



What Is the Third Party Program?

The Third Party Program enables you to raise money for the Alzheimer Society Niagara Foundation that funds Alzheimer programs and services in the Niagara Region. You organize an event or activity with family and friends and donate the proceeds.

How do I get started?

To learn more about planning an event for the Alzheimer Society Niagara Foundation, please visit our website www.alzheimerniagara.ca to fill out a form or call (905) 684-3914 x 562.

What kind of events and activities can you plan?

You can plan nearly anything you want as long as it follows the terms and agreements that are provided to you prior to the organizing of your event.

Some ideas are:

- Barbeques
- Garage Sales
- Car Washes
- Walk-A-Thons
- Bake Sales
- Dinners
- Dances



The ideas are endless!

How to Plan Your Own Event

- **Get Creative:** Think up some fun activities and event ideas - write a list
- **Choose your event:** Pick from your creative list
- **Contact the Alzheimer Society Niagara Foundation with your idea:** Call (905) 687-6856 ext 562 or visit www.alzheimerniagara.ca to fill out an application
- **Put together a committee:** An event or activity can be a lot of work, sometimes recruiting a committee can help with getting things done and be a lot of fun!
- **Set a date and book location:** Try to do this early so that you are guaranteed a venue and know all the contract details
- **Set a budget:** Remember, the less you spend, more money will go to help support the Alzheimer Society Niagara Foundation
- **Make a Plan:** Part of a successful event is ensuring that everything has been thought of so that there are no big surprises that could jeopardize the event
- **Secure volunteers:** Volunteers keep costs low and help keep activities and events running smoothly - but they need time to book that day so be sure to ask them early
- **Sell tickets early:** the earlier you sell the more time you give people to set aside time to come to your event and the more time you give yourself to get a full house
- **Spread the word:** promote your event early as well, a list of free media listings can be provided to you but let everyone know about your event and people will come!
- **Thank everyone** – it is very important to thank everyone who helped make your event happen

Fundraising Tips

- Set a fundraising goal - let people know your goal
- Start early—the more time you have the more people you can get involved or ask to pledge you
- Know the facts - many people are willing to give once they hear what the Alzheimer Society does and how they help people in your own community - this information can be provided to you
- Represent your workplace - talk to your employer to learn if there is an opportunity to represent your company through your campaign, or canvass your colleagues and ask them to support you!
- Check if your employer has a matching campaign - you could double the amount of money you raise!!
- Look for opportunities to tell everyone you know what you're doing and why
- Pledge yourself \$20 or more first - donors will follow your lead
- Say thanks - make sure to personally thank people who make a donation - help them realize and understand how much their contribution means to people affected by Alzheimer's disease and related Dementias and their caregivers

The Difference Between Making a Donation and Making a Difference!



Dear Community Organizer,

Thank you so much for considering the Alzheimer Society Niagara Foundation as the recipient of the proceeds from your soon to be successful event!

We are extremely honoured that you have considered us and it is because of individuals such as yourself, we are able to fulfill our mission of supporting the programs and services that improve the quality of life for people with Alzheimer's or related dementias and their caregivers.

Organizing an event is lots of fun and although it requires time and effort, the results are satisfying—especially when you know that you are making a positive difference in the lives of people that live around you.

Your support is UNFORGETTABLE!

Sincerely,
Alzheimer Society Niagara Foundation Staff & Volunteers



Where the Money Goes

There are over 7,700 people in the Region who are experiencing a progressive dementia, the most common of which is Alzheimer's disease. All funds raised stay in Niagara to support programs and services that are offered by the Alzheimer Society of Niagara Region.

Programs & Services

- Family Support Program
- Therapeutic Living Centre
- Caregiver Café
- Caregiver Education Series
- Training for Professionals
- Advocacy
- Volunteer Programs
- Virtual Dementia Tours
- Caregiver Support Groups
- Early Stage Support Groups
- Assistive Devices
- Lending Library
- Friendly Visiting
- Transportation Program
- Safely Home Program

Please visit our website:
www.alzheimerniagara.ca



The Third Party Program

Your Event...
Your Difference!



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