

Thank you for choosing to support of the Alzheimer Society of London and Middlesex (ASLM) through your involvement and planning of a community event. We request that you submit this form to ASLM for approval.

### Contact Information

Name of Organization: (if applicable) \_\_\_\_\_

Please Select the Category that best describes you:

Corporation    School    Community    Service Club    Individual    Other

Contact Name: \_\_\_\_\_

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

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

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

### Event Information

Event Name: \_\_\_\_\_  New  Returning

Date(s): \_\_\_\_\_ Time: \_\_\_\_\_

Location/address: \_\_\_\_\_

What inspired you to hold this event and why did you choose ASLM as the beneficiary?

Briefly describe the event and how the funds will be raised. Describe your target audience, expected attendance and how you plan to advertise the event etc. (please use a separate sheet if required):

### Financial Information

Total Expected Revenue: \$\_\_\_\_\_ Expenses: \$\_\_\_\_\_ Anticipated Net Revenue: \$\_\_\_\_\_

*Note: All event expenses costs must either be paid directly by the organizer or come out of the event proceeds.*

Would you like Tax Receipts for your donors? *(Please see Tax Receipts section)*

Yes    No   *If yes, a Donation Tracking Form will be provided.*

*\* Please note that a Gaming License is required for activities such as 50/50 draws, raffles, and bingo. See Community Fundraising Event Policies for more information.*

### Event Marketing

**Advertising and promotion for the event are the responsibility of the event organizers.**

Will the media be attending your event?  Yes    No

Will promotional materials such as flyers, posters or advertisements be printed?  Yes    No

Would you like to request the use of the ASLM trademarked Logos?  Yes    No

### Support Provided by ASLM

ASLM will provide:

- A posting of the event date on the ASLM website, Facebook page and in the ASLM monthly e-newsletter if timely/applicable
- Community events netting \$1000 and over will be acknowledged in ASLM Donor Wall and Annual Report.
- A small number of promotional materials are available

Please indicate which of the following you wish to receive:

- Alzheimer Information Brochures     Magnets     Stickers     Forget Me Not Seeds

Do you require an ASLM representative to attend your event? (*dependent on event timing and staff schedules*)

- Yes     No

### Community Fundraising Event Policies

Community Fundraising Events are a very important component of the fundraising activities of the ASLM. Beyond the funds raised, these events help create awareness about the Society and being new support to our organization.

In order to ensure Community Fundraising Events have a positive impact on the Society's public image, the following policies must be followed:

1. ASLM logos are registered trademarks; unauthorized use is prohibited. All materials bearing the ASLM name and/or logo must be submitted to the Society's office prior to printing.
2. Official tax receipts will only be used in accordance with CRA guidelines (*see Tax Receipts section*). The final decision to issue official tax receipts rests with ASLM.
3. Event expenses may not be paid from tax-receiptable donations. All donations requiring a tax receipt must be submitted in full to ASLM.
4. If there is to be any gaming activities at your event (ie raffle, bingo, 50/50 draw), a gaming licence is required by law. Due to the time requirements and limited staff resources available ASLM cannot apply for a gaming license on your behalf. For more information please go to <http://www.london.ca/city-hall/Licences-Permits/Pages/Lottery-Licensing.aspx>
5. The Alzheimer Society London and Middlesex does not approve of the following types of fundraising:
  - Programs that involve professional fundraisers, telemarketing and/or agreement to raise funds on a commission, bonus or percentage basis (with the exception of cause-related marketing programs developed with corporate partners.)
  - Third-party fundraising aligned with a corporation whose mission is in conflict with our organizational priorities and/or gift acceptance policies. Specific industries in question include tobacco; alcohol; gambling or gambling enterprises, and/or Pharmaceutical companies.
6. The Society's special event insurance policy does not extend to this event. Community fundraisers are required to arrange for the appropriate insurance coverage for the event. By accepting the terms and conditions set forth in this application, the event organizer clearly understands that they are accepting responsibility for claims that may arise as a result of their event.

**Tax Receipts (as per Canada Revenue Guidelines)**

ASLM is only permitted to issue tax receipts to individuals who make a donation without receiving a tangible item or benefit in return.

- ASLM can only issue tax receipts for the amount of the actual donations received by ASLM and can only issue receipts to the individual making the donation.
- Tax receipts cannot be issued for funds used to cover the costs of the event or other administrative expenses incurred by the organizer.
- Tax receipts cannot be issued for the donation of gift certificates.
- Tax receipts will be issued by ASLM once net funds are remitted with a list of donor names, addresses and amounts of individual donations. Please use the Donation Receipt Tracking Form.
- Tax receipts are provided for donations of \$20 and over, providing the donor meets the above conditions.

**Agreement for Community Fundraising Event**

I, \_\_\_\_\_ (event organizer) agree to organize and implement a community fundraising event on \_\_\_\_\_ (date) with previously specified proceeds to benefit the Alzheimer Society London and Middlesex.

Please check to indicate that you have read the following statements:

- The organizer agrees to use only the authorized name and/or logo of the Alzheimer Society London and Middlesex in any media and printed materials relating to their event (if name and/or logo are to be used)
- No cost or liability associated with this event shall be incurred by the Alzheimer Society London and Middlesex.
- The Organizer agrees to remit funds raised to the Society within 3 months of the event.
- The Society agrees to provide the Organizer with recognition commensurate with the level of giving.
- The Organizer agrees to provide all staffing and volunteers for their event.
- The Organizer agrees to use its own mailing list for the special event.
- The Organizer will obtain all necessary permits, licences and insurance.
- The organizer agrees to follow the Society's tax receipting policies that adhere to the Canada Revenue Agency standards.
- The Society reserves at any time the right to withdraw the use of its name.
- If the fundraiser is cancelled, the Organizer will notify the Society prior to the planned event day.

Signed: \_\_\_\_\_  
(Organizer)

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signed: \_\_\_\_\_  
(Alzheimer Society London and Middlesex)

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Please send completed form to:

**Aaron Brown**, Events and Communications Coordinator – [abrown@alzheimersociety.ca](mailto:abrown@alzheimersociety.ca)  
Alzheimer Society London and Middlesex, 435 Windermere Road, London, ON N5X 2T1

*Please note: This application must be approved by the CEO of the Alzheimer Society prior to publicizing or holding the event.*

**Thank you for your support!**