

Alzheimer Society
PEEL



FUNDRAISING TOOLKIT

THIRD PARTY FUNDRAISING TOOL KIT

Host Your Own Fundraiser for Alzheimer Society Peel!

From special events like Pickleball and milestone birthdays to fundraising initiatives such as In Memory Of or In Honour Of, we are grateful for your support!

Every year, individuals, community groups, local businesses, and corporate teams choose to fundraise in support of Alzheimer Society Peel. By fundraising today, you become a hero to those on their dementia journey and help build a future of care, hope, and support.

Why Fundraise?

Your fundraising efforts help ensure that people living with dementia and their CarePartners never walk alone. Every dollar you raise supports programs, services, and resources that improve lives today while contributing to programs, education and community support.

How to Get Started

1. [Sign Up](#)
2. Register with our peer-to-peer fundraising system to create your personal fundraising page. It's easy to share with friends, family, and colleagues online.
3. Pick Your Event
4. Be creative! Some popular ideas include:
 - Walks, runs, or bike rides
 - Garage sales or bake sales
 - Birthday, wedding, or milestone celebrations
 - Workplace events like pizza days or casual dress days
 - Sports tournaments (golf, pickleball, soccer, etc.)
 - Matching gift programs
 - Fundraising campaigns In Memory Of / In Honour Of
5. Set Your Goal
6. Decide how much you'd like to raise and let your supporters know. Every contribution, big or small, makes a difference.
7. Promote Your Event
8. Use social media, email, and word-of-mouth to spread the word. Share your personal story or connection to Alzheimer's—people love to support causes they can relate to.
9. Have Fun!



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10. Make your event memorable for you and your supporters. Celebrate milestones, take photos, and share updates online (Instagram, Facebook, LinkedIn @alzpeel, TikTok @alz.peel)
11. Submit Your Funds (online)
12. Use your fundraising page to collect donations safely and easily. All proceeds go directly to Alzheimer Society Peel programs and services.

Tips for Success

- Make it personal: Share why Alzheimer Society Peel matters to you.
- Engage your network: Ask friends, family, and coworkers to participate or donate.
- Keep it simple: Small, well-organized events can be just as impactful as large ones.
- Celebrate achievements: Thank your supporters and share how their contributions help.
- **It is very important that you understand the rules about tax receipts** before you plan your event. It is your responsibility to communicate decisions surrounding tax receipting to all your event participants. The Canada Revenue Agency (CRA) has set guidelines for issuing charitable tax receipts. Donations made directly to Alzheimer Society Peel's online fundraising page will receive a tax receipt. However, excluded are registration, sponsorship, and gift-in-kind donations—such as services, gift certificates, and use of vacation property. Reach out to us with questions - email donations@alzheimerpeel.com

Ready to make an impact? [Sign up](#) today and start planning your fundraiser—because together, we can ensure hope, support, and connection for everyone affected by dementia.

