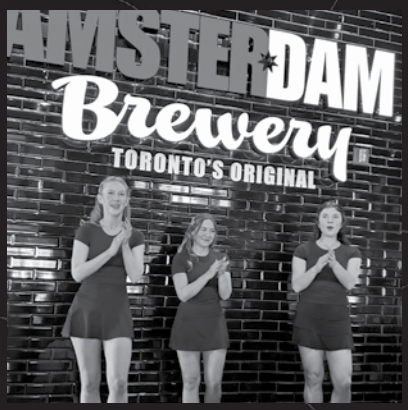
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ALS ACTION CANADA COMMUNITY FUNDRAISING EVENT TOOLKIT









THANK YOU FOR YOUR INTEREST IN SUPPORTING ALS ACTION CANADA THROUGH A COMMUNITY FUNDRAISING EVENT.

ALS Action Canada is a patient-led, volunteer-driven registered charity working to improve access to ALS therapies, advocate for increased research funding, and advance policy change.

Through the Courage to Fight ALS Fund, ALS Action Canada brings supporters together to advance ALS research, improve access to care and treatments, strengthen collaboration, and advocate for meaningful change. Donations to the fund are administered through Charitable Impact, providing a streamlined and transparent giving experience.

Community fundraising events support ALS Action Canada's mission, with funds raised helping advance the priorities of the Courage to Fight ALS Fund.

Community fundraising plays an important role in strengthening this patient-driven voice and advancing meaningful change in the fight against ALS.

Event Ideas & Inspiration

Looking for inspiration? Community fundraising events can take many forms and reflect your interests, network, and creativity.

Examples include:

- **Walks, runs, or fitness challenges**
- **Golf tournaments or sporting events**
- **Dinners, galas, or social gatherings**
- **Online auctions or virtual fundraisers**
- **Workplace or team-based fundraising initiatives**
- **Community events, concerts, or school activities**

Whether large or small, every event helps raise awareness and funds to support people affected by ALS.

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HOW ALS ACTION CANADA CAN SUPPORT YOUR EVENT



While community fundraising events are independently organized, we are committed to supporting you wherever possible.

What We Always Provide

- Approved logo files and brand guidelines
- Organizational materials (e.g., informational flyers or fact sheets)
- Guidance to ensure alignment with our mission and messaging

Additional Support (Based on capacity)

Depending on timing, location, and staff/volunteer availability, we may also be able to provide:

- Advice during the planning process
- Promotion or listing on our website or social media channels
- A spokesperson or representative to attend or participate

We will work with you to determine the appropriate level of support based on your event type and needs.

EVENT PLANNING OUTLINE

1 Share Your Event Details Early

We'd love to hear about your event so we can best support your efforts.

Please share:

- ☐ **Event name Event type** (walk, tournament, dinner, online fundraiser, etc.)
- ☐ **Date and time**
- ☐ **Location**
- ☐ **Estimated size or attendance**
- ☐ **Fundraising goal**
- ☐ **Primary contact information**
- ☐ **Request for informational collateral & amount**

Sharing these details helps us acknowledge your event accurately and ensures clarity for your donors, sponsors, and participants.

2 Clarify Roles

As the event organizer, you have the flexibility to design and run an event that reflects your interests, community, and creativity.

Event materials should describe the event as "in support of ALS Action Canada's Courage to Fight ALS Fund."

ALS Action Canada should not be implied as the host or organizer.

3 Using ALS Action Canada or Courage to Fight ALS Branding

To ensure our patient-led voice and visual identity are represented accurately and consistently, please let us know:

- How the name and/or logo will be used
- Where it will appear (e.g., social media, posters, banners, websites, merchandise)
- The purpose of the materials (promotion, recognition, etc.)

Important Guidelines:

- ✗ The logo may not be altered, distorted, or combined with other logos without prior approval
- ✓ Use of the logo on collateral or merchandise requires advance approval and a mock-up for review
- ✗ ALS Action Canada or Courage to Fight ALS should not be identified as an event sponsor, partner or host unless explicitly agreed in writing.

Once the details are shared, we'll provide approved logo files and simple usage guidelines.

4 Collect & Send Donations

There are two ways your event can support our mission:

Option 1: Courage to Fight ALS Fund
(via Charitable Impact – Recommended)

- **Secure online donations**
- **Automatic tax receipts issued by Charitable Impact**
- **Simple tracking of funds raised**

We can guide you through setting up a Giving Group through Charitable Impact to direct donations to the Courage to Fight ALS Fund.

If submitting a cheque to support the Courage to Fight ALS Fund, please contact ALS Action Canada for the appropriate payment instructions. We will provide these details once your event is confirmed.

Option 2: ALS Action Canada
(Direct Donation)

Cheques may be made payable to:

ALS Action Canada
2911 Queenston St.
Victoria, BC V8R 4P4

As a registered charity, ALS Action Canada can issue official tax receipts for eligible donations. For cash donations of $20 or more requiring a tax receipt, the event organizer must provide:

- **Donor full name**
- **Mailing address**
- **Donation amount**

This information must accompany the submitted funds in order for a charitable tax receipt to be issued. All event proceeds should be submitted within 30 days of the event and include the event name for reference.

5 Celebrate & Share Your Success

We love seeing the creativity and energy our supporters bring to fundraising events!

After your event, please:



Share highlights with us
Photos, stories, or totals help us celebrate your impact and inspire others



Recognize everyone involved
Volunteers, donors, and sponsors often appreciate hearing how their support made a difference



Celebrate together
We may feature your event on our website or social media to showcase your efforts



Your passion and commitment help advance ALS Action Canada's mission. Every effort, big or small, contributes to meaningful change.



IMPORTANT: YEAR-END TAX RECEIPT TIMING

To be eligible for a charitable tax receipt within a given calendar year, all donations must be received by **December 31** of that year.

Cheques must be delivered and dated on or before **December 31**

Late submissions will be receipted in the following tax year

We recommend submitting funds as early as possible, especially for year-end events

Important Note

While we are grateful for your support, ALS Action Canada cannot assume responsibility for any expenses, financial losses, damages, or liabilities related to your event. All planning costs, contractual obligations, and financial risks remain with the event organizer.

If you have questions about timing or submission, please contact us in advance to ensure eligibility.

A FEW THINGS TO KEEP IN MIND

As the event organizer, you may wish to consider:

- Venue arrangements and permissions
- Any permits, insurance, or local approvals required
- Managing event expenses and staying within your budget
- Guest safety, accessibility, and comfort
- Food or beverage licenses and considerations (if applicable)
- Age restrictions or audience suitability
- Equipment or audiovisual needs (microphones, projectors, etc.)
- Volunteer or staff support for the day of the event
- Marketing and communication with participants
- Timing for collecting and submitting donations (within 30 days)
- Any local regulations regarding fundraising, raffles, or games of chance





THANK YOU FOR SUPPORTING ALS ACTION CANADA!

Your fundraising efforts help advance our mission and make a real difference for people affected by ALS.

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Have questions or want more information?

We'd love to hear from you:
Email: **info@alsactioncanada.org**