

# MOVE

Your Way



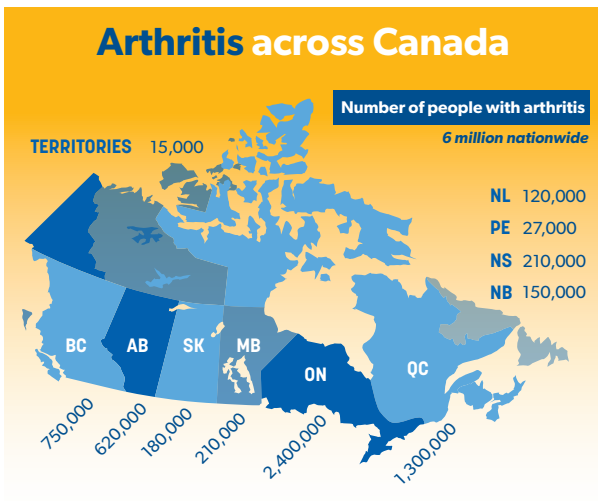
## Event Guide

# About Arthritis Society Canada

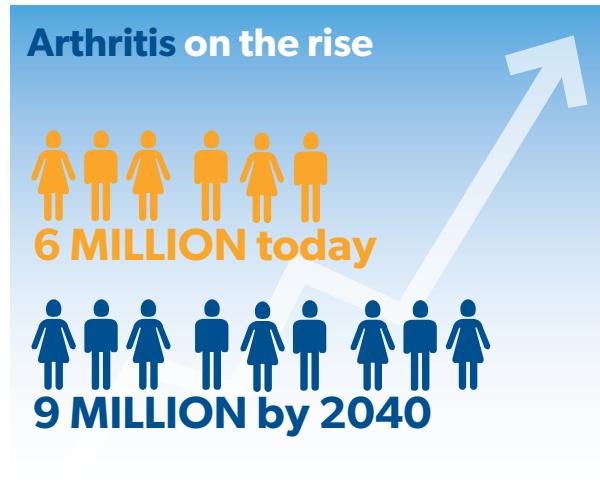
Arthritis Society Canada is dedicated to extinguishing arthritis. It represents the six million Canadians living with arthritis today, and the millions more who are impacted or at risk. Fueled by the trust and support of donors and volunteers, Arthritis Society Canada is fighting the fire of arthritis with research, advocacy, innovation, information and support.

## Why Your Support Matters

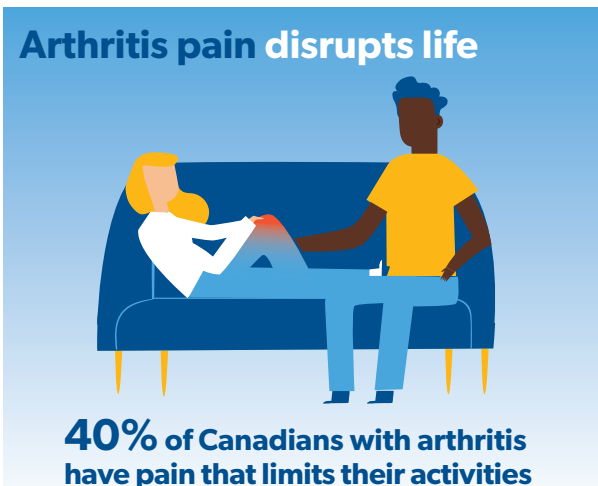
In Canada today, one in five adults live with the daily pain of arthritis. Without serious attention to this disease, there will be a 50% increase in the number of people affected by arthritis, increasing to one in four Canadians by 2040. Hosting your own fundraising event is a great way to build awareness, raise funds and transform the lives of Canadians with arthritis. It's also an engaging way to introduce your friends, family and network to a cause that is important to you.



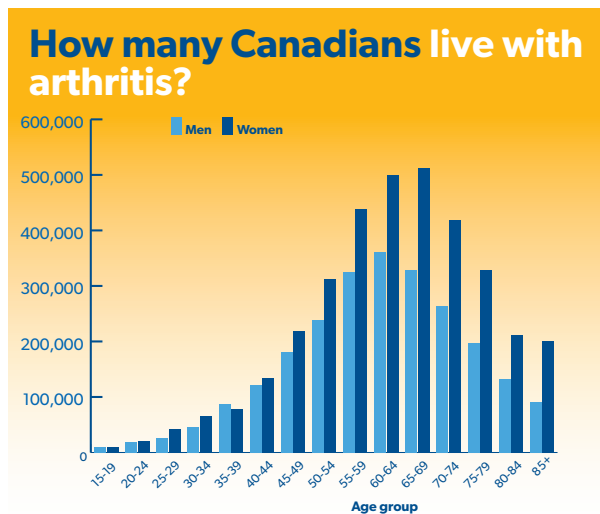
Source: ACREU 2019, based on CCHS 2015-17 (provinces) and CCHS 2015-16 (territories)



Source: ACREU 2019, based on CCHS 2015-17



Source: ACREU 2019, based on CCHS 2015



Source: ACREU 2019, based on CCHS 2015-17

# Planning Checklist

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## Develop a plan

- ▼ Get in contact with Arthritis Society Canada - we are here to help and would love to discuss your ideas and how we can support your event.
- ▼ 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 Arthritis Society Canada.
- ▼ Check our resources for 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 six million Canadians fighting the fire of arthritis.

## Register your event

- ▼ Register your event online at [arthritis.ca/moveyourway](https://arthritis.ca/moveyourway). Once registered, Arthritis Society Canada 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 Arthritis Society Canada about hosting your event, please complete the Event Information form at the end of this guide and email us at [moveyourway@arthritis.ca](mailto:moveyourway@arthritis.ca).

## Collect donations

- ▼ If you register your event at [arthritis.ca/moveyourway](https://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 (find them in our resources). Collecting donor contact information is important - without it, Arthritis Society Canada is unable to provide tax receipts.

## Post-event

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

# How Arthritis Society Canada Can Support You

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Once you have finalized the details of your event, register on our website. Arthritis Society Canada can provide you with the tools and resources you need to raise funds to transform the lives of Canadians with arthritis.

## Resources available:

- ▼ **Staff** to answer questions and provide fundraising and event planning support.
- ▼ **Promotional materials** that show the impact of your fundraising efforts, such as Arthritis Society Canada brochures, arthritis facts and thank-you cards.
- ▼ **Fundraising tools**, including donation and budget forms.
- ▼ **Communications support**, such as templates for letters of support, and event logos.
- ▼ **Post-event support**, including templates for thank-you letters, tax receipts for donors as applicable and appropriate recognition for the event.
- ▼ **Use of Arthritis Society Canada logo**  
To use the official Arthritis Society Canada logo, you must register your event with us. Arthritis Society Canada 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](mailto:moveyourway@arthritis.ca)

In Support of



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# Standards & Guidelines

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It is the event organizer's responsibility to communicate to sponsors, participants and the general public that Arthritis Society Canada 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 Arthritis Society Canada 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.

Arthritis Society Canada will not assume any legal or financial liability at a Move Your Way event. Arthritis Society Canada is not responsible for any damage, accidents to persons or property at such an event.

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

## **Arthritis Society Canada 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 (bingo, raffles, liquor or insurance)
- ▼ Prizes, auction items or awards
- ▼ Tax receipts for cash or in-kind goods that were not directly received by Arthritis Society Canada office

# Tax Receipting Guidelines

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As a registered charitable organization, Arthritis Society Canada 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 Arthritis Society Canada policies and discuss questions or concerns you may have with Arthritis Society Canada. For more information visit CRA – [cra-arc.gc.ca](http://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 donations of \$20+ 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

## **Arthritis Society Canada 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 six million Canadians living with arthritis, thank you for your support!**

# Promoting Your Event

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## Facebook

- ▼ Be sure to 'like' Arthritis Society Canada Facebook page at [facebook.com/ArthritisSociety](https://facebook.com/ArthritisSociety)
- ▼ When you name Arthritis Society Canada in your Facebook posts type the @sign before our name.
- ▼ When uploading images and videos of your event, tag them @ArthritisSocietyCanada.

## Twitter

- ▼ Follow Arthritis Society Canada at [twitter.com/ArthritisSoc](https://twitter.com/ArthritisSoc)
- ▼ In your tweets include @ArthritisSoc so we can find your tweets.
- ▼ #Hashtags are a great way to track conversations on Twitter.

## Instagram

- ▼ Follow @ArthritisSociety on Instagram
- ▼ In your posts, stories or reels tag @ArthritisSociety so we can see your activity and share.
- ▼ Don't forget to use hashtags!

## 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](https://youtube.com). It's easy and FREE.
- ▼ When you have an account, you can upload your own videos from your event. Follow the simple steps on YouTube to upload your videos.
- ▼ 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](mailto:moveyourway@arthritis.ca).

# Event Information

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Please complete this form and return to [moveyourway@arthritis.ca](mailto: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 Arthritis Society Canada?

\_\_\_\_\_  
\_\_\_\_\_

Why did you choose to support Arthritis Society Canada?

\_\_\_\_\_  
\_\_\_\_\_

Idea/name for your event \_\_\_\_\_

\_\_\_\_\_

Date of your event \_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_





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[arthritis.ca](http://arthritis.ca)

Charitable Registration Number: 10807 1671 RR0003