



Memo: 2017-18

Date: November 3, 2017

To: Team Fundraising Coordinators

CC: Board of Directors

From: Greg Blair, Fundraising Coordinator, Kolin Kriitmaa, Executive Director

Re: Athletix Fundraising Program FAQ's

Now that the AMHA has officially launched the Athletix program we wanted to reach out to all Team Fundraising Coordinators with some further information and frequently asked questions that have come into the Association thus far.

Communication and Information about the Athletix Program

- Please visit our [website Athletix Page](#) for more information on the program.
- Any correspondence please email athletix@abbotsfordminorhockey.ca and a member of our Athletix team will assist with your questions.

Where does the money raised go?

- Being that this program is governed under the BC Lotteries branch, the money raised goes directly towards costs that directly assist kids in playing the game of hockey. In particular the cost of renting the ice.

Why is the AMHA undertaking this program?

- **Generally Accepted Best Practices of Non-Profits.** It is a generally accepted Non-Profit norm that organizations like the AMHA who rely on membership registration fees for portions of their operating budget to have in excess of \$200,000 a year in fundraising. In recent years the AMHA has only received a gaming grant for approximately half of this amount and has conducted no further fundraising as an organization. By going to the Athletix program for the 2017/18 season the AMHA is moving in the direction to adhere with generally accepted best practices of Non-Profits.
- **Organizational fundraising** is not new. The AMHA used to be highly involved with fundraising at Abbotsford Heat games, and we no longer have this revenue.
- **Relevance in the community.** This past summer the AMHA undertook a couple community projects to “get our name” out there in the community as part of our strategic plan to promote our Association and the game of hockey. Hockey in Canada has a continuing downward trend in registration and it is incumbent upon our Association to promote the game and recruit new players. This fundraising program allows us to get our name and logo and create brand awareness within the community of Abbotsford.



- **Organization and Community Building.** This program allows members to promote and build the Association and show our youth that community and organization building is important both for the present and future.
- **How much money will this program Raise.** If we sell out the program it can raise us around \$53,000, or approximately \$65 per player. The more money we raise, the less we have to look at raising registration fees in coming year(s).

Why is the AMHA undertaking a Fundraising Program rather than just raising registration fees?

- By undertaking this program, the AMHA offers up “options” to families. Some families would rather have fees raised than fundraise, some families would rather fundraise and not have to put out the extra money. This program allows families to either purchase tickets and possibly win some, all, or even more of their money back, while other families it gives them the option to sell tickets and not have to reach into their own wallet.

When did the AMHA decide to undertake a Fundraising Program such as Athletix?

- Fundraising concepts were brought forth to the membership at the May AGM.
- Announcements about Athletix were communicated to the membership in our August, September, and October Newsletters.
- All Coaches/Managers were notified of the fundraising requirements at our annual Coach/Manager Meetings.

How many tickets are there available to sell?

- There are 4495 tickets available to sell.
- It is approximately 95 tickets per team.
- Team Fundraising Coordinators can elect to have each family sell their 5-6 tickets, or make the ticket sales a team related effort. There is no reason if one family can sell 20-30 tickets they cannot do so. Decisions on how tickets are distributed at the team level are up to the Team's Fundraising Coordinator.

What is the Ticket sales incentive program?

- We have compiled a fantastic ticket sales incentive program for this fundraiser for both team and individual sales. More details on this to come in coming days.
 - Individual 1st Prize
 - Individual 2nd Prize
 - Individual 3rd Prize
 - Team Prize

Ticket sales ideas?

- Stocking stuffers
- Birthdays
- Sell them at work
- Have family and friends help to sell them for you



What is the ticket sales period?

- The ticket sales period is from November 1st to December 10, 2017.

What do we do with the ticket stubs when tickets are sold?

- Shortly after December 10th, we will have a ticket stub and cheque drop off similar to the ticket pick up evening. You will return your ticket stubs at that time. We will communicate more about this as the deadline nears.

What do we do with the money collected?

- The AMHA would like each team to collect cash/cheques at the team level. You can deposit this info into your team's bank account, and write one cheque for the total amount to be submitted with the ticket stubs as noted above in December.

When does the ticket pool start?

- The ticket pool starts in January and runs through the end of the NHL's regular season.

Do the ticket stubs get registered?

- Upon submission of the ticket stubs in December, Athletix will register all ticket stubs and create a database so that winning cheques can be mailed out each week.

Where do I find out who won each week?

- We will post results on the AMHA website each week throughout the pool period.

Can our team get more tickets if we sell what has been currently allotted to us?

- Yes please contact athletix@abbotsfordminorhockey.ca and we can get you some further tickets.

If you have any further questions or concerns please do not hesitate to contact us at athletix@abbotsfordminorhockey.ca

Regards,

Kolin Kriitmaa
Executive Director

Greg Blair
Fundraising Coordinator