

## Raising Funds for Alzheimer's WA

### Fundraising Prospectus

Raising \$5,000 - \$15,000

**alzheimer's**wa  
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](http://alzheimerswa.org.au)**



[facebook.com/alzheimerswa](https://facebook.com/alzheimerswa)



[twitter.com/alzheimerswa](https://twitter.com/alzheimerswa)



[instagram.com/alzheimers\\_wa](https://instagram.com/alzheimers_wa)



[linkedin.com/company/alzheimers-wa](https://linkedin.com/company/alzheimers-wa)



[youtube.com/alzheimersauswa](https://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.

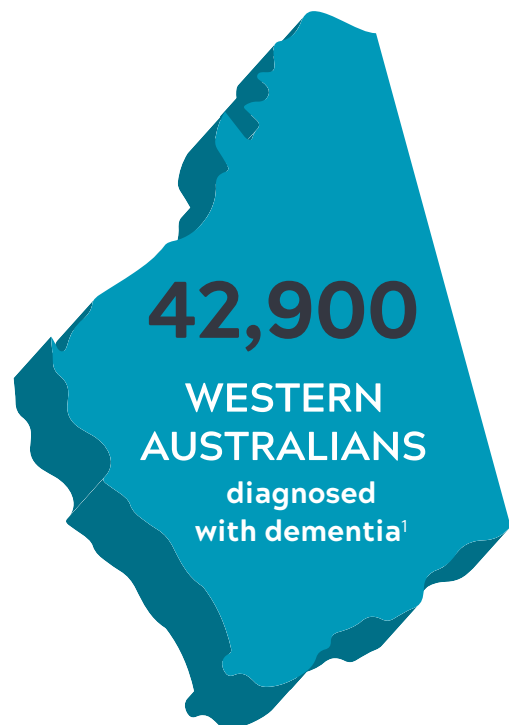
There are over 150 types of dementia. The most common in Australia are Alzheimer's disease, vascular dementia, frontotemporal dementia and Lewy body disease. Dementia typically affects an older demographic, but can also affect younger people. This is called younger onset dementia.

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 2058<sup>1</sup>



**1<sup>st</sup> leading**

cause of death  
of Australian women<sup>3</sup>



**250** people diagnosed nationally  
with dementia a day.

This will increase to 650 a day by 2056<sup>4</sup>



**55%**

of people living with  
dementia are female<sup>2</sup>



**\$18.7**  
BILLION

expected cost of  
dementia by 2025<sup>2</sup>



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](http://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

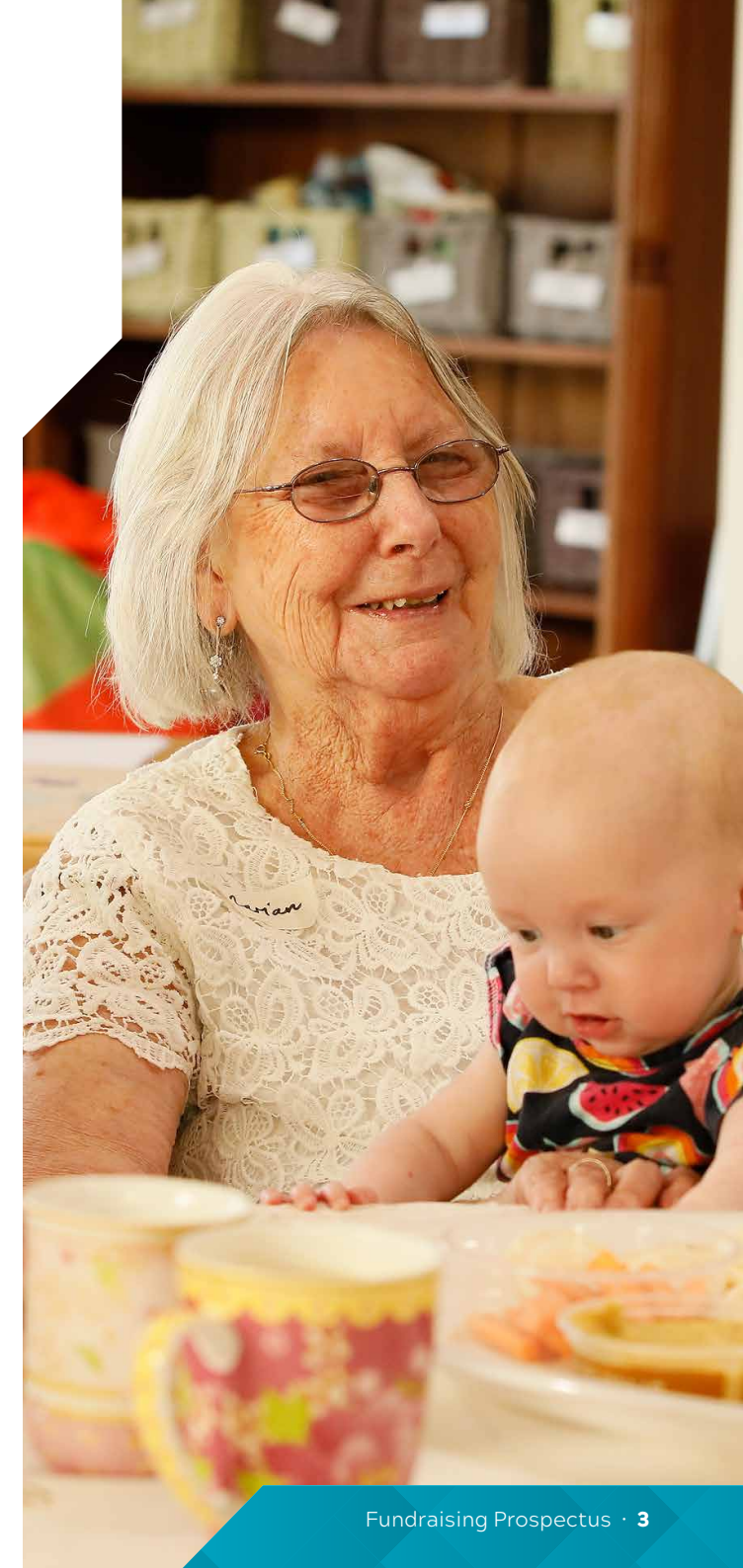
## Our Culture

### 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 42,900 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**



## Ironman Busselton

Father of two Phil already had five half Ironman events under his belt but decided to challenge himself to take on the 2017 Full Ironman in Busselton. Phil not only devoted his time to training and preparing for this challenge but also into raising funds for those living with dementia. Inspired by his wife's work at Alzheimer's WA, Phil worked hard to raise close to \$5,000 for Alzheimer's WA.

# Our members and community



**4,000+**  
members



**3,500+**  
on our mailing lists



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



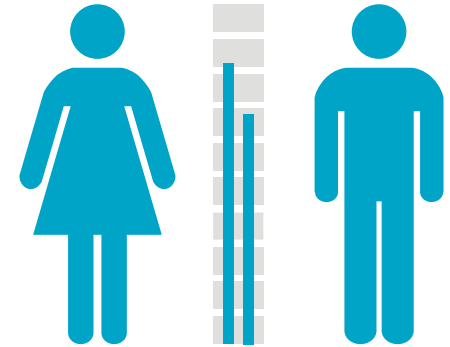
**5,000+**  
average monthly  
visits to our website



**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. Arts and Craft Fair
2. Silent or Live Auction
3. Fashion Show or Art Exhibition
4. Golf Tournament
5. Swim-a-thon
6. Treasure Hunt
7. Hold a Concert by Local Artists
8. Car Wash
9. Quiz Night
10. Video Game Tournament
11. Origami Workshop
12. Wine Tasting Competition
13. Zumba-thon
14. Swap Meet/Garage Sale
15. Bingo
16. Movie Night
17. Board Game Tournament
18. Ping Pong Tournament
19. Baking Contest
20. Karaoke Event
21. Bowling
22. Comedy Night
23. Dance Competition
24. Masquerade Ball
25. World Record Attempt
26. Head or Beard Shave
27. Cycling Challenge
28. Complete a Marathon
29. Jam Making
30. Cadbury Chocolate Fundraiser
31. Take on the Cape to Cape Track
32. Calendar Sale
33. Family Recipe Book Sale
34. Gift Wrapping Stall
35. Garage Sale
36. 10,000 Step Challenge
37. Holiday Gift Wrapping
38. Holiday Fundraising Cards
39. Bike Ride
40. Casual Dress Fridays
41. Raffles
42. Swear jar
43. Crazy Hair Day
44. Spell-a-thon or Read-a-thon
45. Bake Sale or Morning Tea
46. Carnival Day
47. Talent Contest
48. Candy Prize Wheel
49. Art Gallery
50. Dodge Ball Tournament



## Entertainment Books

Kelly has been fundraising for Alzheimer's WA since 2005. Each year, Kelly promotes and sells Entertainment Books™ and then donates 20% of the sale price to Alzheimer's WA. A lot of hard work and commitment goes into this fundraising project but each year Kelly continues to support those living with dementia, their families and carers.



# 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:

- » 1 x banner advertisement and 1 x article in our e-newsletter *Member Connect*, distributed monthly to 3,500+ members (valued at \$350)
- » 1 x pre-event and 1 x post-event posts on our social media channels reaching 9,000+ followers
- » Website event listing (valued at \$500)
- » 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)
- » 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*



## Double Rottnest Crossing

Jeremy is a four time visually impaired Paralympic pool swimmer who set himself the challenge of completing a 40km double Rottnest Channel Crossing to raise money for people living with dementia. Jeremy's strict training schedule meant he could complete the challenge in 14 hours and 8 minutes.

# 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](mailto: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](http://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](http://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](http://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

I  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.

Signed:  Date:

- ☐ 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](http://alzheimerswa.org.au).

### Office use only

Authorisation  
Moir McKechnie  
Marketing and Engagement Manager

Signed:

Date:

## Thank you for your support

Please complete this form and return to Alzheimer's WA  
Email to [events@alzheimerswa.org.au](mailto: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](mailto:dean.webster@alzheimerswa.org.au)

**CONTACT US**

PO Box 1509, Subiaco WA 6904  
[support@alzheimerswa.org.au](mailto:support@alzheimerswa.org.au)

**1300 66 77 88**

**[alzheimerswa.org.au](http://alzheimerswa.org.au)**



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