

## One team. One goal.

### Conquering cancer through teamwork

As the charitable foundation for the Cross Cancer Institute, the Tom Baker Cancer Centre and the Alberta Cancer Board's 15 other cancer treatment centres, we see how cancer patients and their families benefit daily from the research projects and special treatment programs that donors and volunteers like you make possible.

You can be part of our all-star cancer care team by organizing a fundraiser on our behalf. From headshaves to golf tournaments, the possibilities are endless. Every successful event helps to ensure that Albertans have access to the latest and best cancer treatment that results from groundbreaking research initiatives.

These 10 easy steps will help you get started and guide you through the planning of your fundraiser.

1

#### Brainstorm

Find an event that excites you. The possibilities are as limitless as your imagination. Here are a few ideas to help get you started:

“A-thons” of any kind

Auctions

Bake sales

Barbecues

Car washes

Celebrity appearances

Dinner/Dances

Headshaves

Holiday celebrations

Raffles

Rummage sales

Parties

Sporting events

Theatrical events

Tournaments

2

#### Register your event with us

Please fill out the attached fundraising application form and submit it to us for approval. Our Development staff want to know more about you, your goals and ideas.

*\* If you are planning to organize a lottery, raffle, bingo or other gaming activity, you may be required to register your event with the Alberta Gaming and Liquor Commission. Please visit [www.aglc.gov.ab.ca](http://www.aglc.gov.ab.ca) or call toll-free 310-0000.*

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#### Set goals

Realistic and measurable financial goals will contribute to your successful fundraiser. Use the budget section of the fundraising application form to help you identify expected income and expenses. Remember: the lower the costs, the larger your contribution.

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#### **Form an event planning committee**

It takes a lot of time and energy to plan a successful event. Recruit enthusiastic and dedicated volunteers with lots of different skills to share the work. Be sure to keep a list of their names and track the amount of time they spend working on your fundraiser.

6

#### **Schedule your event**

Schedule your event for a time and location that is convenient for those who will be attending. Check for other conflicting events that may be happening in your community.

8

#### **Event logistics**

Attention to detail is important to the success of your event. Our Development staff are happy to review the logistics of your event and provide you with tips to make your event run smoothly.

10

#### **Thank you**

This is the most important step: please acknowledge everyone who participated in or supported your event. Tell them how much money they helped raise and what that means to advancing the fight against cancer.

5

#### **Identify your audience**

Who's most likely to attend and support the type of event you've selected? Identifying your target audience is important for promotion and ticket sales.

7

#### **Promotion and publicity**

Flyers, tickets and other promotional materials will help make you event a success. We would be proud to be acknowledged on your event materials, but you'll want to be sure that you're using the Foundation name and logo correctly. All promotional material and publicity must be approved by the ACF. Please allow ample time for approvals (at least one week).

9

#### **Collect the funds**

We ask that you collect and submit all pledge information and funds raised to the Alberta Cancer Foundation within 30 days of your event. Please allow four to six weeks for charitable receipts to be issued.

It takes a strong team focused on one goal to conquer cancer. One in three Albertans will be diagnosed with cancer in their lifetime, and these people provide our inspiration and our hope. Alberta scientists and healthcare specialists are tough contenders in the fight against cancer, and with the outstanding support of Alberta Cancer Foundation donors and volunteers, we are making progress.

**Thank you.**



# Fundraising Application

Thank you for organizing a fundraiser on behalf of the Alberta Cancer Foundation (ACF). Your fundraising proposal must be approved prior to publicizing your activity or event. Please return this completed form to the appropriate ACF office:

**Provincial Office**

Alberta Cancer Foundation  
710, Sun Life Place  
10123 99 St NW  
Edmonton, AB T5J 3H1  
Phone: (780) 643-4400 / 1-866-412-4222  
Fax: (780) 643-4398

**Northern Alberta**

Alberta Cancer Foundation  
Cross Cancer Institute  
11560 University Ave  
Edmonton, AB T6G 1Z2  
Phone: (780) 432-8500  
Fax: (780) 432-8357

**Southern Alberta**

Alberta Cancer Foundation  
Tom Baker Cancer Centre  
1331-29 Street NW  
Calgary, AB T2N 4N2  
Phone: (403) 521-3433  
Fax: (403) 521-3224

## Contact Information Please print clearly

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Name

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Title

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Organization

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Mailing address

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City/Town

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Postal code

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Phone

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Fax

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Email

## Proposed Event/Campaign

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Name

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Date

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Location

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Time

*The Alberta Cancer Foundation respects your privacy. We protect your personal information and adhere to all legislative requirements with respect to protecting privacy. We do not rent, sell or trade our donor lists. The information you provide will be used to deliver services and to keep you informed and up-to-date on the activities of the ACF including programs, special events, funding needs and opportunities to volunteer or to give. If you wish to limit our contact with you, simply call us at 1-866-412-4222 or email us at [acfinfo@cancerboard.ab.ca](mailto:acfinfo@cancerboard.ab.ca), and we will gladly accommodate your request.*

## General Information

1. Why would you like to raise funds for the Alberta Cancer Foundation?

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2. Briefly describe your event/campaign and how the funds will be raised. (Is it a headshave, run, auction, golf tournament, etc.? Does it cost to participate? Will participants collect pledges? Will there be sponsors or other organizations involved?)

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3. How many people do you expect to attend or participate? \_\_\_\_\_

4. Will ACF pledge forms be required for participants? Yes  No

5. Will charitable tax receipts be required? Yes  No

6. Is this a one-time event/campaign or annual? One-time  Annual

6. If your event/campaign includes volunteers, please indicate the approximate number and type of involvement (committee members, ticket sellers, event workers, etc). #

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## Promotional Information

1. Briefly describe the promotion or publicity planned for your event/campaign.

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2. All promotional material that will use the ACF name and logo must be approved prior to being released. Please indicate the planned type of promotional material, the distribution and dates of release.

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