

A black and white photograph of two women walking towards the camera on a paved path. They are both smiling and waving their right hands. They are wearing light-colored t-shirts with a graphic of an owl and the text 'FUNKY STEPS'. The woman on the left is wearing glasses and dark pants. The woman on the right is also wearing glasses and dark pants, and is holding a water bottle in her left hand. In the background, other people are visible, some wearing similar t-shirts, and there are trees and a clear sky.

STEP UP FOR PARKINSON'S



Host an event to support Albertans with Parkinson disease. For over 40 years, Parkinson Association of Alberta has been the only charitable organization dedicated to improving the well being and day-to-day lives of Albertans living with and affected by Parkinson disease (PD).

FUNDRAISER GUIDE

WELCOME!

We know that by opening this guide you have passion, talent and great ideas to host your own fundraiser that will support our Parkinson community!

Every year, individuals such as you take their ideas and host community events that have great impact. Hundreds of thousands of dollars are raised in fundraisers and these fundraiser help support Parkinson Association of Alberta offer programs, information, resources and funds to support research. We thank you for taking the steps to open this guide and make your event a reality. We thank you on behalf of the individuals, and families across Alberta.

Parkinson Association of Alberta (PAA) aims to help Albertans living with Parkinson disease, those living with someone with Parkinson disease, and anyone who may be affected by someone living with Parkinson disease. Our goal is to provide resources, advocacy and hope.

OUR MISSION

PAA is the voice of Albertans living with Parkinson disease and their families. Our purpose is to ease the burden through advocacy, education, client services and to support research aimed at finding a cure.

VISION

A brighter future for Albertans living with Parkinson disease today. A world without Parkinson's tomorrow.

FUNDRAISER GUIDE

Need help brainstorming, here are some event ideas you might want to try!

- Garage Sale or bake sale
- Golf Tournament
- Gala
- Trivia or movie night
- Pancake breakfast or BBQ by donation
- Play for Parkinson's (theatre play or even a board game night)
- Pizza for Parkinson's
- Pints for Parkinson's
- Auction
- Cocktails for a Cause
- Raffle, 50/50
- Can/Bottle Drive
- Exercise Class
- Donations in lieu of gifts
 - you can create a donation page on Facebook or have individuals donate in celebration of your event on our website (birthday, wedding etc)

PAST EVENTS





FUNDRAISER TO DO

BEFORE YOUR EVENT:

- Check into any possible safety or legal issues (raffle license, insurance or COVID restrictions etc)
- Determine how many people you will need to help and execute your event
- Recruit volunteers
- Tell PAA about your event
- Check to see if your employer has a matching program. Many employers will match the funds you raised.
- Plan a budget
- Find a suitable location
- Schedule your event and promote your event
- Create content for social media or posters

AT YOUR EVENT:

- Take pictures and ensure to share on social media! Tag PAA so we can share your event as well.
- After your event be sure to gather any forms, thank those that supported you and drop your donations off to the closest office near you

HOW TO SUBMIT YOUR FUNDRAISING EFFORTS?

- Deposit amount raised by mail or cheque drop
120, 6835 Railway St SE
Calgary, AB T2H 2V6
- Email transfer funds to accounting@parkinsonassociation.ca (please call Lori to provide details 403-243-9901)

Please remember that if any of your donors want a tax receipt we need the individual's full legal name, address and all criteria.



PROMOTING YOUR EVENT

HOW WILL PAA SUPPORT YOU?

You are welcome to create your own social media or posters to promote your event. Please send to PAA staff for approval.

Email: communications@parkinsonassociation.ca for approval.

We will share your campaign on our PAA social media. We will include your campaign in a social media blast to engage our clients to support your fundraiser. We will provide our logo and would request to have our logo present on your marketing for this campaign. Include us in your social media so we can re-share your fundraiser!

Instagram: @parkinsonassociationofalberta

Facebook: @ParkinsonAssociationofAlberta

Twitter: @PDAssocAB

HERE ARE SOME HASHTAGS WE USE:

#AB4AB, #PAA, #PD, #parkinsonassociationofalberta

#YOURLOCATION #parkinsondisease

MEDIA

For larger events, consider sending a press release to local newspaper, radio and TV Stations. Ask if one of their editors would write a story before the event and attend the event.

If media has questions in regards to PAA please have them contact communications@parkinsonassociation.ca or call 403-243-9901

THIRD PARTY GUIDELINES

Parkinson Association of Alberta (PAA) welcomes third party fundraising and promotional events organized by outside corporations or individuals on PAA's behalf. These events must be consistent with PAA's mission and maintain a positive image for the Association. Such events must have monetary and/or other benefits to PAA and result in one or more of the following:

Financial gain to PAA through donations and/or net proceeds of the event

- Support or enhancement of PAA's mission
- Positive exposure and increased awareness for Parkinson's and for PAA

The event organizer agrees to the following conditions:

- a) The third-party organizer is to keep PAA informed throughout the event planning process, and provide copies of all promotional materials, invitations, etc, regarding the event. PAA must approve all materials using its name or logo.
- b) Prior permission must be obtained from PAA regarding the promise of issuing charitable tax receipts. PAA must be consulted in calculating the breakdown of all charitable (receipts) and non-charitable gifts. PAA must be provided with invoice(s) and complete information (name, address, amount of donation, excluding GST) for issuing charitable receipts. The total amount of donations received by PAA must equal or exceed the aggregate of the tax receipts issued for the event. Charitable receipts will be issued for donations of \$20.00 or more with their complete name and mailing address. For more information please email info@parkinsonassociation.ca
- c) All promotional materials must identify that PAA is a recipient charity.



THIRD PARTY GUIDELINES

- d) The organizers agree to the use of PAA's name and/or logo for promotional materials (e.g. brochures, flyers, posters, advertisements, media, materials, news advisories, PAA only in relation to this event). The organizers must not alter the name and/or logo of PAA in any fashion.
- e) The organizers agree to use only information obtained from PAA in the promotion of awareness of Parkinson disease and/or PAA.
- f) PAA will not incur any costs on behalf of the third party. Unless agreed to prior to signing this document.
- g) Staffing of the event will be the responsibility of the third-party organizers. Unless agreed to prior to signing this document.
- h) Third-party requirements involving licenses and fees must conform to government regulations at all levels. Adequate time must be allowed for PAA to process documentation if required (e.g. as a recipient of raffle proceeds)
- i) PAA does not sell, loan, or trade its mailing lists for any purpose, including third party events, but may consider doing a mailing on behalf of and paid for by the third-party organizers.
- j) All records and requests for charitable tax receipts must be provided to PAA within a reasonable time after the event.
- k) PAA will honour the event organizer's wishes to direct event proceeds to specific areas of operations or to research. When event proceeds are directed to research, the event organizer agrees that 10% of the proceeds will remain within PAA's operations to cover expenses.