

**CLEAR**

CANADIANS  
FOR LEADING  
EDGE ALZHEIMER  
RESEARCH

# FUNDRAISING TOOLKIT



# Thank You



## For fundraising on behalf of Canadians for Leading Edge Alzheimer Research (CLEAR)

**Dear Fundraiser:**

Whether you're hosting a dinner party, running a marathon or launching your own campaign, your decision to help raise funds for dementia research in Canada brings us one step closer to a world without memory loss disease.

CLEAR is driven by a singular yet powerful mission: funding leading-edge research for Alzheimer's disease and other dementias right here in Canada.

Your fundraising efforts will be used exclusively to support Alzheimer's research, accelerating discoveries toward prevention and a cure. \*

In this toolkit, you'll find everything you need to launch and amplify your campaign:

- Brand messaging to help you confidently share CLEAR's mission with friends, family and colleagues.
- Tips for setting fundraising goals, hosting events, and maximizing your impact.
- Social media templates to spread the word across your networks.

Thank you again for choosing to support CLEAR in such a meaningful way. We're truly grateful to have you on this journey with us.

Sincerely,

Claire Lynch

Executive Director | CLEAR Foundation

[admin@clearalzheimers.ca](mailto:admin@clearalzheimers.ca)

\*CLEAR Foundation operating costs are covered by donations from the Board of Directors and investment income.

**[WWW.CLEARALZHEIMERS.CA/DONATE](http://WWW.CLEARALZHEIMERS.CA/DONATE)**



# OUR IMPACT

## WHO WE ARE

- CLEAR Foundation is a national non-profit with a singular yet powerful mission of funding leading-edge research for Alzheimer's disease and other dementias in Canada.

## WHAT SETS US APART

- CLEAR is proud to direct all donations to exclusively fund dementia research, advancing discoveries towards prevention and a cure.
- This means that your fundraising efforts will have maximum impact in advancing our mission.

## THE RESEARCH WE FUND

- CLEAR supports both emerging scholars and senior scientists who are uncovering prevention methods and new treatment innovations for dementia.
- We fund high-impact research for tangible outcomes to benefit those living with and affected by memory loss disease.



# 48

Total Funded  
Research Projects

# \$17M

Dementia Research  
Funding

# \$26M

Research Funded  
Through Partnerships



# Fundraising Tips

## SHARE YOUR STORY



- Tell people why our mission matters to you — your personal story is powerful.
- Whether it's a loved one, a caregiver journey or a passion for science, your connection to our cause can aid in your fundraising efforts.



## SOCIAL MEDIA UPDATES

- Post photos and videos regularly with a link to your fundraising page.
- Use hashtag #CLEARAlzheimers and tag us on our socials so we can repost your progress!

## EMAIL YOUR INNER CIRCLE



- Send a short, heartfelt message to friends and family about your fundraising efforts using our brand messaging.
- Don't be afraid to follow up — it's often a second reminder that prompts a donation!



## CELEBRATE MILESTONES

- Thank your supporters on social media and ask them to repost to help spread awareness.
- Provide fundraising updates to help reach your targets as your event date approaches.



# Social Media

Craft your fundraising social posts by using CLEAR's brand messaging, social visuals and post templates. These tools can aid you in creating authentic content that highlights your personal story and commitment to our cause.



FOLLOW



[@ClearAlzheimers](#)



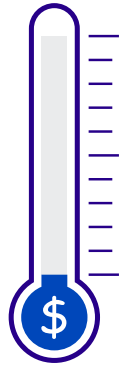
[@ClearAlzheimers](#)



[@ClearAlzheimers](#)

## Sample Fundraising Messaging

Best for email, Facebook and LinkedIn



### Subject or Header options:

I'm fundraising for dementia research at {Event Name} 🧠❤️!

Join me in supporting dementia research in Canada for {Event Name}

### Template Body:

I am proud to share that I will be participating in {Event Name} and will be raising funds to support CLEAR Foundation.

CLEAR is a national non-profit organization with a singular yet powerful mission of funding dementia research in Canada for Alzheimer's disease and other dementias. Every dollar raised will be used exclusively to support Alzheimer's research, accelerating discoveries toward prevention and a cure.

{Insert personal connection to our cause or reason for choosing CLEAR as your chosen organization}.

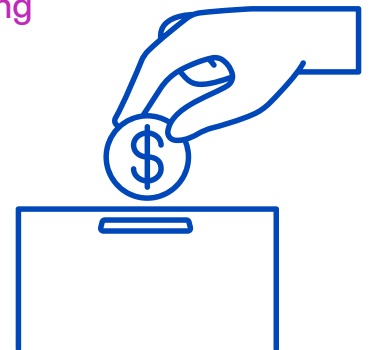
The realities of dementia in Canada:

- Nearly 1 million Canadians are living with dementia, which is expected to rise by 187% by 2050.
- Every day, more than 414 people in Canada develop dementia. This is more than 17 every hour.
- Each year, loved ones provide more than 580 million hours of care to people living with dementia. This is equivalent to 290,000 full-time jobs.

Please support me in my fundraising efforts for a cause that's deeply important to me by making a donation here: [🔗 {Insert link to fundraising page or CLEAR Website}](#)

## Sample Fundraising Messaging

Best for Instagram, TikTok and Instant Messaging



### Subject or Header options:

Dementia for me hits close to home 💔

Big news: I'm supporting dementia research at {event name}!

### Template Body:

Participating in {Event Name} for @CLEARAlzheimers 🧠❤️

Big news! I am participating in {Event Name} and will be fundraising to support @CLEARAlzheimers. CLEAR is a national non-profit organization funding leading-edge research for Alzheimer's disease and other dementias.

This cause is personal to me. {Insert your personal connection or why this matters to you}.

- Nearly 1 million Canadians are living with dementia, which is expected to rise by 187% by 2050.
- Families provide the equivalent of 290,000 full-time jobs in unpaid care every year.

Please support my fundraising effort by donating here: {Insert fundraising link}.

#Dementia #CLEARFoundation #Alzheimers #DementiaResearch #{Event Name}



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RESEARCH

# Thank You

## Thank You for fundraising on behalf of CLEAR

Because of fundraisers like you, we are advancing  
vital research toward prevention, treatment and a  
cure for dementia in Canada.

CLEAR Foundation  
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Surrey, BC V4A 9L1, Canada  
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