2000 and 2008, while deaths from other major diseases, including the number one cause of death (heart disease), decreased.

**The number of Americans with this devastating and heartbreaking disease is growing – and fast.**

- Today, 5.4 million Americans are living with Alzheimer's disease – 5.2 million aged 65 and over; 200,000 with younger-onset Alzheimer's. By 2050, as many as 16 million Americans will have the disease.
- Two-thirds of those with the disease – 3.4 million – are women.
- Of Americans aged 65 and over, 1 in 8 has Alzheimer's, and nearly half of people aged 85 and older have the disease.
- Another American develops Alzheimer's disease every 69 seconds. In 2050, an American will develop the disease every 33 seconds.
- Most people survive an average of four to eight years after an Alzheimer's diagnosis, but some live as long as 20 years with the disease.
- On average, 40 percent of a person's years with Alzheimer's are spent in the most severe stage of the disease – longer than any other stage.
- Four percent of the general population will be admitted to a nursing home by age 80. But, for people with Alzheimer's, 75 percent will be admitted to a nursing home by age 80.

**Alzheimer's disease has profound implications for government budgets.**

- In 2011, the cost of caring for those with Alzheimer's to American society will total an estimated \$183 billion. This is an \$11 billion increase over 2010 – a rate of increase more than four times inflation.
- Average per person Medicare payments for those with Alzheimer's and other dementias are three times higher than for those without these conditions. Medicaid spending on seniors with Alzheimer's and other dementias is nine times higher.
- Unless something is done, the costs of Alzheimer's to Americans in 2050 will total \$1.1 trillion (in today's dollars).
- Between now and 2050, Medicare spending on those with Alzheimer's will increase nearly 600 percent, and Medicaid spending will increase nearly 400 percent.

# Fundraising Event Sample Press Release

The following press release may be used to help promote your event to local media.

## Quick Guide to Press Releases:

- “For Immediate Release” – always include this wording and the date for release at the top of the page.
- Be sure that your contact information is also on the top of the page.
- Always put three number signs (###) at the very end of your press release, centered and below the last paragraph. This indicates it’s the end.
- Before sending the press release to any media outlet, call ahead to obtain the correct contact information, including the spelling of contact names, titles and addresses. Many media outlets now prefer email to “snail mail.”

## FOR IMMEDIATE RELEASE

*(date you are sending this out)*

**Contact:** *(contact name, title)*

*(phone number)*

*(insert name of event)* Event to Raise Funds for the Alzheimer’s Association Inland Northwest Chapter

(CITY, STATE, DATE) - *(Name of your group)* is holding a fundraising event to benefit the Alzheimer’s Association Inland Northwest Chapter. *(Name of your event)* will be held on *(Day, Month, Date and Time)*. The event will be held at *(place, address)*. *Describe your exciting event in detail.* For tickets or additional information, contact *(contact name and phone number)*.

Alzheimer’s disease is a progressive brain disorder that gradually destroys a person’s memory and ability to learn, reason, make judgments, communicate and carry out daily activities. Currently, more than 5 million Americans suffer from the disease. Until Alzheimer’s disease is just a memory, the Alzheimer’s Association Inland Northwest Chapter will continue to provide help and hope. The mission of the Alzheimer’s Association Inland Northwest Chapter is to enhance care and support for individuals, their families and caregivers, and to eliminate Alzheimer’s disease through the advancement of research.

Funds raised will support programs and services including support groups and classes for individuals and families, education programs for professional caregivers, one-on-one family care consultations, public advocacy for better care and research into better treatments and a cure, and a 24/7 telephone Information Helpline. To receive more information about Alzheimer’s disease or the Alzheimer’s Association Inland Northwest Chapter’s programs and services, please contact the Association at (509) 473-3390 or visit [www.alz.org/inlandnorthwest](http://www.alz.org/inlandnorthwest).

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the compassion to care, the leadership to conquer

## **Alzheimer's Association Benefit Event Agreement**

The following guidelines are established to ensure that your event is compliant with the Alzheimer's Association's policies and procedures. Please read through this section carefully and sign and return the "Statement of Intent" section to the Association. After receiving that, an Association staff person will be in touch with you.

### **By signing and returning Pages 11-12, you agree that:**

- The Alzheimer's Association has no fiduciary responsibility for your event 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.
- After you have completed the enclosed paperwork and your event has been approved by the Chapter, you will have access to the "Have fun, do good, end Alzheimer's" graphic, which you may freely use in the promotion and carrying out of your Event. 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 (see Page 13 for information on logo use).
- The Alzheimer's Association does not endorse products, firms, organizations, individuals, or services. Accordingly, your event 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 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 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 event. Under no circumstances will benefit revenues and expenses flow through the Association.
- The Alzheimer's Association must receive all net proceeds within (30) business days of the conclusion of each event and/or promotion.
- 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.

## **Liability and Cancellation**

All benefit 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 benefit 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 incurred in connection with the event.
- 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 and/or games of chance.
- A Certificate of Liability Insurance may be requested/required.

The following fundraising activities are prohibited in conjunction with benefit events for the benefit of the Alzheimer's Association:

1. Programs that raise money on commission.
2. Events involving the promotion or support of a political party or candidate, or those which appear to endorse a political activity.
3. Direct solicitation (including but not limited to door-to-door canvassing, telemarketing or internet).

A Benefit Event is one that is conceived and created completely by volunteers. The event coordinator and sponsor is responsible for all details of the event, including all related costs, recruiting volunteers to help at the event, creating materials to promote the event and working at the actual event.

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.

By signing below, I accept and agree to abide by the terms of these guidelines with respect to my event 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 imposed against or incurred by the Association arising out of or related to any event I host or any violation by me of these host guidelines.

# Inland Northwest Chapter – Statement of Intent (to be filled out and returned to the Association)

*Thank you for providing the following information about your event, which may be used to help promote the event to Association constituents in your area. We understand that all details of your proposed event may not yet be known but please fill out this form to the best of your knowledge.*

## Organization Detail:

Sponsoring Company/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

## Event Details:

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Name of Event: \_\_\_\_\_

Event Location: \_\_\_\_\_

Type of Event (concert, dinner, etc.): \_\_\_\_\_

Target Audience (adults, seniors, etc.): \_\_\_\_\_

Estimated Attendance: \_\_\_\_\_

Are you interested in having this be an annual event?: \_\_\_\_\_

**Fundraising Details:**

*(Please check all that apply and show how revenue will be generated from each component of the event)*

- Per Person Ticket/Registration Fee/Cover Charge/etc: \$ \_\_\_\_\_
- Raffle: How much per chance? \$ \_\_\_\_\_
- Sales: Estimated cost range of items – from \$ \_\_\_\_\_ to \$ \_\_\_\_\_
- Auction: Estimated cost range of items – from \$ \_\_\_\_\_ to \$ \_\_\_\_\_
- Other (attach separate sheet with details if necessary): \_\_\_\_\_

Estimated total donation to the Alzheimer’s Association: \_\_\_\_\_

Estimated date for receipt of donation at the Alzheimer’s Association: \_\_\_\_\_

*(Please forward all monies to the Alzheimer’s Association within 30 days of the event.)*

**Yes, if available, we would like to:**

- Have an Alzheimer’s Association representative at the event.
- Have Association printed materials (e.g. newsletter, brochures, etc.) available at the event.

**Please initial:**

\_\_\_\_\_ I received and reviewed the Association’s guide for hosting an Alzheimer’s Association fundraising event.

\_\_\_\_\_ I understand that if I would like to use the Association’s logo in marketing materials, I must complete and submit the logo request form for review and approval at least one month prior to desired use of the logo.

\_\_\_\_\_ I understand that to qualify for tax-deductibility, donations made to this event must be checks made payable to the Alzheimer’s Association Inland Northwest Chapter.

\_\_\_\_\_ I understand that I, as a third party, cannot cash or deposit checks made payable to the Alzheimer’s Association.

\_\_\_\_\_ I agree to send any checks made payable to the Alzheimer’s Association to the Association within 30 days of the event date.

\_\_\_\_\_ I understand that the funds raised will support the Alzheimer’s Association Inland Northwest Chapter. (Federal TIN: 91-1409620)

I agree to the foregoing terms and conditions.

\_\_\_\_\_  
*Sponsoring Organization (if applicable)*

\_\_\_\_\_  
*Representative Signature*

\_\_\_\_\_  
*Printed Name*

\_\_\_\_\_  
*Date*

***Please make a copy of this document for your records and mail or fax this form to the Alzheimer’s Association Inland Northwest Chapter. See Page 2 for contact information.***

***Thanks for supporting the Alzheimer’s Association!***

## Request for Alzheimer's Association Logo Permission Form

Our national office has registered with the U.S. Patent and Trademark Office, and therefore owns, the Association brand (Alzheimer's Association®). This trademark is the exclusive property of the Association and no one else may use it without written permission. As the owner of the trademark, the Association must grant permission to use this trademark. **Please complete the following and submit this form to the Association at least one month prior to when you'd like to use the Association's trademark, to help us review and submit your request. If you are unable to complete this form, or the timeframe is too short, you may note that "X percentage of proceeds from X event will benefit the Alzheimer's Association Inland Northwest Chapter" and not seek logo use. In that case, you do not need to submit this form.**

1. If the event is sponsored by an organization, please provide a brief overview of your organization, its business, key products/services, target audience and web address.
2. Is your relationship with the Alzheimer's Association new?  
Yes                      No
3. What portion or percentage of the proceeds will the Alzheimer's Association receive?
4. What is the purpose of the event?
5. Who is sponsoring the event?
6. On what third-party product and/or materials will the Association's trademark or name be used? For example, program or event invitations or signage, an advertisement, flier, product or website, etc.

7. Is the Alzheimer's Association the only nonprofit organization being recognized at your event? If not, please name the other organizations being recognized.

8. How long will the Association trademark or name be used by the third party?

One-Time-Use for event: (Month, Day, Year)

or

Extended Period: Start (Month, Day, Year) and End (Month, Day, Year)

9. How many people will see the Association's trademark or name through this use?

10. Who is likely to see the Association's trademark or name? For example, who is the third party's main audience/constituency?

11. In what geographical location will the third party use the Association's trademark or name?  
(Circle one)

National

Regional

Local

12. Will the event have a website? If so, what is the web address:

13. Is there any other information you'd like to share about your event?