ALZHEIMER SOCIETY OF CANADA · IG WEALTH MANAGEMENT WALK FOR ALZHEIMER'S® · 2024-2025

Behind every donation is a family, and a decision about where every dollar goes.

More donations. Fewer agencies. *One plan.*

How Intent Media turned a fragmented, two-agency media buy into a single full-funnel engine, and grew donation revenue for the IG Wealth Management Walk for Alzheimer's while spending roughly 30% less, in a tougher giving market and with a historically strong region off the map.

2024

SPLIT MODEL

Two agencies, two budgets, one fragmented funnel.

2025

CONSOLIDATED

One portfolio, one full funnel, refined live.

2026

THE BLUEPRINT

Always-on awareness to compound the model.

+32%
DONATIONS VS. THE 2024 PROGRAM

+74%
RETURN ON AD SPEND, YEAR OVER YEAR

-46%
COST PER ACQUISITION, YEAR OVER YEAR

$267K
DONATION REVENUE GENERATED IN 2025

Connecting people to purpose.

01

Executive Summary

A dementia diagnosis reshapes a family's life long before it reaches a headline. The IG Wealth Management Walk for Alzheimer's exists for exactly those families, turning public concern into participation, and participation into the donations that fund the Alzheimer Society's programs. For a national health charity, media spend is not overhead; it is seed capital. Every participant brought in this year becomes a donor, a fundraiser and a returning supporter in the years that follow, which is why acquiring them efficiently matters as much as the total raised.

The obstacle was never the cause. It was fragmentation. Across two years, Intent Media treated the Walk not as an annual campaign to restart, but as a single system to consolidate and compound, letting each year's evidence underwrite the next year's ambition.

In **2024**, the program was strong but structurally split: media planning, buying and measurement were divided across two agencies. The result was duplicated delivery in shared markets, internal bidding for the same audiences, and reporting that lived in silos. The combined program cost **$128.7K** and returned a blended **1.68× ROAS**.

In **2025**, Intent consolidated the entire buy into one performance-led portfolio and built a true full funnel. The reasoning was simple: a single owner could move money to whatever was working, the moment it was working. On roughly 30% less spend, the campaign delivered **+32% donations, +74% ROAS and a 46% lower cost per acquisition**, achieved in a harder giving market and without advertising in British Columbia, historically one of the Walk's strongest regions.

What remains is not a one-year result but a repeatable model: an always-on awareness engine and an expanded market map that give the partnership a clear, tested path to scale in 2026.

> *The story here is not two campaigns. It is one program, deliberately consolidated: a split media buy that became a single full-funnel engine, now built to compound.*

THE ARC, IN NUMBERS

2024 · SPLIT MODEL

1.68×

Blended ROAS across two agencies on $128.7K of combined spend.

2025 · CONSOLIDATED

+74%

ROAS lift year over year, on roughly 30% less total spend.

2025 · EFFICIENCY

−46%

Cost per acquisition versus the 2024 two-agency program.

HEADLINE

$267K

Donation revenue generated, up +22% year over year.

02

The Challenge

For a national health charity, every media dollar has to return more than a dollar of donations. The Walk is the Alzheimer Society's largest fundraising moment, the engine behind the programs families rely on.

The value of the Walk was never the question. The difficulty was structural, and three challenges shaped the 2025 assignment, none of which could be solved by simply buying more media.

A media buy split in two

In 2024 the program ran across two agencies, each with its own budget, tactics and view of the funnel. That created duplicated delivery in shared markets, internal bidding for the same audiences, and reporting that never met in one place.

A tougher market

Charities were competing harder than ever in the crowded weeks before the May long weekend. Media costs were climbing, and household giving was under pressure from a softening economy.

A key region removed

The 2025 plan would run without advertising in British Columbia, historically one of the Walk's strongest-performing regions. Every remaining market would have to work harder to hold the line.

> *The brief wasn't "buy media." It was: grow donations on a smaller, consolidated budget, in a harder market, with a key region off the map.*

03

Strategic Approach

One program, three deliberate moves. Intent's answer was structural before it was tactical: diagnose the friction, consolidate the buy into a single full-funnel engine, then turn one strong year into a repeatable system.

2024

DIAGNOSE

"Why was a strong program leaving efficiency on the table?"

- Mapped a media buy split across two agencies
- Found duplicated ad delivery in shared markets
- Exposed internal bidding for the same audiences
- Traced reporting that lived in separate silos

2025

CONSOLIDATE

"What if one team owned the whole funnel?"

- Unified the entire budget as one live portfolio
- Built a true funnel: YouTube → Display → Meta
- Gave each platform one job, none competing
- Expanded the high-intent market model; timed urgency to the peak

2026

COMPOUND

"How do we make one great year a repeatable system?"

- Move to always-on awareness to grow the pool year-round
- Expand the high-intent primary and secondary market list
- Extend a giving window past event day
- Keep a single owner of planning, buying and reporting

→ **The funnel didn't replace what worked, it fed it.** A new YouTube awareness layer captured untapped audiences early and grew the retargeting pool that Display and Meta convert, so each stage made the next more efficient rather than competing for the same click.

CONSOLIDATION AS METHOD

One portfolio meant budget could follow performance, not org charts. Because a single team could see every platform at once, it reallocated spend live across Meta, Display and YouTube, moving budget out of YouTube and into Meta mid-flight to prioritize conversion at the moment it mattered most.

BUILT TO BE MEASURED

With Intent as sole reporting lead, insight was synthesized weekly and applied across every tactic, creative and geography at once. Nothing was siloed, and institutional knowledge from prior ASC campaigns compounded into a live advantage.

04

Results & Proof

Measured against the combined 2024 program, the consolidated 2025 campaign delivered more of what matters most, donations, revenue and efficiency, while spending less in aggregate and running without BC.

2024 — SPLIT MODEL

$128.7K
Combined two-agency spend

2,641
Donations

1.68×
Blended return on ad spend

The whole program, run across two agencies: the baseline every 2025 gain is measured against.

2025 — CONSOLIDATED

$90.3K
Single-portfolio spend · -30% YoY

3,518
Donations · +32% YoY

2.96×
Return on ad spend · +74% YoY

Fewer dollars, more donations, higher return: the trade-off between cost and outcome disappeared.

2025 — THE FUNNEL

77%
Of conversions driven by Meta

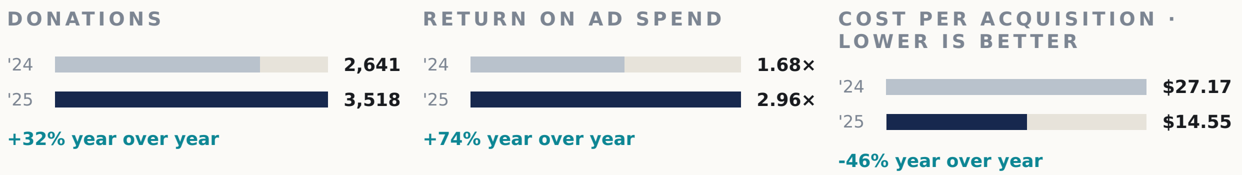
4.20×
ROAS on Programmatic Display

13%
Of clicks from the new YouTube layer

Each channel had one job. The awareness layer fed the retargeting pool that powered conversion.

The efficiency story, 2024 → 2025

On roughly 30% less total spend, the consolidated program converted a fragmented buy into gains across every headline metric.



RETARGETING WAS THE ENGINE

On Display, the retargeting pool built by upper-funnel media drove **100% of registrations and 87% of donations** at the lowest CPAs in the account: the clearest proof that an always-on audience is worth building year-round.

THE AUDIENCE, AND THE MOMENT

Women drove roughly **80% of conversions** and the 35–44 cohort converted highest, the audience most likely to be caring for a parent while raising a family. Donations peaked one day before the event, where urgency creative, launched without disrupting proven ads, outperformed on ROAS.

05

Insights & Lasting Impact

01

Consolidation is a multiplier, not a trade-off.

One owner of the whole funnel produced lower cost and better outcomes at the same time. The assumed choice between efficiency and growth simply disappeared.

02

An awareness layer strengthens the whole system.

YouTube built the top-of-funnel pool that Display retargeted and Meta converted. That pool then drove 100% of Display registrations and 87% of its donations, proof the funnel compounds.

03

Follow the audience, and the moment.

Women drove ~80% of conversions and the 35–44 cohort converted highest, on a mobile-first journey. Timing urgency creative to the pre-event peak captured demand others left on the table.

04

Single ownership compounds institutional knowledge.

Weekly, centralized reporting plus years of ASC campaign history meant every decision started from a stronger base than any external handoff could replicate.

$267K
Donation revenue generated in 2025

6,203
Total conversions across the funnel

5+
Walk campaigns of compounding ASC knowledge

What began as a two-agency media buy is now a single, tested, full-funnel engine: a model built to scale in 2026 and beyond.

Why this matters

For any organization trying to turn awareness into measurable action, the Walk arc offers a model for doing it responsibly, and well.

CHARITIES & FOUNDATIONS

Proof that consolidating a fragmented buy can stretch a finite budget further, compounding learning year over year and converting awareness into measurable donation revenue.

HOSPITALS & HEALTHCARE

A full-funnel model that reaches a hard-to-move audience at the point of intent, then sequences trusted touchpoints into registration and gift, without paying twice for the same reach.

PUBLIC SECTOR & PROCUREMENT

Evidence of an accountable, insight-led partner who measures the next step, refines live under a single point of ownership, and builds durable infrastructure, not just impressions.

SPLIT → CONSOLIDATED → ALWAYS-ON

Consolidation isn't a trade-off.
It's a multiplier.

One budget, one full funnel, one point of ownership. The lasting lesson for peer-to-peer fundraising: the participants acquired efficiently this year become the donors and volunteers who carry the next, so the engine keeps compounding after the media goes quiet.

Intent Media · Connecting people to purpose.