



ALBERTA CHALLENGE

Participant Information and Fundraising Guide Nov.1 – Dec. 31, 2021



Generously supported by our
Premier Sponsor:



And by our
Platinum Sponsor:



Thank you for your generous support!

Dear Friends & Supporters,

We are proud to announce that over the years Tails of Help has disbursed more than \$600,000 to aid more than 1,000 sick or injured pets, who provide years of love and companionship to their owners. We set new records last year with our COVID-19 Relief Program, approving aid to save more than 200 pets in 2020! We could not have achieved this without terrific support from the veterinary profession, individual donors, our sponsors, and our dedicated volunteers!

In September 2019 Tails of Help ran low on funds reserved for our treatment aid applications program. We had to issue a temporary suspension of our applications process to focus on rebuilding our reserve funds for this purpose. We saw a tremendous response to fulfill this need from sponsors, clinics, and public donors, who contributed so generously during our Alberta Challenge campaign to enable us to resume the program again quickly in October 2019.

In 2020 during the Tails of Help COVID-19 Relief Program we have seen a tremendous need for our program more than ever, and we know that clinics and pet owners are anxious for us to keep our applications process going. Your support in our 2021 Alberta Challenge fundraising campaign is vital to rebuild our reserves, so we can keep approving more applications and saving pets throughout all of 2022.

By participating in this Tails of Help fundraising campaign, your group/business will be competing in the Alberta Challenge, which is a fun competition between Northern and Southern Alberta clinics/businesses. Your team will have a chance to win from our pool of prizes, and the Alberta Challenge Trophy will be awarded to the top fundraising team.

We would also like to take this opportunity to thank our Premier Sponsor, **VCA Canada**, our Platinum Sponsor **Hill's Pet Nutrition Canada**, our major grant support from the **Calgary Foundation**, and also **WDDC** for their assistance in delivering information and materials for this campaign.

On behalf of the people and pets we serve, we thank you for participating in the **2021 Tails of Help Alberta Challenge** fundraising campaign!

With sincere appreciation for your continued support,
Mark Patrick, Executive Director, Tails of Help

Message from VCA Canada, Premier sponsor

VCA Canada is proud to be a premier sponsor of Tails of Help, supporting them on their mission to help pets in need.

This November and December, we are excited to participate in the fifth annual Tails of Help Alberta Challenge. Please join us to assist Tails of Help in providing financial support for animals in need across Alberta.

At VCA Canada, as we live our purpose of Caring For Life's Greatest Companions, we work to support and nurture the bond between people and their pets in communities across Canada. For families dealing with hardship, the importance of this bond can be even more critical to their overall well-being. We are proud to stand with Tails of Help to keep healthy pets with caring families.



Message from Hill's Pet Nutrition Canada, Platinum sponsor

At Hill's Pet Nutrition, we believe quality care for pets includes optimal nutrition, veterinary healthcare, daily exercise and an enriching environment with lots of love. Our commitment to pets extends deep into our community, and we are proud to be a platinum sponsor of Tails of Help, supporting them on their mission to help pets in need.

Our mission is to help enrich and lengthen the special relationships between people and their pets. For families in financial hardship, providing essential veterinary care for their beloved pet can prove difficult. That's where Tails of Help comes in, to help these pets get the veterinary care they need so they can continue to enjoy their special relationship with their family for many years to come.

Please join us in our support of Tails of Help at the 2021 Tails of Help Alberta Challenge fundraising campaign this fall.



The Alberta Challenge – North vs South

To help spark a little friendly competition, Tails of Help has created the Alberta Challenge which is our annual fundraising competition.

Veterinary clinics, businesses, & fundraising teams of Northern and Southern Alberta will compete for the 2021 Regional Championship. The top participating Alberta Clinic/Team/Business will be crowned as 2021 Champions and awarded the Alberta Challenge Trophy.



Donations raised during the Alberta Challenge are the major source of funding for Tails of Help charitable activities. So the more teams that participate in this fun competition, the more pets we can save!

Prizes

Topprizes, for those clinics/groups/businesses that raise the most funds during the Alberta Challenge, will be in the form of vouchers for a team dinner at the restaurant of their choice:

1st Prize \$250

2nd Prize \$200

3rd Prize \$150

Prize draws for STAFF! and for DONORS!

For any clinic that raises total donations of \$1000 or more, ALL THEIR STAFF are eligible for a prize draw to win one of 4 prizes of a \$25 Visa gift card, or a grand prize of a \$150 Visa gift card.

For any clients or visitors to your clinic/business who fill out a prize ballot form, either in person or online (on our Alberta Challenge web page form), they will be entered in the draw to win one of 4 prizes of a \$25 Visa gift card, or a grand prize of a \$150 Visa card.



x1



x4

Participating clinics/groups/businesses in the winning Region will each receive an Alberta Challenge Winners Certificate.

Fundraising updates will be compiled weekly during the campaign, providing cumulative totals for each Region, and keeping participants informed of which Region is leading the competition from week to week.

So come on, join the fun and represent your Region in the 2021 Alberta Challenge Trophy competition!



Regions

The Northern Alberta Team will consist of those clinics / businesses north of Airdrie.

The Southern Alberta Team will consist of those clinics / businesses south of and including Airdrie.

Suggestions for using your Tails of Help Month Fundraising Kit

Your kit includes:

Tails of Help brochures & stand	1 fundraising information guide
1 Dalmatian 202 Tails kit with:	1 donation canister kit
1 Tails of Help Month poster	

Here are just a few suggestions to make the most of the kit materials:

- Hang a poster in a place where they'll get maximum exposure
- Ask clients if they'd like to add a tail to your 202 Tails Poster for a small donation (\$2 or \$5 minimum donation suggested for tails), while the client is settling the bill
- Encourage everyone on the staff to get involved; perhaps provide an incentive prize to the staff member who sells the most tails
- Hold a nail trim event or holiday photo booth, with every nail trim or pet photo put the pet's name on a tail



Ideas from other fundraising groups

Teams have come up with many creative ways to raise awareness and funds for the people and pets in need in their communities. Below is a list of fun campaign ideas suggested by past fundraisers for the Alberta Challenge. Use these ideas as a guide, or come up with your own ideas to get your clients & community involved! This is also a great opportunity to educate pet owners about the veterinary industry and other animal issues, get new clients in your door, and show local media how much you do for your community.

NOTE: Please make sure that your fundraising activities are consistent with necessary COVID-19 precautions!

- Hold the 202 Tails event throughout Nov - Dec
- Very easy: for every transaction, ask the client if they would add a toonie or loonie (or \$10 or \$20) to the total for Tails of Help
- One of the strongest fundraisers has been a pet calendar: ask clients to submit photos of their pets; select 12 photos (or 14 or 16); talk to a local print shop about making these into a standard size wall calendar for charity; sell calendars to clinic visitors for \$10 or \$20 each
- Nail trims for Tails of Help
- Pet Photo Contest
- Pet photo with Santa
- Pet photo in a frame for suggested donation of \$20
- Dog wash, or car & dog wash
- Bake sale or Pet treat bake sale
- Sell dog cookies, homemade pet blankets, Christmas ornaments with pets name on it
- Silent auction (ask local companies to donate)
- Cut or dye a staff member's hair (or clinic pet's!) when a monetary goal is reached
- Donation box at front reception
- Garage/Yard Sales

Have ideas but aren't sure where to go with them?

Email us here: alberta-challenge@tailsofhelp.ca

Let the Alberta Challenge be your opportunity for community & media relations

No matter what kind of event or fundraiser you want to hold, be sure to take advantage of the event by putting out the word to current and potential clients, members of the community and media to contribute and support a great cause, while demonstrating how great your team & facility are, and highlight your contribution to your community.

Here are some ideas to get you started:

- Send a news release to local newspapers, television and radio (*see next page for a sample news release*)
- Post a message on the Tails of Help Facebook page — we'll share your event with our followers!
- Promote your event with updates in your client newsletter, web site, Facebook, Twitter or Google Plus account
- Hang posters and signs about your event before it happens to maximize client and community exposure
- Include information about your fundraiser with client mailings (e.g., with your annual examination reminder)
- Tell everyone you know about the fundraiser and ask them to tell their friends and family
- Ask local businesses to post a flyer in their office or windows



Create your own Promo Flyer or Press Release: Use this Template

<print your promo flyer/release on your own letterhead>

PROMOTIONAL FLYER

<or> MEDIA RELEASE

<Use a clever headline here to catch the reader's attention. The headline acts as a teaser. Don't reveal too much here. Make the reader want to continue reading.>

[DATE] Town/city name, AB – Catch the reader's attention by putting into one or two sentences what you're doing and why. This paragraph repeats the headline, but expands and clarifies what you meant by the headline.

Describe the purpose of the event and what the money raised will go towards. Consider adding a quote from the practice owner or staff member or a client (who has given permission) showing why you are doing this, why you support the Tails of Help or why you think the charity's work is so important.

Provide all the relevant event details: Date, time, location, the price/donation to participate, any deadlines you have (e.g., for contest or registration).

Give a bit of history: (example) XYZ Animal Hospital has been supporting Tails of Help for 3 years. In 2019, we raised over \$1,000 with our open clinic day which drew over 50 dog owners to our clinic. This year, we are aiming to raise \$2,000.

Established in 2013, Tails of Help is a volunteer-driven registered charity focused on helping Albertan families in need. Approved by the Alberta Veterinary Medical Association, Tails of Help funds essential veterinary care for ill or injured pets of owners who are experiencing financial hardship. Our goal is to help keep pets healthy and with their loving families. To date, Tails of Help has disbursed over \$600,000 to assist more than 1,000 Alberta families and their pets in need.

For more information visit www.tailsofhelp.ca

— 30 —

For more information, contact:

Contact name, job title:

Tel: (area code)

Email:

Submitting Raised Funds to Tails of Help

Please submit one (1) cheque, made out to Tails of Help, which includes all the funds raised during the Alberta Challenge.

Please send one (1) cheque for all funds raised during the Tails of Help Alberta Challenge no later than Friday, January 14 to:
Tails of Help
5328 Calgary Trail NW, Suite 1260
Edmonton, AB T6H 4J8

This will help ensure that:

- Your clinic/group/business is adequately recognized for its efforts in Tails of Help's newsletter, and on the Tails of Help web site
- Processing of funds is quickly administered
- The total results of the Tails of Help Alberta Challenge can be accurately calculated
- Winners of the Alberta Challenge campaign can be announced in a timely manner.

Need help with your Tails of Help Alberta Challenge fundraising campaign? Email us here: alberta-challenge@tailsofhelp.ca

Charitable Tax Receipts

In compliance with Alberta government regulations, Tails of Help does not issue official donation tax receipts to third parties for fundraising events that they hold. However, Tails of Help may at its discretion issue a receipt to the actual Donor if:

- (a) the particular donation exceeds \$15.00;
- (b) the third party obtains the information required to issue a receipt to the actual donor (e.g. customer who donates);
- (c) the third party obtains a copy of the actual donor's driver's license or other identification containing a photograph of the individual; and
- (d) the third party signs a written declaration as to the identity of the true donor and the nature and value of the gift.

Important Information about Lotteries & Legalities

A lottery refers to any activity that involves asking people to purchase a ticket for something that they may or may not win, including a 50/50 draw. In order to run any kind of lottery, you generally must acquire a lottery license from the Alberta Gaming and Liquor Commission.

Silent auctions are not considered a lottery and therefore you do not need a lottery license to hold one. In addition, fundraisers that involve giving the donor or ticket buyer something in exchange for purchasing a ticket do not require a lottery license, e.g. a Tails of Help tail, a car wash, a hamburger, etc.

Share your fun!

If you have photos of your fundraising activities that you'd like to share, please send them to us via email to:

alberta-challenge@tailsofhelp.ca



And post photos and updates to your FaceBook and Twitter accounts during and after your event!

And remember, no amount raised is too small.

**Every dollar is vital to help Alberta families & pets in need.
Thank you for your support and have a great campaign!**

*Tails of Help is seeking to raise commitments of \$236,000 during its fiscal year ending May 31, 2022 through its fundraising campaigns. We estimate that it will cost our organization \$59,000 to raise this amount. We anticipate that these organizational costs will be covered by corporate sponsorships and grants. This means that all additional donations will go toward our charitable activity of helping pets and families. We plan to use the donated money to fund essential veterinary care for ill or injured pets of Alberta owners who are experiencing financial hardship. Our goal is to keep pets healthy and with their loving families. For further information, please see our website at www.tailsofhelp.ca, or contact Mark Patrick, Tails of Help Executive Director by email to info@tailsofhelp.ca. Our mailing address is 1260 – 5328 Calgary Trail NW, Edmonton, T6H 4J8. Tails of Help is incorporated under the Companies Act (Alberta) and is a registered charity under the Income Tax Act (Canada).