

**IG** WEALTH  
MANAGEMENT  
**WALK FOR  
ALZHEIMER'S**

*Société  
Alzheimer  
Society*  
NOVA SCOTIA

**2025 COMMUNITY  
WALK PACKAGE**



# Contents

- Page 3 - Welcome and Overview
- Page 4 - Community Walk Guidelines
- Page 6 - Walk Checklist
- Page 7 - Language Guidelines
- Page 8 - Canada Helps Website Instructions
  - Register a Team
  - Register as an Individual
- Page 10 - Video instructions

## Appendix

- Photo/Video waiver
- Fundraising Ideas
- “I am walking for” signage
- Pledge form
- Poster template
- Walker information page



## Welcome!

On behalf of everyone at the Alzheimer Society of Nova Scotia, and most importantly the people we serve, thank you for your interest in hosting a Walk in your community!

The IG Wealth Management Walk for Alzheimer's is Canada's largest fundraiser for dementia, taking place in more than 150 communities across the country. In 2024, Canadians participating in the Walk raised an amazing \$6.8 million. Since 2015, the IG Wealth Management Walk for Alzheimer's has raised over \$50 million across Canada for people living with dementia and their care partners.

## Thank you for making a difference

In Nova Scotia, we are proud to host 10 Walks on May 24 & 25, 2025 - but our goal is for every corner of the province to be able to take part in this event. The enclosed Community Walk package will give you all the tools you need to host a successful Walk right in your own community.

What does a successful Community Walk look like? It can be anything from just you and your best friend, to hundreds of community members coming together to raise both funds and awareness for the work of the Alzheimer Society of Nova Scotia.

The IG Wealth Management Walk for Alzheimer's is an amazing opportunity to bring your community together for a great cause! We hope you will feel proud when you host a Community Walk knowing that all proceeds will go toward local programs and services that improve quality of life for people living with dementia and their families.

Thank you for supporting the thousands of Nova Scotians affected by dementia.

**If you have any questions or would like to officially register for a Community Walk, please contact Mackenzie Mayer at 902-422-7961 or [mackenzie.mayer@asns.ca](mailto:mackenzie.mayer@asns.ca)**

## Community Walk Guidelines

Event Organization/Organizer	Alzheimer Society of Nova Scotia
<p>Responsible for managing all aspects of the events including promotion, volunteer recruitment and financial oversight. When engaging with the promotion of your Walk with both individuals or media, speak from your own perspective, not on behalf of the Society.</p>	<p>The Society assumes no financial or legal responsibility for third-party events. Any necessary insurance coverage is your responsibility. We can provide the “In Support of the” IG Wealth Management Walk for Alzheimer’s logo upon request. Please contact us for approval and usage guidelines.</p>
<p>While we appreciate your support, your event is independent of the Alzheimer Society of Nova Scotia. Organizers are not official representatives of the Society.</p>	<p>Unfortunately we cannot join your event planning committee or guarantee attendance, though we always welcome invitations! We will provide you with speaking points on the work we do as well as language guidelines.</p>
<p>All proceeds should be submitted within 30 days of your event, along with an accounting of revenue and expenses.</p>	<p>The Society follows CRA guidelines for tax receipts. Receipts are issued for donations \$10 and over. Please provide legible and full donor information.</p>
<p>Any necessary permits, such as for raffles or 50/50, must be acquired by the organization/organizer following government regulations.</p>	<p>Upon request, the Society will provide you with the appropriate letter of support.</p>



## Community Walk Guidelines

Event Organization/Organizer	Alzheimer Society of Nova Scotia
Expenses for the event should not be covered by tax-receiptable donations.	Receipts cannot be issued for tickets purchased, raffles or items/services received in return. The Society does not reimburse event-related expenses.
If you collect cash during your Walk, please count the bills and coins and deposit the money. Then write a cheque to the Alzheimer Society of Nova Scotia for the total amount and send to our provincial office within 30 days of your event. Please include a note with your name and name of your fundraising event so we can recognize your contribution.	<p><b>Please do not mail cash.</b> We suggest a cheque or money order.</p> <p>Provincial office address: Alzheimer Society of Nova Scotia 112-2719 Gladstone Street Halifax, NS B3K 4W6</p>
Share photos and videos on your social media platforms with captions that describe your event. You can also share your posts in Facebook community groups focused on promotion events to increase your audience.	Don't forget to follow and tag us on Facebook and Instagram using <b>@AlzheimerNS</b> and <b>#IGWalkforAlz</b> and we will share posts where possible.

## Walk Checklist

### Must Haves:

- ☐ • Tables (registration, swag, information, etc.)
- ☐ • Seating (some guests will need a place to rest)
- ☐ • Small safety pins (to pin 'I am Walking for' signs to shirts)
- ☐ • First Aid Kit
- ☐ • Water

### Registration Setup:

- ☐ • Pens
- ☐ • Note paper
- ☐ • Calculator
- ☐ • Envelopes
- ☐ • Scissors
- ☐ • Tape
- ☐ • String or rope (to hang any signage)
- ☐ • Sharpies (for 'I am Walking for' signs)
- ☐ • Garbage and blue bags (leaving zero footprint behind)
- ☐ • Final list of registered Walkers

### Nice to Haves:

- ☐ • Snacks
- ☐ • Music
- ☐ • Audio Visual
- ☐ • Tent/canopy
- ☐ • Rain ponchos (for volunteers)
- ☐ • Water bowl for furry friends
- ☐ • Cash lock box
- ☐ • Signage
- ☐ • Prizing
- ☐ • Kids area (chalk, bubbles, etc.)



## Language Guidelines

**When marketing or communicating about your Walk, whether in preparation or on event day, we hope you will take a moment to ensure the language being used is respectful to all.**

It is important to remember that dementia is not a specific disease; it is an umbrella term for a set of symptoms that are caused by disorders affecting the brain - many diseases can cause dementia.

As such, avoid the phrase “Alzheimer’s disease and related dementias”. The appropriate phrase would be “Alzheimer’s disease and other dementias,” or simply “dementia.”

### Words to Avoid

- Struggle
- Victim
- Sufferer
- Patient
- Demented person
- Devastating
- Hopeless
- Tragic
- Burden (of care)
- Loved one(s)
- Professional caregiver
- Unpaid/informal caregiver

### Dementia-Friendly Alternatives

- Person/people with dementia
- Person with a diagnosis of dementia
- Person living with dementia
- Person with lived experience
- Individuals
- Caregiver or care partner



## CanadaHelps Online Fundraising Page

If you would like to host a walk in your community, please reach out to Mackenzie at [mackenzie.mayer@asns.ca](mailto:mackenzie.mayer@asns.ca) and provide us with the name of the community, Walk location, estimated number of Walkers, and any other helpful information you'd like us to know. Please also mention if you have attended an Alzheimer Society Walk or hosted a Walk of your own in the past.

With the information you provide, we will create a fundraising event page for your group to get started on registering, creating a team, and raising money. This page will be created within 2-5 business days. Once the event page has been created, you'll be able to sign up as an individual or as a team.

### Signing up as a Team Captain

As a Team Captain, you'll get to create a team and invite your friends and family to fundraise with you as part of your team. You'll also have your own Team Captain page where you can raise funds.

#### **Signing up as a Team Captain is easy! All you need to do is:**

1. Visit the Alzheimer Society of Nova Scotia's main P2P campaign landing page on CanadaHelps and select **Create a Team**
2. Once you've signed into/set up your Donor Account, start by creating your **Team Captain page**: set up your personal fundraising goal and telling people why you're fundraising
3. Finish by creating your **Team page**: give your team a name, set a team fundraising goal, and tell your team's fundraising story through words and visuals
4. In your Donor Account, use the Short URL or social sharing icons to invite friends/family/coworkers to sign up as a member of your Team
5. To update your Team Captain and Team page anytime, login to your donor account
6. Click on the **Fundraising Pages** tab and then on the **Edit** button beside your page



## CanadaHelps Online Fundraising Page

### Signing Up as an Individual Participant

If you'd rather fundraise on your own and not as part of a team, sign up instead as an individual participant - it's quick and easy!

#### Follow these steps:

1. Visit the Alzheimer Society of Nova Scotia's main P2P campaign landing page and selection **Join as an Individual**
2. Once you've signed into/set up your Donor Account, create your **Individual page**: give your page a name, set your fundraising goal, and tell your fundraising story through words and visuals
3. In your Donor Account, use the Short URL or social sharing icons to **invite friends/family/coworkers** to support your page
4. To update your Individual Fundraising page at any time, login to your donor account
5. Click on the **Fundraising Pages** tab and then on the **Edit** button beside your page

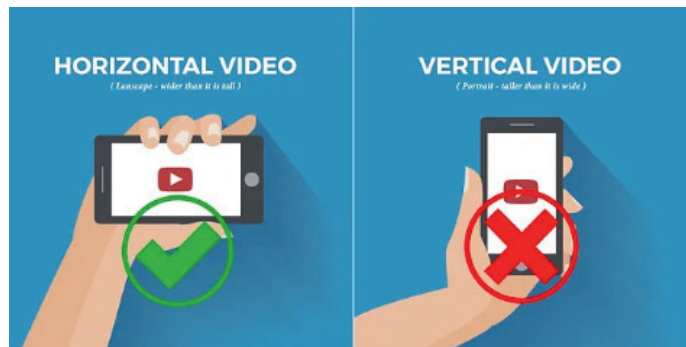


## Video Testimonial

Be a part of the stories we to share for the IG Wealth Management Walk for Alzheimer's and beyond by filming a video testimonial!

### Filming Instructions

All you need to use is your phone. Please film phone horizontally.



- Try to film in front of a window or natural light source. Avoid filming with light coming from behind you
- Try to leave some space around you in the frame
- Keep it all in one recording. We'll be editing and stitching the video together so no worries!
- If you make a mistake, just take a breath and start the line again
- Please rename the file of your video with your name/team name
- You can also include other footage of Walking, etc. as you see fit

Please send us your recordings  
by uploading it to the link here:  
**[bit.ly/walkforalz2025](https://bit.ly/walkforalz2025)**



**If you have any trouble, contact us!**  
**Share photos and video on your social media and tag us @alzheimerns!**

## Testimonial Video Instructions

Use the following as a guideline for where to begin. Please be as creative as you'd like, and be sure to say the official name, the "IG Wealth Management Walk for Alzheimer's"

1. Please introduce yourself!

- "My name is \_\_\_\_\_ and I'm walking in the 2025 IG Wealth Management Walk for Alzheimer's!"
- "My name is \_\_\_\_\_ and I've been walking for X years."

2. Why are you walking?

- "I'm walking for \_\_\_\_\_."
- "I'm walking because \_\_\_\_\_":
  - I'm walking in support of the thousands of Nova Scotians living with dementia.
  - I'm walking to make my community dementia friendly.
  - I'm walking to shape the future of people affected by dementia.

3. What's your story? Why do you participate?

4. Why do you support the Alzheimer Society of Nova Scotia?

5. Please say one or two of the following:

- "Join us on (date) in your community for the IG Wealth Management Walk for Alzheimer's."
- "Join us on (date) in your community!"
- "Let's walk together to champion dementia friendly communities."
- "Who are you walking for?"