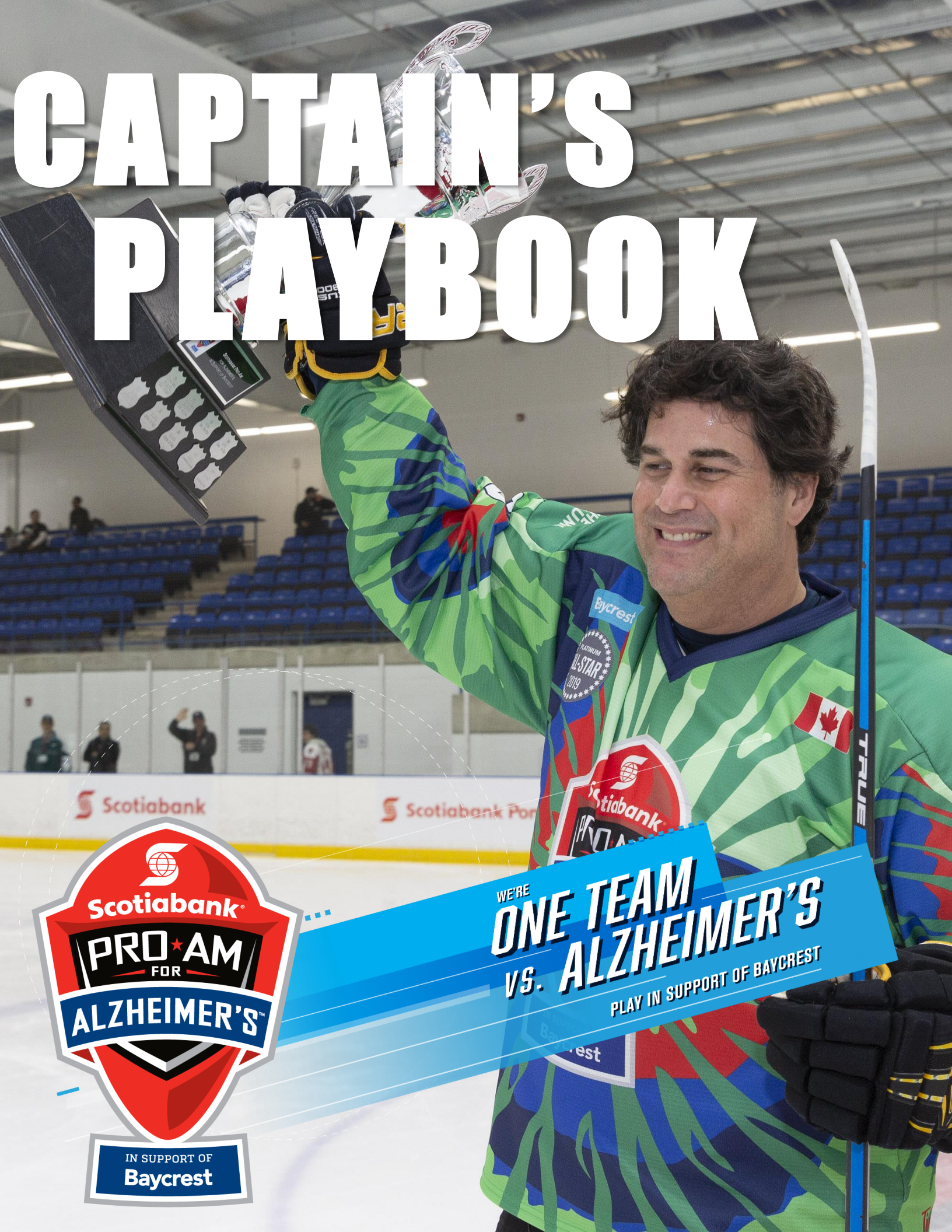


# CAPTAIN'S PLAYBOOK



WE'RE  
**ONE TEAM**  
**VS. ALZHEIMER'S**

PLAY IN SUPPORT OF BAYCREST

# Welcome...We could not do this without you!

Welcome to the 2021 Scotiabank Pro-Am for Alzheimer's in Support of Baycrest! Captains, welcome (or welcome back) to the Pro-Am.

We have a special place in our hearts for all of you; because you're not just Pro-Am players – you're *leaders*. We can't thank you enough for taking on the responsibility and the honour of captaining a team at this year's event. You are the voice of your teammates and the face of your team; the driving force behind your gutsy wins; the reassuring voice that "you'll get 'em next time" after a tough loss; you're also the picture of calm when the ref makes a terrible call and you have to hold back that one line mate who wants to show the ref what it feels like to have a skate parked where the sun don't shine.

But most of all, for the Pro-Am, you are the person who keeps it all on track for your team to its crucial fundraising goals (and get in on the great prizes that come with them all season!) and who reminds your teammates that this is all for one of the best causes ever – helping Baycrest "Stick It To Alzheimer's!"

Both of us have lost loved ones to this disease. As such, we remain dedicated to helping Baycrest fight hard so that in the future, other families won't know the heartache caused by Alzheimer's on older adults, their families and caregivers.

Captains, the leadership you demonstrate this Pro-Am can directly impact the lives of caregivers and families everywhere, who are there for their loved ones each day. Together, we are One Team vs. Alzheimer's, fighting hard to support Baycrest so that in the future, other families won't ever know the heartache caused by Alzheimer's, Early Onset Alzheimer's and other brain health issues. Captaining a Pro-Am Team and playing hockey with your hockey heroes while encouraging your teammates to raise funds for brain health research at Baycrest is an incredibly rewarding experience; and the best way we can think of to help find ways to delay the onset of dementia, and eventually be part of finding a cure. The Scotiabank Pro-Am for Alzheimer's in Support of Baycrest will always be much more than a hockey tournament; and as captains, we know you feel the same way too.

Thank you,

Joey Arfin & David Lewenberg  
Co-Chairs, 2021 Scotiabank Pro-Am for Alzheimer's  
in Support of Baycrest



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PLAY IN SUPPORT OF BAYCREST

# Captain's Critical Path

## START TODAY

- Register your team on [www.baycrestproam.ca](http://www.baycrestproam.ca)
- Set team fundraising goal
- Send out recruitment email
- Speak to your company about matching gift

## 4-6 MONTHS TO GO

- Continue recruiting team members
- Hold a team building event with fundraising ideas
- Personalize team website
- Send out weekly fundraising tips
- Attend the Summer Warm Up

## 3 MONTHS TO GO

- Finalize your team members
- Host a fundraiser
- Complete your jersey order
- Motivate your team to fundraise
- Provide prize information

## 1 MONTH TO GO

- Check your fundraising vs. Goal. Motivate the team!
- Drive awareness within your team and company
- Finalize plans for the day with your team

## 1 WEEK TO GO

- Ensure fundraising goal has been met
- Ensure everyone has registered for Draft Night and Family Day passes
- Ensure everyone has a copy of the game schedule

## EVENT TIME

- Draft Night – Have a great time
- Tournament Day 1 – pick up your captain's package at registration table
- Tournament Day 2 – make sure everyone received their family day passes

## POST EVENT

- Congratulate team members and thank them for a job well done
- Share the link to the photos
- Ensure everyone fills out the survey
- Have a post event celebration

WE'RE  
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**VS. ALZHEIMER'S**  
PLAY IN SUPPORT OF BAYCREST

# CAPTAIN'S TO-DO-LIST

Thank You for volunteering to a Pro-Am Captain. The team captain plays a crucial role and can really make a difference by motivating and supporting your team and helping to raise funds to support Alzheimer's Research. Below is a suggested To-Do-List to make sure you and your team are successful:



## LIST

Register your team. If desired, find a company to sponsor your team

Set your team fundraising goal...remember you need to raise \$15K or \$25K. The more you raise the hire you DRAFT and more perks you receive!

Recruit Linemates! Use email, posters in your office, family and friends

Hold a team building event to help with your fundraising

Check with your HR team to see if they have an organizational matching gift program. Ask all your teammates to do the same

Have all players registered by August 20, 2021

Complete Jersey process by September 3, 2021

Remind your players to hit their \$250 fundraising minimum. Don't forget to use your social media platforms to help with fundraising

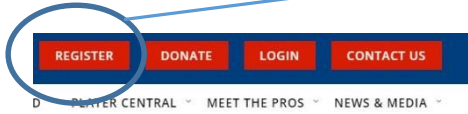
Fundraise until the very end...every dollar counts!

WE'RE  
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PLAY IN SUPPORT OF BAYCREST

# How to set up your TEAM

The first step in any successful fundraising campaign is to get started right away! That means registering, creating your team and start recruiting some linemates! Go to [www.baycrestproam.ca](http://www.baycrestproam.ca) and follow the instructions below:

Step 1: click on register at the top.



Step 2: Agree to the Waiver form

## Waiver

Please accept the waiver.

RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK AND INDEMNITY

All participants ("Participants") in the Scotiabank Pro-Am Hockey Tournament (the "Event") are required to agree to and abide by the terms and conditions set forth in this release and waiver of liability, assumption of risk and indemnity (the "Release and Waiver").



Step 3: Choose to create a team

## Registration Type

Choose how you will be participating in this event and what type of registration you prefer.

Individual Join a Team Create a Team

« Previous

Next »



## Registration Type

Choose how you will be participating in this event and what type of registration you prefer.

Individual Join a Team Create a Team

Step 4: Enter all of your team information including your TEAM NAME

REGISTER BY CREATING A TEAM

Registration Type	Fee	Description	Full Description
Regular Registration	\$175.00	Regular Registration	

Coupon Code

\* Team Name

Team Description

Team Fundraising Goal  
\$25,000.00

**Create Your Team**  
You will become the team captain and will be able to recruit others to join your team.  
\* Denotes required information.

WE'RE  
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# TEAM Registration Continued...

The first step in any successful fundraising campaign is to get started right away! That means registering, creating your team and start recruiting some line mates! Go to [www.baycrestproam.ca](http://www.baycrestproam.ca) and follow the instructions below:



## Contact Information

\* Denotes required information.

**Log in with Facebook**  
Sign up using Facebook  
Signing up using your Facebook Account will allow you to login with Facebook the next time you return. Your Facebook account data will never be used, distributed or stored without your consent.

Please enter any additional information.

**NAME**

\* Title  
Please select a title.

\* First Name

\* Last Name

**ADDRESS**

\* Home  Work

Step 5: Enter your contact information including your fundraising goals!



Please answer the following questions:

\* Denotes required information.

**FUNDRAISING GOAL**  
What is your personal fundraising goal?

**DONATION**  
I would also like to make a donation.  
Donation Amount:

**PERMISSION QUESTIONS**

I allow Baycrest Foundation to contact me by mail (post).  
 I allow Baycrest Foundation to contact me by email.  
 I allow the general public to donate on my page.  
 I give permission to appear on the top fundraiser scoreboard.

Display Name:

Step 6: Answer important questions such as your jersey size and number.



## Payment Information

\* Denotes required information.

**PAYMENT**

\* Credit Card Type: Please select

\* Credit Card Number:

\* Card Security Number:  (7)

\* Card Holder Name:

\* Expiry Month: Please select

\* Expiry Year: Please select

Your credit card will be billed for the following amount:  
Registration Fee: \$175.00

Step 7: Make your payment for registration and **LETS GO GETTER!**

**WE'RE ONE TEAM VS. ALZHEIMER'S**  
PLAY IN SUPPORT OF BAYCREST

# How to Recruit LINEMATES!

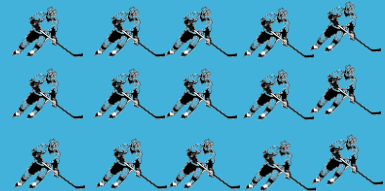
It is very important that you recruit linemates that will put their weight. The fundraising minimum is \$250.00 to participate but a team needs to fundraise a minimum of \$15,000.00 or \$25,000.00 to participate. Each team must consist of a minimum of 10 players and a maximum of 15 players.

Where do you find your linemates:

- Family
- Friends
- Your Neighbour
- Parents from your kids hockey team
- Your Holy establishment
- Ice Hockey teammates from your league
- Coworkers
- Clients and/or vendors & their friends
- Customers
- Your Sales reps and the sales reps clients

There are a lot of hockey lovers out there....go out and find them!

Getting to \$15,000 is Easier Than You Think...  
Your Team:



Each Player Collects

10 x \$100 = \$1000

or

20 x \$50 = \$1000

or

40 x \$25 = \$1000

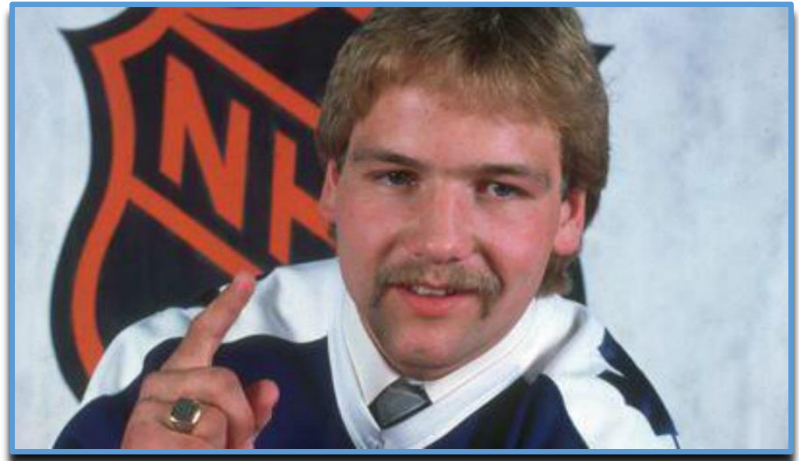
or

100 x \$10 = \$1000



# Fundraising – How to get the #1 Draft Pick

So you want that First Overall Pick EH! Well, that pick is not just given to anyone. That pick goes to the highest fundraising team. The more you fundraise the higher on the draft board you land. Do you want to draft that first line centre or that 4<sup>th</sup> line plug. Well as the CAPTAIN it is your job to motivate the troops. Here are some important steps to make sure your team gets the 1<sup>st</sup> OVERALL PICK!



Home  
Fundraising  
Team  
Profile  
Registration

## Welcome Brian!

TIP Show people you are serious about your fundraising by donating to yourself. [Donate Now](#)

Associate your existing account with your Facebook account so you can login with Facebook the next time you come back.

Get Sponsors My Fundraising Thank Sponsors

### My Media

### Personal Message

Support My Participation in the Scotiabank Pro-Am for Alzheimer's™ in support of Baycrest

Welcome to my Personal Page!

The Scotiabank Pro-Am for Alzheimer's in support of Baycrest is the largest hockey charity event in North America. This unique 2-day tournament in Toronto features NHL Alumni and hockey enthusiasts skating in support of Alzheimer's research and care.

Contribute to this epic event with a donation! Funds raised in the Scotiabank Pro-Am for Alzheimer's in support of Baycrest support care and research into Alzheimer's and related dementias at Baycrest Foundation, one of the world's top neurocognitive science centres in research on memory and aging.

Thank you in advance for your generous gift.

[Edit Message](#)

Profile  
Registration

Registration Status: Registered  
Online Registration Number: 405092  
Personal Page: <https://secure.e2im.com/register/fundraising/page.aspx?registrationid=...>

Your Page Name: Brian Krieger

Your Page Message

Support My Participation in the Scotiabank Pro-Am for Alzheimer's™ in support of Baycrest

Welcome to my Personal Page!

The Scotiabank Pro-Am for Alzheimer's in support of Baycrest is the largest hockey charity event in North America. This unique 2-day tournament in Toronto features NHL Alumni and hockey enthusiasts skating in support of Alzheimer's research and care.

Contribute to this epic event with a donation! Funds raised in the Scotiabank Pro-Am for Alzheimer's in support of Baycrest support care and research into Alzheimer's and related dementias at Baycrest Foundation, one of the world's top neurocognitive science centres in research on memory and aging.

Images & Videos

[Add Image](#) [Add Video](#)

[Save Changes](#)

STEP #1 – Make sure to fill your team as fast as possible and get them registered and fundraising

STEP #2 – Encourage each team member to personalize their personal donation page by clicking on edit message and explaining why they are playing in the PRO-AM. Did you know that a personalized message brings in over 35% more fundraising?!

Once you begin editing your donation page you can also add video and pictures by clicking here.

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# 1st Overall Pick

## Get Sponsors

### Send messages to your friends and family asking them to support you

#### Step 1: Send Emails

We've made it easy! Please choose one of the following two options. Either way the email recipients are directed to a page where they can make a quick and secure donation. View list of people you've asked to sponsor you->

Load a Saved Email:

Please Select

To:

(separate email addresses with commas or semi-colons)

Email Template:

Get Sponsors (Ask People to Sponsor You)

Subject:

Please sponsor me in 2020 Scotiabank ProAm!

Email Template:  
Get Sponsors (Ask People to Sponsor You)

Subject:  
Please sponsor me in 2020 Scotiabank ProAm!

Email Message:

I'm participating in Scotiabank Pro-Am 2020

I have joined the ultimate team and I need your help!

The fight against Alzheimer's disease and dementia goes on. No one I know can say they DO NOT know a friend or relative who has battled this terrible illness. In fact, every 4 seconds, someone around the world is diagnosed with Alzheimer's or another form of dementia.

I am choosing to put my effort into helping Baycrest Health Sciences raise valuable funds for its mission, which is to provide care and research into diseases like Alzheimer's. It is one of the top 40 research hospitals in the country, and I want to support them, so they can support us in the future.

I hope you'll join me by donating to my team for this very worthwhile cause. With your help, I am confident we can continue to "Stick it to Alzheimer's!"

To contribute to my fundraising total, please visit my personal donation page at <https://secure.e2m.com/registrant/FundraisingPage.aspx?registrationID=462622&lang=Pref=es-CA>

Thank you very much for your generous support!

Brian

<https://secure.e2m.com/registrant/FundraisingPage.aspx?registrationID=462622&lang=Pref=es-CA>

Send Email > Save Email



STEP #3 – Once your team mates personalize their page its time to start fundraising online. ON THE DASHBOARD ON THE LEFT (GREY) click on Fundraising and then click on get sponsors. **You will be take to a page where you can begin writing emails. Templates are provided for you and can be adjusted to fit your personality and writing preference.**

Step #4 – A great tool is importing all of your contacts from either google, outlook or icloud. It is easily done by clicking on the little book in get your sponsors and then import contacts on the next page.

Add New Contact

First Name:

Last Name:

Email Address:

Group: (unassigned)

First Name	Last Name	Email Address	Action
(unassigned)			

No contacts found... Add some!

## Grey Dashboard



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# 1<sup>st</sup> Overall Pick

## Sponsor Yourself

Lend your support by making a personal donation.

Please provide your payment information.  
\* Denotes required information

### Payment Information

\* Donation Amount:

\* Credit Card Type:

\* Credit Card Number:

\* Card Security Number:   Where is my Card Security Number?

\* Cardholder's Name:

\* Credit Card Expiration:

Display my name on the donor listing.

Display Name  ?

Display my donation amount on the donor listing.

[Continue>](#)



STEP #6 – A great way to show leadership and that you mean business is by **sponsoring yourself**.

## Step 1: Send Emails

We've made it easy! Please choose one of the following two options. Either way the email recipients are directed to a page where they can make a quick and secure donation.

[View list of people you've asked to sponsor you>](#)

**TIP – Each player can find analytical information by clicking on the link above in the get sponsors page. It will provide you information such as who opened your email and who clicked on your link and more importantly who deleted your email.**

## Your Sponsors

Email Address	Amount
---------------	--------

 Not Delivered  Delivered  Email Opened  Email Opened, Page Visited

WE'RE  
**ONE TEAM**  
**VS. ALZHEIMER'S**  
PLAY IN SUPPORT OF BAYCREST

# It's OT!! How badly do you want that 1<sup>st</sup> Overall Draft Pick?

## Additional Fundraising ideas...

HAVE YOUR TEAMMATES REALLY USED THEIR ENTIRE NETWORK?

### YOUR NETWORK

- Friends & family
- Coworkers & colleagues
- Car mechanic
- Local small businesses
- Dentist
- Lawyer
- Favourite restaurants
- Clients & vendors
- Dog walker
- Personal trainer
- Sports leagues
- Neighbours
- Classmates
- School contacts
- Clubs & hobbies
- Accountant
- Real estate agent
- Teachers & professors



SEEK A CORPORATE MATCHING GIFT FROM YOUR EMPLOYER



HOST A CUT-A-THON



HOST A FANTASY SPORTS POOL



HOST A GARAGE SALE



HOST A CAR WASH



SHARE STATS VIA SOCIAL MEDIA & ENCOURAGE YOUR FOLLOWERS TO DONATE



REACH OUT TO LOCAL BUSINESSES FOR SPONSORSHIP



HOST A BACHELOR/BACHELORETTE AUCTION



HAVE A JELLY BEAN GUESSING CONTEST



SELL UNWANTED GOODS ONLINE



THROW A PARTY!



COLLECT & RETURN EMPTIES



ORGANIZE A ROAD HOCKEY MINI STICKS TOURNAMENT OR SKILLS COMPETITION



ORGANIZE A BAKE SALE AT YOUR SCHOOL, CHURCH, OR WORKPLACE



ASK FOR DONATIONS IN LIEU OF BIRTHDAY/HOLIDAY GIFTS

# SHOOTOUT!

## Fundraise with Social Media

Put your social media skills to work! Consider using **Facebook, Instagram, Twitter, LinkedIn, Snapchat, YouTube, a blog**, or any other platform when prepping and participating in the Scotiabank Pro-Am. These are great channels to recognize your donors, ask for donations, and share your story about why you are participating.

- Social media is an effective medium for communicating with your contacts
- Let your network know you are participating, update them on your fundraising efforts, share photos and videos of your journey and more!
- Ensure your fundraising link has been added to bio section of your Instagram profile before posting

### Social Media - Best Practices:

- Use emojis—they catch the eye!
- Include a photo/visual when posting
- Do a Facebook Live video to talk about your experience—you don't need to be a pro
- Tag Baycrest in all your posts. We enjoy seeing your fundraising efforts and we'd love to repost you!
- Include your Scotiabank Pro-Am profile link in your social media bios so people can easily access it
- Don't forget to use these hashtags so the Scotiabank Pro-Am & Baycrest communities can check out your posts  
**#StickItToAlz #Baycrest**

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# Don't Forget To Order Your TEAM JERSEYS!

## TEAM JERSEYS ORDER FORM

Please fill in the following information and submit to **Emily Sherman by email at [esherman@baycrest.org](mailto:esherman@baycrest.org)** or by calling 416-785-2500 ext. 6302. **THIS MUST BE RECEIVED NO LATER THAN SEPTEMBER 3, 2021** in order to receive customized jerseys. Teams who do not meet the deadline will have a pattern selected for them. In addition, those who do not meet the deadline will have numbers and sizes generated at random.

### \$25K FUNDRAISING TEAMS

Teams who reach \$25,000 are eligible to select any jersey pattern from the attached Kobe Sportswear catalogue. Teams can also choose to create their own design for their jerseys – please work directly with Alyssa (contact info as above) to discuss patterns, design, and print-quality image resolutions.

### \$15K FUNDRAISING TEAMS

Teams who fundraise between \$15,000-24,999 are not eligible to select their own jerseys. Numbers and jersey patterns will be distributed at random. However, we still need to know quantity and size so we encourage you to fill out the form below and return to Emily.

PLEASE FILL OUT THE FOLLOWING INFORMATION:

TEAM NAME

(exactly as it will appear on the jersey):

JERSEY STYLE NUMBER

(as per the Kobe Sportswear catalogue):

### TEAM ROSTER:

#	FIRST NAME	LAST NAME	CUT (PLAYER OR GOALIE)	SIZE	NUMBER
1	John	Doe	Player	XL	4
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

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# It's Here - DRAFT NIGHT!

Draft Night is a special night and we want to make sure you have fun. Here are some reminders:

- Captains and any players who fundraise \$10K or more are invited to the VIP reception that starts at 5:30pm
- Your team is to arrive no later than 6:30pm
- The actual draft starts at 7:00pm
- Last minute donations (cheques/cash) can be dropped off at the on-site fundraising table. Please ensure all donations are in and ready to be counted by 7:00pm
- Don't forget to **KEEP FUNDRAISING** – you have until 7:00pm to climb the draft board!

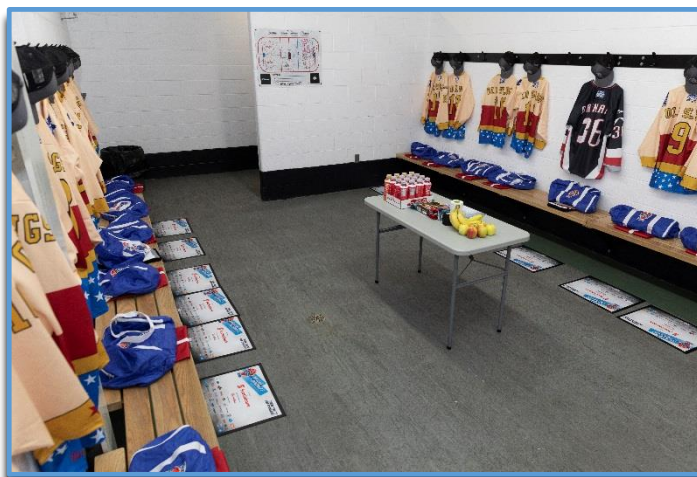


# It's Game Day! Tournament Day 1

It's game day and it is time to play some puck. One month prior to the season we will ask captains for schedule preferences. You either will play 1 game or 2 games on Friday and the reverse on Saturday. On Friday you will receive your Captains package; please make sure to pick it up when you arrive. The Captains package will include the following:

- Locker room lock and key
- Copies of the game day schedule
- Certificate to the restaurant and bar
- Information regarding potential ALL STARS from your team

Please remind your team that gifts and prizes (depending on what level they qualify) can be picked up onsite at the PRIZING STATION.



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# FAMILY DAY FUN

## Tournament Day 2

Family Day is for everyone! Bring your kids, grandkids, neighbors and best friends.

There is something for everyone to experience. Autographs signings, magicians, games for kids and a SKATE OUT for everyone in tournament which includes the entire NHL ALUMNI.

What a great way to end an amazing experience!



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# Funding for Critical Research & Innovation into Brain Health

The Scotiabank Pro-Am for Alzheimer's in support of Baycrest funds critical Alzheimer's research. Research plays a vital role in the fight to defeat dementia, a devastating disease. For 15 years, sponsors, participants and donors of the event have actively invested in world-class Alzheimer's research at Baycrest. With the COVID-19 pandemic disproportionately impacting the vulnerable older adult community, including those with Alzheimer's, this research is more important than ever. Funds continue to be needed to support research and innovation that will have a meaningful impact on the lives of those living with the disease, their loved ones and caregivers.

At this time, Pro-Am donations support five leading researchers and the critical work they are doing in the detection, prevention and treatment of the disease.



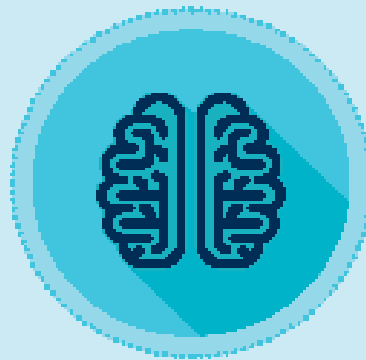
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# World-renowned Research in Aging and Brain Health

**Scientists and researchers** embedded on campus studying new ways to prevent, diagnose, and treat brain disorders like dementia

**292 studies** in progress,  
**15,000+** study participants



4 key research themes:  
**Neuroinformatics, Cognitive Neuroscience, Alzheimer's and Related Dementias, and Aging and Brain Health**

**Baycrest**

Our vision: A world where every older adult enjoys a life of purpose, inspiration and fulfilment



## Innovation Hub

Translating research into new programs, products, and services, the **Centre for Aging + Brain Health Innovation (CABHI)** is a solution accelerator focused on driving innovation

**Baycrest@Home** enables older adults to receive high-quality care in the comfort of their home



## Educating the World

**Students, trainees and other practitioners** from across Canada and around the world train in best practices for delivering high-quality care informed by the latest research

Fully affiliated with the **University of Toronto**



## Full-spectrum Geriatric Care

### Residential facilities

472-bed nursing home,  
182 assisted living suites,  
120 independent living suites

### Hospital

Complex continuing care, rehab, mental health, behavioural support and palliative care

### Clinics

Medical and psychiatric outreach, chronic disease management, memory and ambulatory clinics

### Programming

**(in person and virtual)**  
Creative arts studio, recreation therapy, spiritual, cultural and wellness programs