



Fundraising, Sponsorship and Donations Policy

Fundraising:

- The club defines fundraising as any effort that is undertaken to raise funds through any means that is not normal club programming fees or membership fees.
- Fundraising should never benefit a single member, unless prior approval is received from the board of directors
- Two categories of fundraising can occur under this policy:

1. Club Fundraising

- This is fundraising that will be completed by the Club to offset the costs of buying new equipment, repairing equipment and assisting in the paying of club fixed costs (building costs, repairs, insurance, etc.).
- Funds raised should be used to benefit as many paddlers as possible to enhance the quality of the overall experience for our members.
- Decisions on fundraising activities and the expenditure of funds are made by the board of directors or a group appointed by the board.
- Proper documentation and accounting of all funds raised and used must occur, and the responsibility for this rests with the board and the treasurer.
- All fundraising ideas and projects must be approved by the board or a group appointed by the board.

2. Group/Crew Fundraising

- Each group/crew is permitted to fundraise under their own team/crew or discipline name for a specific fundraising goal which will include an intended time line of use. Any changes must be approved by the SNCC board, or a group appointed by the board.
- Funds raised through individual team or discipline efforts may be submitted to the club treasurer for deposit into SNCC's bank account.
- Funds may be held in trust for the team team/discipline by the club for whichever project that group specifies and has been approved by the SNCC board, or a group appointed by the board. Detailed accounting reports must be submitted along with funds to provide details of how the funds were obtained.
- Each team/discipline must designate a representative to take responsibility for submission of funds raised to SNCC's treasurer and reporting to the board of directors, or a group appointed by the board.
- Dispersal of funds will occur through the crew/discipline representative designated above. Receipts and proper documents must be submitted to account for all funds dispersed. A full report must be submitted documenting how and why the funds were used.
- Prior to engaging in any fundraising effort, the team/discipline is required to notify the SNCC Board, or a group appointed by the board, to ensure there are no competing projects underway within the club during the same time frame.



Sponsorship:

- Sponsorship is intended to offset the cost/expenses of any of programs offered at the South Niagara Canoe Club or benefit the club as a whole
- Sponsorship could be in the form of direct financial support, or the provision of goods or services
- Sponsorship could also be in the form of offsetting costs of regatta entries, equipment, transportation/hotels for events, uniforms, etc.
- Sponsorship is not intended to offset individual member program or membership fees
- Sponsorship is intended to benefit a program/crew as a whole, not an individual member
- No individual crew/discipline or club member can enter into a sponsorship agreement without approval of the board of directors

Sponsorship Levels

- Platinum Sponsorship - \$4000 and above in a given calendar year § Appropriate advertising of the sponsors name or logo exclusively on a boat and on the website
- Gold Sponsorship-\$2000-\$3999 in a given calendar year § Appropriate advertising of the sponsors name or logo on a boat and on our website
- Silver Sponsorship- \$1000-\$1999 in a given calendar year § Appropriate advertising of the sponsors name or logo on a boat and on our website
- Bronze Sponsorship- \$100-\$999 in a given calendar year § Appropriate advertising of the sponsors name or logo on our website

Should a sponsor choose to support a specific program or crew, that sponsors name or logo may be placed on the program's uniform, if the rules and regulations of that programs governing body permit, and with approval from the board of directors



Donations:

- Donations are accepted by the club in the spirit in which the donor intends. Donations of funds can be used to offset any costs to an individual or a program, if that is the intention of the donor
- No benefit may be provided to the donor or to anyone designated by the donor
- Decisions regarding use of the donation with a program/discipline/crew rests with the original intention of the donor
- On rare occasions, a donation may be declined as a result of a limitation proposed by the donor
- All donations must be reviewed by the board of directors prior to acceptance

Approved: September 27/2018