



World
FTD Awareness Week



AFTDA

The Australian Fronto-Temporal
Dementia Association

Care, Support, Cure



AFTDA “Food For Thought” Event Planning and Fundraising Toolkit

What is FTD?

Frontotemporal degeneration/dementia (FTD) is a progressive neurological condition with no cure/treatment at this time. It predominantly strikes in people between the ages of 40-70 and so is life-altering for those affected as well as for their loved ones. As a rarer form of dementia, it is still poorly understood even within our health and community care sectors and so there is little general community awareness. This only adds to the burden and challenges faced by affected families. This campaign seeks to bring people together over a little food/drink to learn more about FTD and to hopefully attract some media attention and wider national awareness along the way.

Welcome to the AFTDA Team! The AFTDA is a not for profit organisation driven by families affected by FTD. As a Food for Thought (FFI) event host, you are joining forces with these families and the health professionals and researchers who support them. The AFTDA team is bound by a common goal to promote National awareness of FTD and to support more research, care services, treatment and ultimately a cure for FTD.

So...if are you hungry enough to take a bite out of FTD, the AFTDA’s impact can only grow with each Food for Thought (FFI) event that is hosted. Given FTD is relatively rare, our organization is still in its infancy, but with collaboration and support even the smallest pebble can create a big ripple for positive change.

With thanks,

Ian McRae

Director of the Australian FTD Association www.theaftd.org.au

Food for Thought (FFT) Overview

Food for Thought (FFT) is a grassroots FTD fundraising and awareness-raising campaign that will run during World FTD awareness week September 25th to October 2nd 2016. This initiative was started in the U.S.A, but this year goes global for the first time. However, all funds raised from events held in Australia will only directly benefit the Australian FTD Association and affected Australian families.

Who might host a FFT Event?

- People with FTD, their family, friends or colleagues
- Dementia Care and Advocacy Organisations
- FTD Clinics and Research Centres

AFTDA's Food for Thought Goal: To have at least one person in every State/Territory host a Food for Thought event during FTD Awareness Week!

Planning Your Food For Thought Event

Getting started

If you are interested in hosting an event:

1. Decide on what type of fundraising event to have. Event hosts can plan and organize any type of event as long as food is included. Host an event that best suits your interests and the time you have available to commit. Take into account any costs that you may need to incur. Because AFTDA is not managing these events, we cannot legally incur any costs for them. Remember to make it manageable to your abilities, budget and goals.

Some event examples include:

- Share recipes and FTD facts every day of the campaign via Facebook
- Host a dinner in your home and show the AFTD video to friends and family
- Ask a restaurant to host an event with a percentage of proceeds going to AFTD
- Hold a bake sale with your kids at your church, community center, local club
- Host a morning/ afternoon tea /supper or cocktail event and distribute our AFTDA brochure and information pack. (www.theaftd.org.au)
- Larger organisations may like to approach their local cognitive clinic or the AFTDA to run an education event on FTD which includes light refreshments

2. Pick a date between September 25 to October 2, 2016 and select a location

Decide where you want to have your event. Consider a location that works well for your event, like your home, local restaurant or a community center. After you choose a location, you will need to determine whom to contact in order to receive permission to hold the event there. If it's a privately owned location, such as a restaurant or shopping area, speak with the business owner or manager. If it is a public location, such as a park or school, inquire with the town or other public agency that manages the location. Remember, the goal is to have all FFT events taking place **between October 4th and October 11th**. The sooner you can reserve the location the better. This will help ensure that you can have the location you desire for your special event.

3. Provide your event details

Once you have confirmed a date and location for your event, email our AFTDA National Coordinator with details of your event and your contact details at: melissa.aftda@gmail.com . This will help us track the events across the country. Please let the AFTDA know if your event is open to the public or if your event will be private. If your event is public, the AFTDA will post the details of your event on their website and Facebook.

4. Promote your Food for Thought event

- Utilize social media to promote your event. Post your event on Facebook and tweet about it on Twitter. Social media is free and a quick and easy way to let family and friends know about your event!
- Create personal invitations or flyers to post at local convenience stores, libraries, and other public places that have bulletin boards. If you belong to a place of worship or club, ask if you can place a blurb about your event in the bulletin or newsletter.
- It is not essential but you may also like to let local media such as radio, newspapers, magazines, and television stations know what you are doing. AFTD has a sample press release on the FFT link of the website www.theaftd.org.au to help you get started. It should be sent 2-4 weeks in advance of your event, depending on the media outlet. The AFTDA welcomes the opportunity to be interviewed by the press and such requests can be sent via our National Coordinator: melissa.aftda@gmail.com

5. Share photos and outcomes from your event with the AFTDA

The AFTDA has poster templates to accompany photos from your event much like the one being held by family caregivers in this photo. The poster template is available for download on our website: www.theaftd.org.au under the FFT event link.



The AFTDA are keen to post pictures from Awareness week and FFT events on the AFTDA website and in some post event press releases. If you are happy to share photos and outcomes from your event for the AFTDA to use in our press releases and website, you will need to get permission from all people in the photograph. The AFTDA has an authority to release photographs from under the FFT event link on our website www.theaftd.org.au

Please email photos along with these forms to our National Coordinator melissa.aftda@gmail.com.

Handling Expenses

Event-Related Expenses

Food for Thought events are not run by AFTDA and therefore, AFTDA cannot incur any expense related to the event.

- Expenses incurred for Food for Thought events are the responsibility of the host. AFTDA cannot provide any money for overhead costs.
- Out-of-pocket expenses incurred for the event may be tax-deductible. Maintain all receipts and consult with your tax professional for direction.
- Contributions of cash that do not come directly to AFTDA can be used to offset the cost of event expenses. It is best to advise attendees at your event if you intend to use part of their donations to cover such costs.
- Ideally hosts will collect donations from their event and submit to the AFTDA. The AFTDA will send an official letter on AFTD letterhead acknowledging the donation of the cumulative balance that you forward us. This can be copied and shared with anyone who made a cash donation at your event. They must work with their tax advisor to document what portion of the cumulative amount they contributed. AFTDA will not be able to send individual donation acknowledgements for all attendees at your event unless they donate directly to the AFTDA by EFT.

Donations

In addition to donations by attendees at your event you may like to consider other options for supporting your event.

Event Sponsorship

The AFTDA National Coordinator can provide the following items to support you in securing corporate sponsors (financial and in-kind gifts) for your event:

- Letter of Support: a letter on AFTDA letterhead stating that you are hosting an event to benefit AFTDA and that AFTDA is a non-profit organization that has an annual grassroots fundraising campaign called Food for Thought. This letter is to be used in soliciting sponsorships as well as in-kind donations of goods and services.
- Thank you letter to any company donating goods/services to your event.
- Thank you letter from AFTDA to any individual/organization/corporation whose donation is made payable to “The AFTDA” via cheque or EFT.
- AFTDA logo: You may like to use the AFTDA logo and Food for Thought logo on flyers, posters, websites...however you'd like to promote your event. Please email a sample of your materials to melissa.aftda@gmail.com for a final check before printing/distributing. Using

the logos will add to the credibility of your event and let potential sponsors know you are indeed raising funds on behalf of AFTDA.

Matching Gifts

- Ask your donors if their company has a Matching Gift program.
- If donors are unsure of whether their company has a matching gift program direct them to the Human Resources office to inquire

Immediately following your Food for Thought event, you can forward funds raised to the AFTDA via the following methods:

Note: Be sure to include the details of your event your name and your email or postal address to receive a tax deductible receipt. Alternatively download donation slips from our website: www.theaftd.org.au and post these with your cheque.

Electronic Funds Transfer:

BSB: 063113

Account No: 10899371

Email your name, event details and contact details and the EFT receipt no. to elaineblack77@gmail.com, to receive a tax deductible receipt

OR

Cheques:

- Cheques should be made payable to “The Australian Frontotemporal Dementia Association” or “AFTDA”.
- Post all cheques to our AFTDA secretary Elaine Black
548 Hanel Street, Albury 2640
- The AFTDA has donation packs available with AFTDA addressed postage paid envelopes included. If you want these please order via melissa.aftda@gmail.com at least 2 weeks in advance of your event.

Tax Receipts:

- Donations made payable to AFTDA are tax-deductible.
- Donations made directly to AFTDA will receive an acknowledgement letter/receipt
- If you receive a check made out to you personally, you can endorse the check and add “payable to AFTDA”. AFTDA cannot accept checks made out to “Food for Thought”, “FFI”, or the name of your event if you choose to call it something else.

- If you can't forward your donations to the AFTDA electronically, Melissa can also mail out postage paid donation packs. Just email: melissa.aftda@gmail.com and identify how many packs you require for your event.

Notes about Gaming as Fundraisers

“Gaming” including bingo, raffles, lotteries, pull-tabs, scratch-offs, pari-mutuel betting, Calcutta wagering, pickle jars, punchboards, tip boards, tip jars, certain video games, and other games of chance.” So, by this definition, even a simple Chinese auction, as is seen so frequently at events, falls under the definition of gaming.

- Before holding a fundraiser raffle or drawing, it is necessary to check whether the activity is prohibited in your location.
- Prior to moving forward with gaming at your FFT event you should check with the appropriate legal entity(ies) in your area.
- A permit or license to conduct games of change cannot not be obtained under the AFTDA's name.

**If you have any further enquiries about this campaign, please contact the AFTDA's
National Coordinator: melissa.aftda@gmail.com**



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Serve some food. Share your story. Spread the word.