

Raising Funds for Alzheimer's WA

Fundraising Prospectus

Raising more than \$15,000

alzheimer'swa

the dementia experts



Alzheimer's WA is the oldest and largest dementia specific advocacy and support organisation in Western Australia.

We advocate, educate, support and engage the 42,900 Western Australians living with all types of dementia.

Alzheimer's WA provides direct care, support, education and information to assist people living with dementia as well as their families and carers.

1300 66 77 88

alzheimerswa.org.au

 facebook.com/alzheimerswa

 twitter.com/alzheimerswa

 instagram.com/alzheimers_wa

 linkedin.com/company/alzheimers-wa

 youtube.com/alzheimersauswa

About dementia

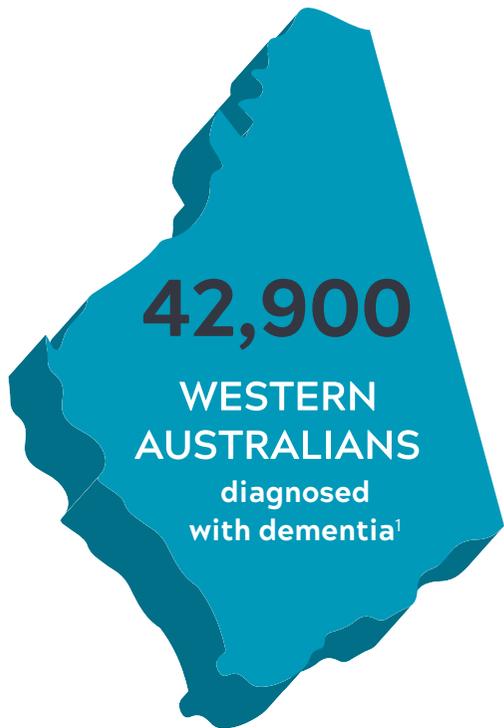
Dementia is an umbrella term for a collection of symptoms that are caused by disorders affecting the brain. It affects thinking, memory and the ability to perform everyday tasks.

There are over 150 types of dementia. The most common in Australia are Alzheimer's disease, vascular dementia, frontotemporal dementia and Lewy body disease. Dementia typically affects an older demographic, but can also affect younger people. This is called younger onset dementia.

Dementia is not a normal part of ageing, although risk increases with age. Our ageing population means that the number of people with dementia is rapidly rising.

There is no cure.





108,000

WESTERN AUSTRALIANS

projected to be
diagnosed by 2058¹



1st leading

cause of death
of Australian women³



250 people diagnosed nationally
with dementia a day.

This will increase to 650 a day by 2056⁴



55%

of people living with
dementia are female²



expected cost of
dementia by 2025²



1. Source: Dementia Prevalence Data 2018-2058, commissioned research undertaken by NATSEM, University of Canberra
2. Source: The National Centre for Social and Economic Modelling NATSEM (2016) *Economic Cost of Dementia in Australia 2016-2056*
3. Source: Australian Bureau of Statistics
4. Source: Australian Government Department of Health *Home Care Packages Program Data Report 1 July - 30 September 2017*
5. Home Care Packages Program, Data Report 2nd Quarter 2018-19, www.gen-agedcaredata.gov.au

Our Vision

Our Vision

A world where people with dementia and their families are supported and valued on their dementia journey.

Our Philosophy

Dementia is a lived human experience rather than just a biological condition. We therefore embrace and support a holistic, person-centred approach that respects the individuality and the experience of those living with dementia.

Our Purpose

To improve the lived experience of those on the dementia journey through our advocacy, leadership, innovation, education, partnerships and holistic, person-centred care and support, and to support the pursuit of risk reduction, treatment and cure for dementia.

Our Values

Our passion to improve the experience of those living with dementia is supported by our values of:

- » Understanding the unique needs of people with dementia
- » Recognising people as our greatest strength
- » Investing in partnerships
- » Treating people with respect and dignity
- » Encouraging innovation and creativity
- » Being transparent, accountable and sustainable

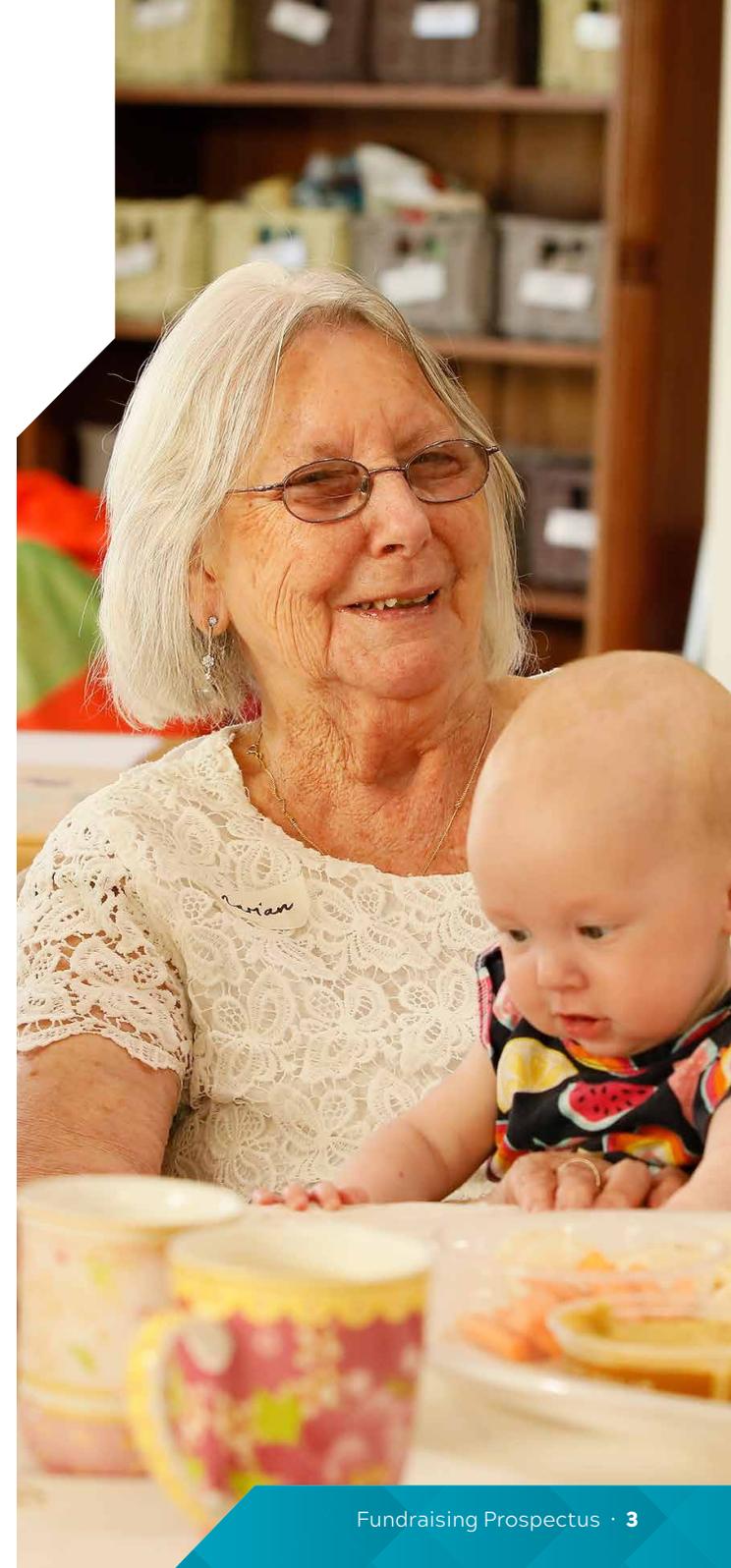
Our Culture

We are ONE

We are **ONE** with those living with dementia

We work as **ONE** with our partners

We are **ONE** proud and disciplined team



Make a difference today

You can make a difference to the lives of people living with dementia.

Thank you for thinking about becoming a fundraising hero for Alzheimer's WA.

We are continually inspired and amazed at the generosity and hard work of our community fundraisers, and we are committed to assisting you to achieve your goals.

Alzheimer's WA relies on the amazing people in our community to fund our work.

By fundraising for Alzheimer's WA you are making a difference to the 34,000 Western Australians living with dementia and their carers, families and friends.

The number of people diagnosed with dementia is growing. We need to invest in creating more support services, increasing awareness in the community, and helping shape Government policy to best practice.

That is why our work, and your support, is so important.

Thank you



Alzheimer's Charity Golf Day

Olivia has crafted the perfect tribute for her grandfather, Arney, who passed away from dementia in 2013.

Olivia - with help from her dad, Geoff - is the chairperson of the Alzheimer's Charity Golf Day; an annual fundraiser that has managed to raise over \$50,000 in four years.

That's a massive achievement for someone who was only ten years old at the time of her first event.

Our members and community



4,000+
members



3,500+
on our mailing lists



28%
average open rate of
our monthly *Member
Connect* newsletter



5,000+
average monthly
visits to our website



175+
people in the community
fundraising for us



6,300+
volunteer hours by
100+ volunteers



81%

19%

3%	80+	9%
17%	61-80	21%
19%	41-60	10%
7%	26-40	4%
3%	0-25	1%

Fundraising ideas

- 1 Silent or Live Auction
- 2 Fashion Show or Art Exhibition
- 3 Golf Tournament
- 4 Hold a Concert by Local Artists
- 5 Quiz Night
- 6 Bingo
- 7 Masquerade Ball
- 8 Cycling Challenge
- 9 Take on the Cape to Cape Track
- 10 Corporate Breakfast



Wine and Horses Charity Ride

Maryanne decided to combine her passion for horse riding and a desire to raise money to support those living with dementia, to create the annual Wine and Horses Charity Ride. The first charity ride took place in 2014.

Participants chose between a 50km or 100km ride, with an overnight camp at Avon Valley Equestrian Centre in Northam. A percentage of all registration fees were donated to Alzheimer's WA.

In 2017 Maryanne and the Wine and Horses team raised over \$37,000, bringing the total they have raised over the last four years to more than \$112,000.

Supporting you on your fundraising journey

We are truly grateful for your willingness to raise money for Alzheimer's WA and to make a difference to those living with dementia and their loved ones.

We want to assist you to achieve your fundraising goals.

We offer a variety of support in terms of online promotion, promoting through our publications and ensuring you have suitable promotional material.

We will help you with some promotion to gain the support of our members and community to make your fundraising efforts a worthwhile and supported experience.

We will support you in promoting your fundraiser or event with:

- » 2 x banner advertisements and 1 x article in our monthly newsletter *Member Connect*, distributed monthly to 3,500+ members (valued at \$1,200)
- » Website event listing on alzheimerswa.org.au (valued at \$500)
- » 2 x pre-event and 1 x post-event posts on our social media channels reaching 9,000+ followers
- » Use of marketing collateral, including brochures, flyers and donation tins
- » Use of Alzheimer's WA logo*
- » Authority to Fundraise letter (given to donors and sponsors to confirm your fundraiser is recognised and supported by Alzheimer's WA)
- » Alzheimer's WA staff member to attend fundraiser/event**
- » Meet and greet event with Alzheimer's WA staff

*Alzheimer's WA logo to be used in guidance with the Alzheimer's WA Logo Usage Guidelines

**Subject to availability of staff and time/ location of the event

2018 CALENDAR

Supporting Alzheimer's WA



2018 Calendar

The 1950's themed calendar was developed by one of our wonderful fundraisers, Pamela, who is donating 100% of proceeds to Alzheimer's WA to help people living with dementia.

The calendars feature mature models to celebrate not only women of all ages but also the memories of those touched by dementia.

Getting started

Decide on your fundraiser

Choose something you already love to do, or pick something completely new. Just be creative and choose something that suits your personality.

Choose a date

Pick a date that will best suit you and anyone you want to involve. Consider the following options when finding a date:

- » If your event is outside, make sure you pick a time of the year with suitable weather
- » Give yourself enough time to plan the event. Make a list of all the things you need to get done so that you have a good idea of the timeline you have available.
- » Who is your target audience and when are they available?
- » Venue prices (they're cheaper during the week)
- » Talk to us for advice

Set a financial goal

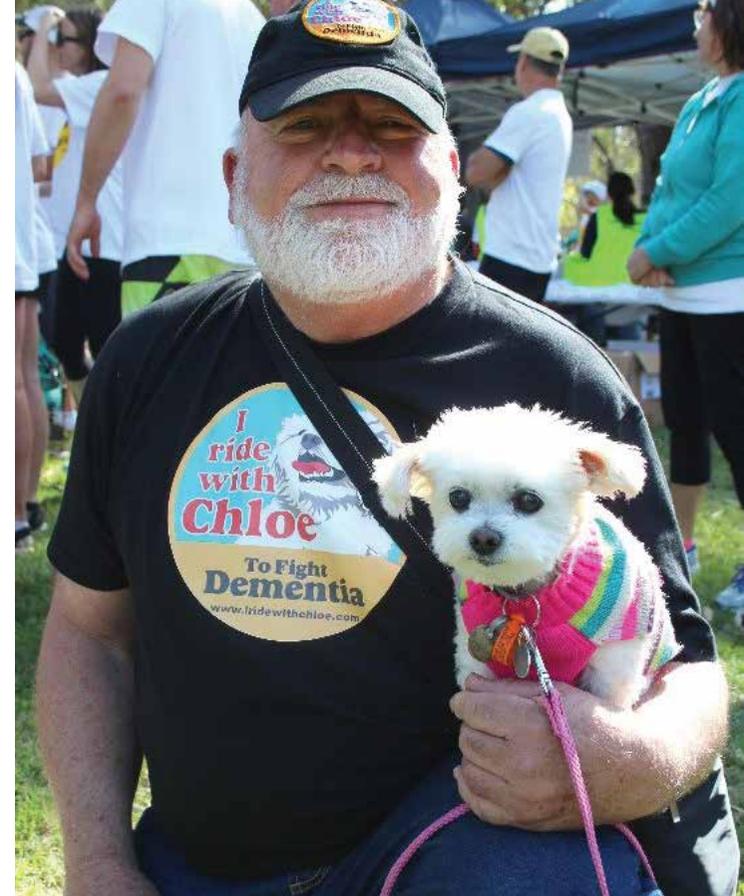
How much money are you hoping to raise? Start off with a goal that you think you can achieve. This will inspire others to help you reach this goal. What are the costs involved with planning this event? Try to get items sponsored so that you can cut costs wherever possible.

Contact local newspaper

You have a great story for your local newspaper. Get in touch with them to let them know what you are doing and why.

Contact us

Please complete and return the form at the end of this document and send it through to events@alzheimerswa.org.au. From here, we will respond to you within three working days to get you setup and ready to raise funds for those living with dementia.



I Ride with Chloe

Ken travels around Australia on the back of his motorbike along with his best friend, a dog named Chloe for the “I Ride with Chloe to Fight Dementia” fundraiser. Together Ken and Chloe are raising funds for people living with dementia.

Fundraising guidelines

Alzheimer's WA must comply with the obligations and regulations imposed by the *Charitable Collections Act 1946*. In granting an Endorsement Letter, Alzheimer's WA requests that you adhere to the following fundraising guidelines.

Getting started

Any fundraising activity using the Alzheimer's WA brand must be endorsed by Alzheimer's WA. Please send us your signed Fundraising Proposal, for assessment before we can provide an endorsement letter. Alzheimer's WA will not endorse fundraising that involves any activity that does not fit within the guidelines.

Once endorsed

As the fundraising / event organiser, it is your responsibility for all organisational aspects of the fundraising activity / event. This may include soliciting prizes, organising publicity, and providing goods or services. Alzheimer's WA is here to provide the advice and guidance you need.

Any documents / promotional material used in relation to the fundraising activity that carries the Alzheimer's WA brand must be approved by Alzheimer's WA. If you wish to incorporate Alzheimer's WA's logo on any materials or products, please obtain permission prior to printing.

Financial records

Alzheimer's WA must comply with the obligations and regulations imposed by the *Charitable Collections Act 1946*. Therefore, all monies collected must be accurately recorded by you, as the fundraising / event organiser. A Statement of Income and Expenditure will be provided with your letter of endorsement to complete. This must be provided to Alzheimer's WA together with the net funds raised within 30 days of the event.

If your event included a raffle, please be aware that the financial records including the ticket butts, details of ticket sellers and prize winners, banking records and unclaimed prizes must be submitted to Alzheimer's WA at

the end of the event. You should also confirm the information required by the Department of Racing, Gaming and Liquor.

Tax deductible receipts

Your receipt will be issued once you have returned to Alzheimer's WA details of:

- » Monies raised
- » Statement of income and expenditure
- » Manual donations log

Receipts for tax purposes can only be issued for 'gifts' as defined by the Australian Tax Office. As a general rule any donation of cash (over \$2.00) or property (there are different rules, depending on the type of property and its value) are classified as gifts.

You cannot claim as a gift or donation items that provide you with some personal benefit, such as:

- » Buying items at a charity auction
- » Purchases of raffle tickets and art union tickets
- » Buying chocolates, pens and similar low cost items
- » The cost of attending a fundraising dinner or concert, even if the cost exceeds the value of the dinner
- » Membership fees
- » Making a payment to a school building fund as an alternative to an increase in school fees
- » Providing a service - for example, a volunteer can't claim a deduction for their expenses in carrying out the voluntary work or the value of their unpaid work
- » Any payments made if you have an understanding with the donor that the payments will be used to provide a benefit to them.

Please contact the Australian Taxation Office on 13 28 69 or visit their website ato.gov.au/Non-profit/Gifts-and-fundraising for further information.

Small Private Lotteries / Raffles

If you intend to host a raffle or small private lottery as part of your event, please contact the Department of Racing, Gaming and Liquor on (08) 9425 1888 or visit their website rgl.wa.gov.au for further information on whether you will require a permit.

Section 103 of the *Gaming and Wagering Commission Act 1987* provides that small private lotteries can be held without a permit in the following circumstances:

1. where tickets are sold to persons who work or reside on the same premises, or to persons who are all members or the guest of a member of a body of persons (i.e. a club), where the sale of tickets and the declaration of prizes takes place within eight days and the maximum value of the prize does not exceed \$1,000; or
2. where the sale of tickets and declaration of the result takes place on the same day and on the premises on which the tickets are sold and the aggregate value of the prizes offered or distributed does not exceed \$2,000.

Mycause - Online Fundraising Page

Support our cause and create your own online fundraising page for Alzheimer's WA at mycause.com.au

Public Liability Insurance

Third party fundraisers are not covered by Alzheimer's WA's insurance and therefore you may need to seek your own Public Liability Insurance for your event.

Disclaimer

Alzheimer's WA reserves the right to withdraw its approval for the fundraiser / event at any time if it appears that there is a likelihood of the fundraiser failing to adhere to any of the terms and conditions.

Fundraising Proposal Form

Personal Details

Title:	
First Name:	
Surname:	
Group/Organisation Name:	
Postal Address:	
Suburb:	
State:	
Postcode:	
Home Phone:	
Mobile:	
Email Address:	
Date of Birth:	

Proposed Fundraising Event Details

Name of Event/Fundraiser:	
Date of Event:	
Time of Event:	
Venue:	
Venue Address:	
Number of People:	
Fundraising Target:	\$
Brief outline of activities:	

Fundraising Agreement

<p>I <input type="text"/> have read and agree to abide by the terms and conditions of the Alzheimer's WA Community Fundraising Guidelines. I agree to conduct my event in a manner which upholds Alzheimer's WA's integrity, professionalism and values.</p> <p>Signed: <input type="text"/> Date: <input type="text"/></p> <p><input type="checkbox"/> Please sign me up to receive regular updates from Alzheimer's WA. By signing up, you will receive information about Alzheimer's WA events, campaigns and initiatives to help people living with dementia in Western Australia. You can access our full Privacy Policy by contacting us on (08) 9388 2800 or at alzheimerswa.org.au.</p>	<p>Office use only</p> <p>Authorisation Moira McKechnie Marketing and Engagement Manager</p> <p>Signed: <input type="text"/></p> <p>Date: <input type="text"/></p>
--	---

Thank you for your support

Please complete this form and return to Alzheimer's WA
Email to events@alzheimerswa.org.au or post to **PO Box 1509, SUBIACO, WA 6904**

**FOR MORE INFORMATION
PLEASE CONTACT:**

Dean Webster

Events and Engagement Coordinator

T: (08) 9388 2800

E: dean.webster@alzheimerswa.org.au

CONTACT US

PO Box 1509, Subiaco WA 6904
support@alzheimerswa.org.au

1300 66 77 88

alzheimerswa.org.au

-  facebook.com/alzheimerswa
-  twitter.com/alzheimerswa
-  instagram.com/alzheimers_wa
-  linkedin.com/company/alzheimers-wa
-  youtube.com/alzheimersauswa