

Getting Started With Fundraising

Fundraising is an important part of the IG Wealth Management Walk for Alzheimer's. Through the Walk, communities across Canada have **raised more than \$60 million to support** local programs and services for people living with dementia and those who care for them.

Every participant helps make that impact possible. When you take part and invite others to support your Walk, you are strengthening the Alzheimer Society's work in your community and helping ensure no one faces dementia alone.

What to Know as You Get Started:



Fundraising does not need to look a certain way to matter.



Many participants begin by simply sharing who they are walking for and why the cause is important to them.



Support often grows over time. It usually starts with people who already know you, care about you, and want to support something meaningful.



Every message you send and every conversation you start helps build momentum.



★ Asking for Support Makes a Difference

People donate for many reasons. Some have been personally impacted by dementia, and others want to support their community. Asking is simply an invitation to be part of something meaningful. Not everyone will donate, and that is okay. What matters is that you showed up and gave people the opportunity to support you and the cause.

How to ask:

1. Craft a short personal message.
2. Share a link to your fundraising page.
3. Send personalized emails or texts.

★ Every Contribution Counts

There is no single definition of success. Every donation helps fund programs, services, education, and advocacy delivered by Alzheimer Societies across Canada.



Scan the code to follow us on social for more support!

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WALK FOR ALZHEIMER'S

Alzheimer Society

#IGWalkforAlz

walkforalzheimers.ca