



Put Your Paws in the Ring –

JOIN THE ALBERTA CHALLENGE!



NOVEMBER 1, 2026 - JANUARY 31, 2027

WHAT IS THE ALBERTA CHALLENGE?

The Alberta Challenge is a province-wide fundraising competition where veterinary clinics go head-to-head to see who will be crowned Top Dog.

Competition: Every clinic for themselves - go for glory and prove your clinic is Alberta's fundraising leader.

Winner: The top fundraising clinic will be crowned Top Dog and receive a clinic lunch and a feature in the magazine.

Timeline: November 1, 2026 - January 31, 2027.



WHY JOIN THE CHALLENGE?

Every day, Alberta families face the heartbreaking choice of whether they can afford life-saving care for their pets. Tails of Help exists to make sure more pets stay healthy and at home with the people who love them. Since 2013, we've provided over \$610,000 in aid to more than 1,600 families and pets in need - but demand is greater than ever.

By putting your paws in the ring and joining the Alberta Challenge, your clinic can make a direct impact. Together, we can keep tails wagging, families together, and communities stronger.



**THE ALBERTA
CHALLENGE**

HOW YOUR CLINIC CAN PARTICIPATE

Here are some helpful tips, ideas, and information to make your fundraising a success! Your clinic doesn't need to reinvent the wheel - we've pulled together tried-and-true strategies from other veterinary teams, plus guidelines to keep everything simple and within the guidelines.

At the back of this toolkit, you'll also find a printable poster you can customize and use to promote your fundraiser in your clinic.

Quick Start Checklist

- ✓ Register your clinic for the Alberta Challenge.
- ✓ Plan your fundraiser (use ideas & guidelines in this toolkit).
- ✓ Promote your event to clients and community.
- ✓ Collect donations.
- ✓ Submit your funds by the deadline.
- ✓ Celebrate and find out if your clinic is crowned champion!

EASY FUNDRAISING IDEAS



“Tails of Help” Wall - Sell paper tails for \$2-5 and post them proudly in your clinic.



Pet Photos with Santa - A holiday favourite.



Nail Trims for Tails - Donate proceeds from nail trims.



Pet Calendar Contest - Feature client pets in a clinic-made calendar.



Silent Auction or Raffle (license may be required).



Treat Sales - Homemade pet treats, holiday ornaments, or baked goods.



Tails of Help Merch Sales - T-shirts, fridge magnets and bread bag ties available. Contact us to pre-order.

Every clinic can choose what works best for their staff and clients. No idea is too big or too small - every dollar counts.

Need inspiration or have an idea to run by us?

Email: alberta-challenge@tailsofhelp.ca



**THE ALBERTA
CHALLENGE**

ALBERTA CHALLENGE LEADERBOARD

Throughout the Challenge, we'll be keeping the excitement alive with an online Leaderboard posted on the Tails of Help website. This leaderboard will highlight which clinics are leading in fundraising efforts and showcase the amazing work being done across Alberta.

How It Works

Updates Every Two Weeks: Tails of Help will reach out to participating clinics on a bi-weekly basis to collect updated totals.

Declared Totals: To appear on the leaderboard, clinics must declare their fundraising amount. This ensures the leaderboard stays accurate and reflects your clinic's efforts.

Ongoing Recognition: As you raise more funds, your clinic's standing will be updated so clients, staff, and the wider community can cheer you on.

Why Participate in the Leaderboard?

- Recognition for your clinic's hard work.
- Extra motivation for your team and clients to keep the momentum going.
- A little friendly competition!



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, pet photo, etc). Lastly, any skills-based competition does not require a license (e.g. selling tickets to guess how many jellybeans are in a jar, or to participate in a scavenger hunt or golf tournament).



SPREAD THE WORD

This is also a great opportunity to show your clients and community how much your clinic cares.

- Share your fundraiser on social media and tag @tailsofhelp.
- Put up posters and signs in your clinic.
- Send a note in your client newsletter or email list.
- Reach out to local media-let them know your clinic is doing something great for pets and families in your community.

Additionally, 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

SUBMITTING FUNDS

Please send one cheque for the total amount raised by February 8, 2027, payable to:

Mailing Address

Tails of Help

300, 4803 87 St NW

Edmonton, AB, T6E 0V3

This ensures we can tally results quickly and announce the lead clinic.

When sending funds by Electronic Funds Transfer to donate@tailsofhelp.ca please email alberta-challenge@tailsofhelp.ca with the total amount sent by EFT along with any receipts that are required.

CONTACT US

For help with your Alberta Challenge fundraiser or to share your success stories:

Email: alberta-challenge@tailsofhelp.ca
Website: www.tailsofhelp.ca

DOWNLOADABLE RESOURCES

[Application Forms](#) [TOH - Flyer \(For Clients\)](#)

[Social Media Posts](#)

CHARITABLE TAX RECEIPTS

Tails of Help is a registered Canadian charity. Tax receipts can be issued directly to individual donors in accordance with CRA requirements if:

- **The donation is greater than \$15.**
- **Donor information (full name and mailing address) is provided.**
- **Payment is made directly to Tails of Help (not via clinic cash or pooled funds).**

Receipts cannot be issued to clinics or businesses for funds collected through third-party events.

Click to download tax receipt request form [here](#).

