



FUNDRAISING TOOLKIT

THE TOURNAMENT

In Canada, over 600,000 individuals are living with Alzheimer's disease or other dementias – in Alberta, over 62,000 people have a dementia diagnosis. The Alzheimer's Face Off Pro-Am hockey tournament presented by Christenson Communities Ltd. is an Edmonton-based tournament that pairs hockey enthusiasts with some of their favorite NHL Alumni.

This fun-filled weekend event focuses on raising funds to provide *help for today* through free education program and support services for those living with dementia, their family members, and care partners and *hope for tomorrow* through innovative research happening right here in Alberta.

Three out of four people know someone living with dementia and each year another 25,000 individuals will be diagnosed in Canada. Your support will help us achieve our goal of a world without Alzheimer's and other dementias.

THE CAUSE

The Alzheimer Society of Alberta and Northwest Territories is working to change the face of dementia in Alberta and the Northwest Territories and improve the quality of life for those living with the disease. The Society offers provincial and territorial networks of educational and support services for people living with dementia and their care partners through seven regional centres and a provincial office.

The Alzheimer Society of Alberta and Northwest Territories brings awareness to Alzheimer's disease and other dementias; helps alleviate the personal and social consequences of the disease; provides education and support programs; and, promotes and funds research into the cause, prevention and cure.

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FUNDRAISING IDEAS

Get creative! Host your own team event or use the following resources to help!

- Have your company sponsor the tournament or connect with another company that may be interested. Click here for the [2025 AFO Sponsorship Package](#). If you have a lead and would like some help, please connect with Erin at emartyshuk@alzheimer.ab.ca
- Include your fundraising page link in your email signature and e-newsletters to reach an even wider audience.





HOSTING A TEAM FUNDRAISING EVENT?

Here's how the Society can help:

- **Promote your event on social media.** Share photos, videos and your fundraising page across your social media channels with captions that explain your event.
- We will like and share the event from our end if you tag the Alzheimer Society of Alberta and Northwest Territories and the AFO event social handles on:
 - Facebook: @helpfordementia, @alzfaceoffproam
 - Instagram: @helpfordementia, @alzfaceoffproam
 - LinkedIn: Alzheimer Society ABNT, @alzfaceoffproam
 - X: @helpfordementia, @alzfaceoffproam
- Sample hashtags: #AlzFaceOff #HelpForToday #HopeForTomorrow #endalz
- **Share poster and event details with the Society.** Send event details and poster to Erin at emartyshuk@alzheimer.ab.ca to have your poster included on the AFO and Alzheimer Society websites! We can also put the poster up in our Society office.
- **Banner & Society info.** If you would like an AFO banner and some Society info at your event, please connect with Erin at emartyshuk@alzheimer.ab.ca. Dependent on availability.

After your fundraiser:

Submit your donation

If you've collected bills and coins please tally and deposit the cash, then write a cheque to the Alzheimer Society of Alberta and Northwest Territories for the total amount and mail it to our provincial office. Remember to include a note with "AFO 2025 – your name and your team name" so we know the donation has come from you. Please do not mail cash; we recommend sending a cheque or money order instead.

Please send your cheques to:

Alzheimer Society of Alberta and Northwest Territories
Suite 306, 10430-61 Avenue
Edmonton, AB T6H 2J3

If you have collected donations through your individual fundraising page, the funds will be transferred directly to us – there is nothing further you need to do.

Please note, we can send charitable tax receipts upon request if they are being collected offline; we just need the donors' names and addresses which you can fill in the [offline pledge form](#).

Share your photos

We love to see the amazing ways our fundraisers support us, so feel free to share your photos, videos and inspiring stories with us by emailing them to emartyshuk@alzheimer.ab.ca. If sharing on social media, remember to tag us and #AlzFaceOff #HelpForToday #HopeForTomorrow #endalz

Say thank you!

Always remember to thank everyone who supported and participated in your fundraiser with a phone call, email or card. People will enjoy hearing how much you raised.

Contact Us

Have a question? We're here to help!

Contact Erin Martyshuk at 587-520-9581 or email at emartyshuk@alzheimer.ab.ca

