



HOST YOUR OWN EVENT

Planning a successful event in support of The Arthritis Society



In support of



*The Arthritis
Society*

ABOUT THE ARTHRITIS SOCIETY

The Arthritis Society is Canada's principal health charity dedicated to providing and promoting arthritis education, community support and research-based solutions to the over 4.6 million Canadians living with arthritis. Since its founding in 1948. The Society has invested more than \$185 million towards arthritis research to develop better treatments and, ultimately, find a cure.

WE HAVE ARTHRITIS

THERE ARE 4.6 MILLION
OF US HERE IN CANADA



WE ARE
YOUNG AND OLD



FROM ALL
- WALKS -
OF LIFE

100

WE FACE OVER
100 DIFFERENT
FORMS OF THIS
RELENTLESS
DISEASE

SOME DAYS, SIMPLE TASKS ARE EXCRUCIATING

AT NIGHT, IT'S A STRUGGLE
JUST TO SLEEP



IT AFFECTS MIND AND BODY

IT'S SOMETHING
WE MUST LIVE WITH

THESE ARE
THE CARDS
WE'VE BEEN
DEALT,

BUT WE WILL NEVER EVER GIVE IN

WE WILL STILL DO THE THINGS WE USED TO;
THE THINGS THAT MAKE LIFE WORTH LIVING

IT DOESN'T HAVE US

WE WILL
FIGHT
FOR OUR



INDEPENDENCE,
AND WE WILL WIN

{ EACH OF US
IS STRONG }

TOGETHER, WE ARE STRONGER STILL

TOGETHER, WE CAN SHARE INFORMATION
AND CAN WORK FOR A CURE



TOGETHER, WE CAN ENSURE NO ONE EVER
NEED FACE THIS ALONE

IF YOU KNOW WHAT IT IS
TO LIVE WITH ARTHRITIS,
YOU REFUSE TO LET
IT CONTROL YOUR LIFE,

YOU ARE ALREADY ONE OF US

WHY YOUR SUPPORT MATTERS

In Canada today, one in six adults live with the daily pain of arthritis, and within a generation there is expected to be a new diagnosis of osteoarthritis every 60 seconds.

Host your own fundraising events are a great way to build awareness, raise funds, and transform the lives of Canadians with arthritis. They minimize the funds and resources expended by The Arthritis Society while allowing us to maximize the direct positive impact on quality of life for people living with the disease.

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HOST YOUR OWN EVENT IDEAS

Community Fundraisers

BBQ's, Car washes, lemonade stands, bake sales, garage sales – whatever your passion and interest is, turning it into a fundraising event is simple. Invite your coworkers, classmates, friends and neighbours to participate and contribute to your event.

A-Thons

Walk-a-thon, Bowl-a-thon, Yoga-a-thon and more! These events are a great way to bring friends together to participate in doing something you all love. Participants invite their friends and families to donate in support of their participation in these events. Online fundraising pages area also a great tool to support these events.



Birthdays & Special Occasions

Encourage friends and family to donate to The Arthritis in lieu of receiving gifts.

Set up a celebration page at arthritis.ca/hostyourownevent and send out emails.

Tournaments

Whether already established or you are thinking of launching a new event, tournaments are a great way to raise funds for The Arthritis Society. Not sporty? Host a video game or board game tournament.

Workplace Campaigns

Collect a toonie from employees for dress down Fridays. Inquire if your workplace offers corporate matching programs. Host a bake sale, promotional draw or potluck lunch – if you can dream it, we can help build it.



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PLANNING CHECKLIST

Develop a plan

Things to think about:

- What type of event are you going to host?
- Where will you host your event?
- What is your financial goal?
- How will you raise money?
- Do you need help?
- Do you require any licenses? (bingo, raffle, alcohol)

Create a budget

You will have expenses for your event. Creating a budget will help ensure that your registration fees cover your expenses while keeping you on track to raise funds for The Arthritis Society.

Click [here](#) to download an event budget summary template.

Set a fundraising goal

Having a tangible goal allows your donors to connect to the cause. Every donation makes a difference in the lives of over 4.6 million Canadians living with arthritis.

Register your event

Complete the Host Your Own Event form at arthritis.ca/hostyourownevent . Once registered, The Arthritis Society is happy to provide resources and tools to help you raise money.

Collect Donations

Depending on the type of event you are planning, we can create an online fundraising page for you. It is a great way to fundraise before, at and after your event. You can also choose to have offline donation forms at your event. Collecting donor contact information is important, without it The Arthritis Society is unable to provide tax receipts.

Post-Event

We want to hear about your event. Share your success and photos with us.

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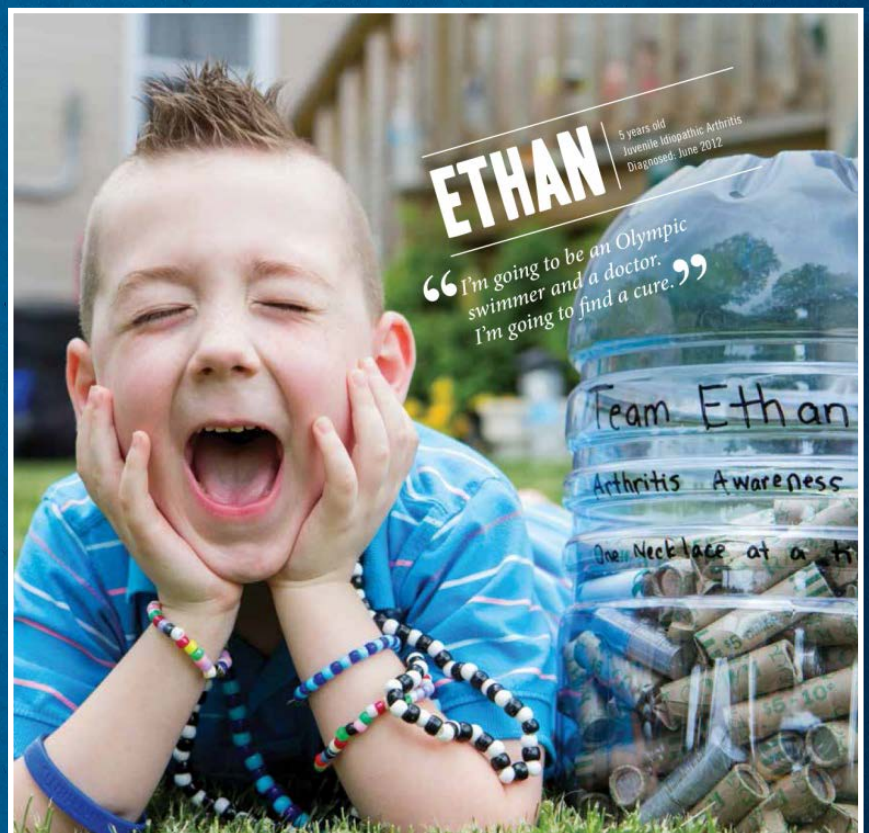
FUNDRAISING SUCCESS STORIES

MOVED TO INSPIRE OTHERS

In January, five year old Ethan went into the hospital for a tonsillectomy that turned out to be anything but routine. After experiencing respiratory arrest, he was forced to spend ten days in hospital where he was soon diagnosed with juvenile arthritis. Quickly, Team Ethan was born - a group of dedicated doctors, nurses and caregivers came together, committed to the goal of helping him live well with arthritis. It wasn't long before people noticed that Ethan was exceptional in more ways than his condition. Once up and around, he immediately began to focus his energies on cheering up other children on his floor by crafting home-made necklaces from cut-up straws.

Today, he's still making necklaces, but now they're beaded and coloured blue in support of The Arthritis Society and for each of his friends living with arthritis. Even more impressively, Ethan's committed himself to a signature fundraising effort. Starting in march, Ethan has set of a goal of collecting one million dimes from across Canada and the US. At 10,000 and counting, he's well on his way. All he needs is our help and support. The Arthritis Society is helping Ethan achieve his goal of raising funds and putting in motion the lives of the 6,000 young Canadians living with juvenile arthritis.

Through funded research, specialized education, support programs and access to specialists The Arthritis Society is helping kids like Ethan live lives that are both full and fulfilled.



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HOW THE ARTHRITIS SOCIETY CAN SUPPORT YOU

Once you have finalized the details of your event, click [here](#) to register. The Arthritis Society can provide you with the tools and resources you need to raise funds to transform the lives of Canadians with arthritis.

Resources available:

Dedicated staff member available to answer questions and provide fundraising and event planning support.

Promotional materials that show the impact of your fundraising efforts such as posters, annual reports, arthritis facts, thank you cards and blue birds.

Fundraising tools including donation forms, budget forms and online fundraising tools.

Communications support such as letters of support, event logos and a public profile on our online events listing.

Post-event support including thank you letters for supporters and donors, accounting support and appropriate recognition for the event.

Use of The Arthritis Society Host Your Own Event fundraiser logo

To use the official Host Your Own Event fundraiser logo you must register your event with The Arthritis Society. The Arthritis Society must approve all public facing materials that host our logo and brand.

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STANDARDS & GUIDELINES

It is the event organizer's responsibility to communicate to sponsors, participants and the general public that The Arthritis Society is the beneficiary of the event and is not hosting the community event.

All promotional materials created by the event organizer must be submitted and approved by The Arthritis Society prior to being printed or released to the public.

The event organizer is responsible for obtaining all necessary permits, licenses and insurance for their event.

The Arthritis Society will not assume any legal or financial liability at a Host Your Own Event. The Arthritis Society is not responsible for any damage, accidents to persons or property at such an event.

The Arthritis Society will retain the right to review the financial statements and internal controls of the event at the request of our auditors.

The Arthritis Society cannot provide the following:

- Funding or reimbursement for event expenses.
- Donor or sponsor lists.
- Promotion or advertising of your event except in the online event listing.
- Guaranteed attendance of staff, volunteers or attendees at your event. While we would love to be able to send a representative to your fundraising event, it is important to understand that the volume of requests often exceeds our available resources.
- Application for gaming licences i.e. Bingo, raffles, liquor or insurance.
- Prizes, auction items or awards.
- Tax receipts for cash or in-kind goods that were not directly received by The Arthritis Society office.

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TAX RECEIPTING GUIDELINES

As a registered charitable organization, The Arthritis Society must follow all Canada Revenue Agency (CRA) rules and regulations. It is the event organizer's responsibility to communicate tax receipting policies to the participants at your event, please be sure to educate yourself on The Arthritis Society policies and discuss questions or concerns you may have with The Arthritis Society. For more information visit CRA – cra-arc.gc.ca

Tax receipts can be issued for host your own event donations of \$20 and over if:

1. A benefit has not been received for the value of the donation (benefits can include: dinner, alcohol, entertainment, auction, parking etc.)
2. The Arthritis Society received a statement showing all revenue and expenses from the event
3. Funds and a complete list of donor names, addresses and donation amount is received within 90 days of the event
4. Funds are received by December 31st in the same calendar year that the event was held

The Arthritis Society cannot issue receipts for:

1. Purchase of admission tickets or green fees
2. Purchase of an auction or draw item
3. In-kind goods and services donated to an event
4. Sponsorship, when a tangible benefit of advertising and promotion is being received in return for payment

Sponsors and in-kind donors may be provided with a business gift letter as proof of contribution upon request.

**On behalf of the 4.6 million Canadians living with arthritis,
thank you for your support!**

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PROMOTING YOUR EVENT

Facebook

- Be sure to 'like' The Arthritis Society Facebook page at facebook.com/ArthritisSociety
- When you name The Arthritis Society in your Facebook posts type the @sign before our name.
- When uploading images and videos of your event, tag them The Arthritis Society.

Twitter

- Follow The Arthritis Society at twitter.com/ArthritisSoc
- In your tweets include @ArthritisSoc so we can find your tweets.
- #Hashtags are a great way to track conversations on Twitter.

YouTube

- First, assign a friend or colleague to film your event. Film it on a mobile or digital camera.
- If you haven't got a YouTube account, set one up at youtube.com. It's easy and FREE.
- When you have an account, you can upload your own video/s from your event. Follow the simple steps on YouTube to upload your video/s.
- Under tags, please use "arthritis" and "charity" and any other tags which are appropriate for your video. YouTube will also suggest tags too. Remember to enter a suitable title and description - the more descriptive, the better as this is how people will see your video on YouTube.
- Once you've uploaded your video onto YouTube, we can post it on our Facebook page so be sure to send the link to social@arthritis.ca.

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OFFLINE DONATION FORM

PARTICIPANT INFORMATION Charitable Registration Number: 108071671RR0003

Mr. Mrs. Ms. Dr. First Name: _____ Last Name: _____ Company (if applicable): _____
 Address: _____ City: _____ Province: _____ Postal Code: _____
 Business Address Home Address Telephone: _____ Email: _____

DONATION INFORMATION

- Make cheques payable to The Arthritis Society. Do not post-date cheques. • Tax receipts may be issued four weeks after your event for donations of \$20.00 or more, provided that information is complete and legible. • All personal information disclosed on this form will be treated as confidential.
- Yes, I would like to receive email communications from The Arthritis Society.

DONORS CONTACT INFORMATION

First Name _____ Last Name _____
 Street Address _____
 City _____ Province _____ Postal Code _____
 Email _____
 Opt In EN FR

PAYMENT INFORMATION

Cheque (Payable to The Arthritis Society) Cash Credit Card Donation Amount \$ _____
 Card # _____ Tax Receipt Required Yes No
 Expiry _____
 Cardholder's Name _____ Cardholder's Signature _____ X

First Name _____ Last Name _____
 Street Address _____
 City _____ Province _____ Postal Code _____
 Email _____
 Opt In EN FR

Cheque (Payable to The Arthritis Society) Cash Credit Card Donation Amount \$ _____
 Card # _____ Tax Receipt Required Yes No
 Expiry _____
 Cardholder's Name _____ Cardholder's Signature _____ X



The Arthritis Society has been accredited under Imagine Canada's Standards Program. The Standards Program Trustmark is a mark of Imagine Canada used under licence by The Arthritis Society.

DONORS CONTACT INFORMATION

First Name _____ Last Name _____

Street Address _____ City _____ Province _____ Postal Code _____

Email _____ Phone _____

Opt In EN FR

PAYMENT INFORMATION

Cheque (Payable to The Arthritis Society) Cash

Card # _____ Expiry _____

Donation Amount \$ _____

Tax Receipt Required Yes No

Cardholder's Name _____ Cardholder's Signature _____ **X**

First Name _____ Last Name _____

Street Address _____ City _____ Province _____ Postal Code _____

Email _____ Phone _____

Opt In EN FR

Cheque (Payable to The Arthritis Society) Cash

Card # _____ Expiry _____

Donation Amount \$ _____

Tax Receipt Required Yes No

Cardholder's Name _____ Cardholder's Signature _____ **X**

First Name _____ Last Name _____

Street Address _____ City _____ Province _____ Postal Code _____

Email _____ Phone _____

Opt In EN FR

Cheque (Payable to The Arthritis Society) Cash

Card # _____ Expiry _____

Donation Amount \$ _____

Tax Receipt Required Yes No

Cardholder's Name _____ Cardholder's Signature _____ **X**

First Name _____ Last Name _____

Street Address _____ City _____ Province _____ Postal Code _____

Email _____ Phone _____

Opt In EN FR

Cheque (Payable to The Arthritis Society) Cash

Card # _____ Expiry _____

Donation Amount \$ _____

Tax Receipt Required Yes No

Cardholder's Name _____ Cardholder's Signature _____ **X**

Please return all completed forms to your local Arthritis Society office.

EVENT BUDGET SUMMARY

All event costs must either be paid directly by the organizer or come out of the event proceeds.

The Arthritis Society must adhere to all Canada Revenue Agency (CRA) rules and regulations in order to retain our charitable status. We reserve the right to audit the records pertaining to any event in order to ensure compliance with the CRA. The Arthritis Society is permitted to issue tax receipts to individuals that make a donation without receiving a tangible item or benefit in return.

Event Name:

Event Organizer:

Date of Event:

Event Revenue

	Amount	Notes
Registration	<input type="text"/>	<input type="text"/>
Auction Proceeds	<input type="text"/>	<input type="text"/>
Other	<input type="text"/>	<input type="text"/>
Sponsorships	<input type="text"/>	<input type="text"/>
Donations	<input type="text"/>	<input type="text"/>
Total Revenue	<input type="text"/>	<input type="text"/>

If you would like sponsors/donors to receive a thank you letter, please check the box and submit a detailed list using the Pledge Forms provided.

Tax Receipt(s) Requested?

Thank You Letter(s) Requested?

Event Expenses

	Amount	Notes
Venue Rental	<input type="text"/>	<input type="text"/>
Food & Beverage	<input type="text"/>	<input type="text"/>
Advertising/Promotion	<input type="text"/>	<input type="text"/>
Printing (Tickets, posters, etc)	<input type="text"/>	<input type="text"/>
Other	<input type="text"/>	<input type="text"/>
Total Expenses	<input type="text"/>	<input type="text"/>

I declare that the above information represents the true accounting from the event.

Name

Date

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The Arthritis Society

The Arthritis Society
393 University Avenue, Suite 1700
Toronto, ON M5G 1E6
Toll Free: 1.800.321.1433
www.arthritis.ca

Charitable Registration Number: 10807 1671 RR0003

