

hold an event to help

how-to guide

Each year community groups, individuals and businesses hold third-party events to raise funds for the Alzheimer's Association. Your support will make an immediate difference in the lives of the 350,000 individuals and their care partners affected by Alzheimer's disease in New Jersey.

Thank you for your interest in holding a third-party event to benefit the Alzheimer's Association, Greater New Jersey Chapter. We are committed to providing support, assistance and information to individuals with Alzheimer's disease, their families and care partners. In FY 2006, thanks to the support of our donors, we were able to:

- Provide direct financial assistance for licensed respite care services to more than 300 families in need.
- Expand our community outreach efforts and offer 150 family and caregiver education and training programs to the community.
- Offer 45 professional education and training programs, reaching more than 2,000 professionals.
- Expand the Learning Institute to include a new Dementia Training Program that provided 17 care facilities and retirement homes with the opportunity to partner with the Alzheimer's Association in the development of staff training programs.
- Provide information, resources and support to caregivers through Helpline, our 24/7 toll-free number that receives and increasing volume of calls, averaging close to 700 each month.
- Enroll individuals in the *Safe Return* program, which also helped facilitate training programs attended by 785 first responders.

No idea is too large...



- Golf Tournament
- Wine Tasting
- Auction
- House Party
- Concert
- Carnival

...or too small!

- E-Bay Auction
- Garage Sale
- Picnic
- Poker tournament
- Car Wash
- Bake Sale
- Raffle



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guidelines

In order to maintain the consistent portrayal of the Alzheimer's Association brand and reputation, the Greater New Jersey Chapter has developed the following guidelines for third-party event planning:

1. The Alzheimer's Association name cannot be used without prior written permission.
2. The Alzheimer's Association does not endorse products or services.
3. 100% of net proceeds must be used for charitable purposes.
4. All IRS rules regarding tax deductibility must be followed.
5. A minimum of 50% of the gross proceeds must be donated to the Alzheimer's Association.
6. The Association does not make its mailing list available to third parties. The staff of the Alzheimer's Association may, with board approval, mail information about third-party events to its mailing list.
7. Alzheimer's Association reserves the right to review press releases and written materials prior to distribution.
8. The staff of the Alzheimer's Association may reserve the right to approve additional event beneficiaries.
9. Because of the volume of event requests, Association staff cannot personally participate in every proposed event. We will make every attempt to attend as many events as possible given staff resources.

For more information on these guidelines and to learn more about what you can do to help host an event please contact Elaine Winter, Alzheimer's Association, 201-261-6009 or elaine.winter@alz.org.



Ashwinee Ragam, a Hunterdon Central High School Student held a dance event that raised more than \$9,200 for the Alzheimer's Association, Greater New Jersey Chapter in September 2005.

getting started

1. Decide on your event, fundraising goal and time frame.
2. Contact the development office at 201-261-6009 to share your idea and receive more information.
3. Upon approval, locate a venue for your event.
4. If you need extra help, enlist a committee of people to help you raise funds and execute your event.
5. Contact the Association before seeking corporate sponsors, as we may be working with them on other projects.
6. Publicize your event.

The mission of the Alzheimer's Association is to enhance care and support for individuals, their families and caregivers, and to eliminate Alzheimer's disease through the advancement of research. With offices serving northern, central and southern New Jersey, the Alzheimer's Association offers education and training, support groups, respite care assistance, Safe Return program, and a 24-hour, toll-free, telephone Helpline.

For more information please call 800-883-1180.

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alzheimer's  **association**[®]

the compassion to care, the leadership to conquer