

Move Your Way *Event*

GUIDE



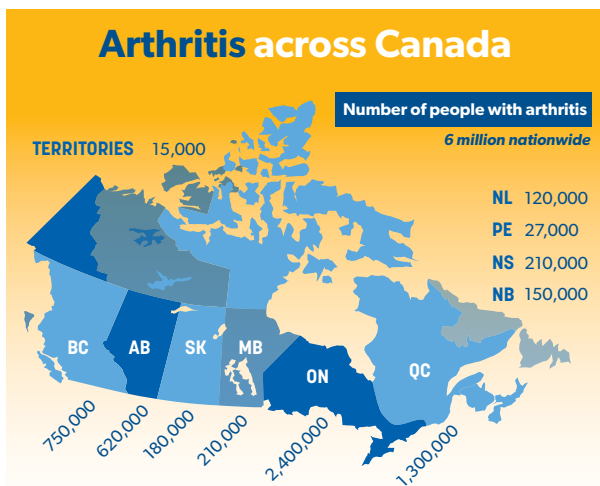
About the Arthritis Society

The Arthritis Society is a national health charity, fueled by donors and volunteers, with a vision to live in a world where people can be free from the devastating effects that arthritis can have on lives. Since its founding in 1948, the Arthritis Society has invested more than \$200M in cutting-edge research, proactive advocacy and innovative solutions that will deliver better health outcomes and an improved quality of life for people affected by arthritis.

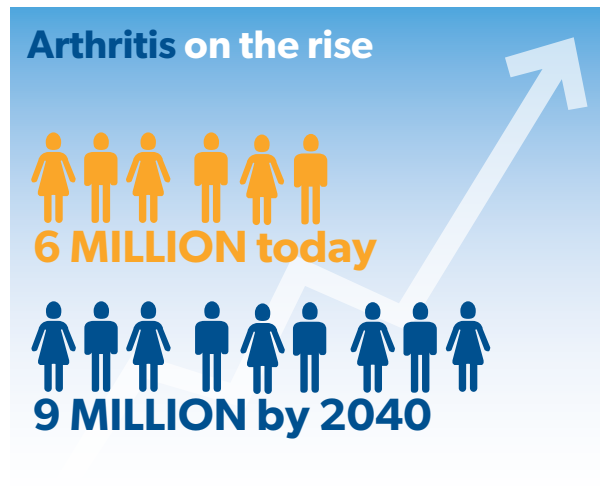
Why Your Support Matters

In Canada today, **one in five adults** live with the daily pain of arthritis. Without serious attention to this disease and its ramifications, there will be a **50% increase** in the number of people affected by arthritis, increasing to **1 in 4 Canadians within 20 years**.

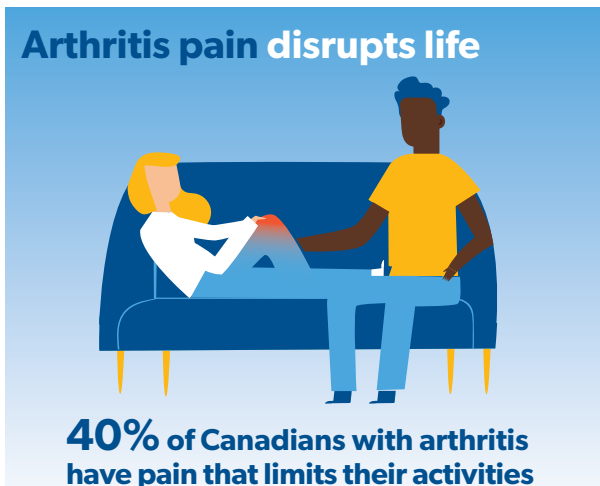
Hosting your own fundraising events is a great way to build awareness, raise funds, and transform the lives of Canadians with arthritis. This is a fun and engaging way to raise critical funds for arthritis research and innovative solutions for people affected by arthritis, and is an opportunity to introduce your friends, family and network to a cause that is important to you.



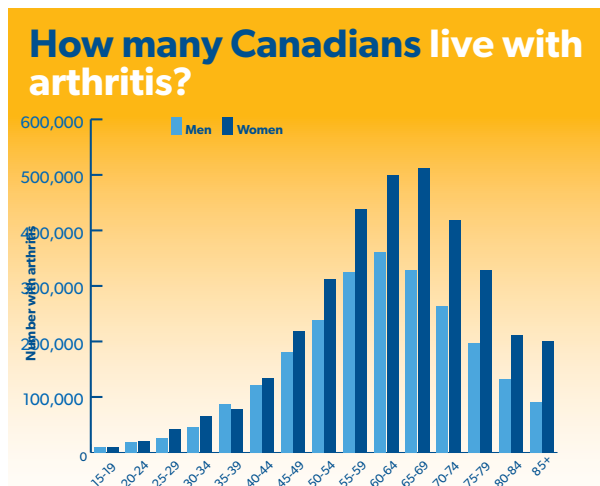
Source: ACREU 2019, based on CCHS 2015-17 (provinces) and CCHS 2015-16 (territories)



Source: ACREU 2019, based on CCHS 2015-17



Source: ACREU 2019, based on CCHS 2015



Source: ACREU 2019, based on CCHS 2015-17

Move Your Way Virtual Event Ideas



Share Your Talents

Share your special skills and put your talents to work! Whatever your passion and interest (cooking, jewelry making, playing guitar, wine tasting), turning it into a fundraising event is simple. Host a virtual event and invite your coworkers, classmates, friends and neighbours to participate and contribute. Also, if you have a friend or know someone else with special skill or talent, ask them to share it or even start their own fundraiser for the Arthritis Society.



Virtual A-Thons and Tournaments

Start a Walk-a-thon, Yoga-a-thon, Dance-a-thon! Host a video game, virtual board game tournament or a karaoke competition. These events are a great way to virtually 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 are a great tool to support these events.



Birthdays & Special Occasions

Host a virtual party and encourage friends and family to donate to the Arthritis Society in lieu of receiving gifts. What better way to celebrate!?



Social Media Challenges and Fundraisers

Ever done an Ice Bucket Challenge? Or the Planking Challenge? Create a challenge of your own on social media and help spread the word and raise money for the Arthritis Society. If challenges are not your thing, a Facebook Fundraiser is a great way to share why a world free of arthritis is important to you and ask your Facebook friends to donate to your fundraiser or even in honour of your birthday!



Workplace Campaigns

Organize lunch trivia over Zoom and collect a donation to participate. Inquire if your workplace offers corporate matching programs. Host an online bake sale (deliver the goods while social distancing), do a promotional draw – if you can dream it, you can do it!



Get Active

Missing the Walk? Challenge yourself and others to a yoga or Tai Chi class, walk, run, bike or workout. There is not one way to move, or a specific day to do it, just pick your way to move, create a fundraising page, and ask your friends, and family to support you.

Planning Checklist

Develop a plan

Things to think about:

- ▼ Get in contact with the Arthritis Society - we are here to help and would love to discuss your event ideas and what support we can provide.
- ▼ Where will you host your event?
- ▼ What is your financial goal?
- ▼ How will you raise money?
- ▼ 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 you 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 6 million Canadians living with arthritis.

Register your event

- ▼ Register your event online at arthritis.ca/moveyourway. Once registered, the Arthritis Society is happy to provide resources and tools to help you raise money. If you do not wish to register your event online but would still like to get in touch with the Arthritis Society about hosting your event, please complete the Event Information form at the end of this guide and email us at moveyourway@arthritis.ca

Collect Donations

- ▼ If you register your event at arthritis.ca/moveyourway, you will have an online fundraising page. 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.

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 Arthritis Society brochures, arthritis facts, thank you cards, and other branded items as available.

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

Communications support such as templates for letters of support, and event logos.

Post-event support including templates for thank you letters for supporters and donors, tax receipts for donors as applicable and appropriate recognition for the event.

Use of the Arthritis Society logo

To use the official Arthritis Society 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. If you require a high resolution or different format version of our logo, please contact us at moveyourway@arthritis.ca

In Support of



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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.
- ▼ 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.
- ▼ Recruitment for volunteers at your event
- ▼ Guaranteed attendees/ticket sales for your event
- ▼ 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.

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. Note that for donations made online the tax receipt will automatically be generated and emailed to the email address used by the donor.

Tax receipts can be issued for Move Your Way 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. Funds and a complete list of donor names, addresses and donation amount is received within 90 days of the event
3. 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 (advertising and promotion is being received in return for payment)
5. We do not issue tax receipts to organizations with a charitable registration number, i.e. other charities

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

Tax Receipts can be issued for gifts under \$20 if the donor specifically requests this

**On behalf of the 6 million Canadians living with arthritis,
thank you for your support!**

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](https://twitter.com/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 don't have 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, be sure to send the link to moveyourway@arthritis.ca.

Event Information

Please complete this form and return to moveyourway@arthritis.ca if you do not wish to register your event online.

First name

Last name

Phone

Email

Mailing address

How did you hear about hosting an event for the Arthritis Society?

Why did you choose to support the Arthritis Society?

Idea/name for your event

Date of your event

What is your events fundraising goal? What support would be most helpful to receive from the Arthritis Society?



The Arthritis Society
Toll Free: 1.800.321.1433
www.arthritis.ca

Charitable Registration Number: 10807 1671 RR0003