

ALZSWP FUNDRAISING POLICY & PROCEDURES

Anything For Alzheimer's fundraisers are a very important component of the fundraising activities of the Alzheimer Society Southwest Partners. Beyond the funds raised, these events help create awareness about the Society and bring new support to our organization.

In order to ensure Anything for Alzheimer fundraisers have a positive impact on the Society's public image, the following policies must be followed:

- Anything for Alzheimer's fundraising event parameters will be reviewed for kind, type, activity, profit potential and Alzheimer Society Southwest Partners involvement.
- Activity should generate a positive event image as well as raise awareness of the cause and Alzheimer Society Southwest Partners.
- Alzheimer Society Southwest Partners will incur no costs on behalf of the community event organizer.
- Event expenses may not be paid from tax-receptable donations. All donations requiring a tax receipt must be submitted in full to Alzheimer Society Southwest Partners. These funds cannot be transferred from Alzheimer Society Southwest Partners to organizers to cover expenses.
- Alzheimer Society Southwest Partners logos are registered trademarks; unauthorized use is prohibited. All materials bearing the Alzheimer Society Southwest Partners name and/or logo must be submitted to the Society's office prior to printing.
- Alzheimer Society Southwest Partners logo cannot be used without permission of the Fund Development Coordinator.
- Community event requirements involving licenses and fees must conform to government regulations.
- All money, records and requests for donation receipts must be sent to Alzheimer Society Southwest Partners within 90 days of the event.
- All donations will be accepted and processed in accordance with Alzheimer Society Southwest Partners gift acceptance policies and administrative procedures.
- Official tax receipts will only be used in accordance with CRA guidelines (see Tax Receipts section).
- Where community event organizers wish to designate proceeds to a particular Alzheimer Society Southwest Partners project, activity or area of research, Alzheimer Society Southwest Partners will ensure funds are dispersed as per the organizer's designation.
- Alzheimer Society Southwest Partners is not in any way liable or responsible for any injury which may occur as a result of the event.
- If there are to be any gaming activities at your event (i.e. raffle, bingo, 50/50 draw), a gaming licence is required by law. Due to the time requirements and limited staff resources available Alzheimer Society Southwest Partners cannot apply for a gaming license on your behalf. For more information please go to <https://london.ca/lottery-licensing>

The Alzheimer Society Southwest Partners 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 is 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.
- The Society's special event insurance policy does not extend to Anything for Alzheimer's events. Anything for Alzheimer's fundraisers are required to arrange for the appropriate insurance coverage for an 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