



# Kerry Park Minor Hockey Association

## Fundraising & Gaming Handbook

Fundraising is an extremely important part of the Team Budget. Fundraisers can supplement the budget revenue (when combined with seed funds) or where agreed on by parents it can be the only source of team revenue. Fundraisers can include gaming and non-gaming activities.

Although it is not required that team fundraising plans are approved, it is recommended that managers check in with the Gaming & Fundraising Director to avoid duplication of fundraisers and businesses that are approached for support.

Gaming activities are regulated by The Province of British Columbia so it is extremely important that all guidelines are followed and reports are submitted on time.

This manual will serve as a guide to help you better understand some of the guidelines around fundraising and gaming and help you succeed in your fundraising efforts. If you ever need help please do not hesitate to contact the Gaming & Fundraising Director at [sponsorship@islanderhockey.ca](mailto:sponsorship@islanderhockey.ca).

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## **Fundraising Guidelines**

All fundraising activities are guided by Hockey Canada, BC Hockey, VIAHA and KPMHA policies. This ensures all activities are done in a way that maximizes success and limits questionable actions. One important rule when it comes to fundraising is:

### ***THE DISPLAY OR ADVERTISING OF ALCOHOL, TOBACCO OR CANNABIS IN MINOR HOCKEY PROGRAMS IS PROHIBITED.***

The Province of BC states that Liquor signs and advertisements cannot be directed at minors or placed in locations used or visited mostly by minors(eg. video arcades). This means that:

- businesses that supply these products or have them listed in their business name cannot sponsor teams
- liquor, tobacco or cannabis products cannot be used as prizes or in raffles/baskets

## ***KPMHA Dos & Donts***

### **Dos**

- Do determine early the fundraisers your team would like to do
- Do contact the Gaming & Fundraising Director at [sponsorship@islanderhockey.ca](mailto:sponsorship@islanderhockey.ca) if you need information or have questions
- Do ensure the fundraisers you plan to do are accurately included in your team budget
- Do evaluate the time and volunteer resources required to conduct the fundraiser
- Do get the parents & players involved (more hands make light work)
- Do apply for BC Hockey sanction for all events (including dryland training, fundraisers, etc)
- Do ensure your fundraiser is profitable (expenses are low)
- Do create fundraising budgets to calculate revenue and expenses
- Do deposit all gaming funds in your gaming bank account
- Do send fundraising posters to [marketing@islanderhockey.ca](mailto:marketing@islanderhockey.ca) to post on social media

### **Donts**

- Do not apply for gaming licenses through the BC Gaming web site. All licenses go through the Gaming Director
- Do not include alcohol, cannabis ,tobacco, e-cigarettes, in any prize. Liquor Store gift cards if not advertised in a prize listing is ok, as it can be hidden in the basket
- Do not sell raffle tickets for prices different than in your gaming license
- Do not use GoFundMe for any team fundraisers
- Do not approach Panago in Mill Bay or Duncan. The Gaming & Fundraising



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Director is the main KPMHA contact

## Types of Fundraisers

Get creative! There are so many ways to fundraise. Gaming events are popular and effective and will be covered in more detail below. Here are some ideas:

- Bottle Drives/Bottle Depot account
- Car wash
- Beverage & Burger Events
- Victoria Royals game tickets and or Chuck a Puck
- Sell something-Krispy Kreme, Clara Clark bed sheets, Purdys, Paradise Cheese, Moos Pizza, Cookie Dough, etc.
- Sell KPMHA branded apparel/items – approval is needed from the Equipment Manager for the use of the KPMHA logo
- Hockey Pools (there are rules around this. Please contact Fundraising Director)
- Silent Auctions
- Bake Sale/Garage Sale
- Flip Give
- Thrifty Foods Smile Card Program
- Restaurant Percentage Night (ask a local restaurant to donate partial sales)

## Panago Fundraiser

Panago fundraisers are managed through the Gaming & Fundraising Director who secures coupons from Panago and allots them to teams who express interest. **PLEASE DO NOT DIRECTLY APPROACH PANAGO IN MILL BAY OR DUNCAN.** Teams should budget for a minimum of 50 coupons per season and if more become available then teams will be offered them on a first-come, first-serve basis. Coupons are sold for \$14 each and the KPMHA bookkeeper will invoice the teams the cost price of \$10 per coupon. Coupons are secured from Panago on average every 4-6 weeks and allotted to teams in the order they request them. Depending on how many teams request them, it could take teams a few months to get their allotment. Currently Panago has a 90 expiry on coupons.

## Bottle Drives

All bottle drives need to have BC Hockey sanction and if the KP arena parking lot is being used, approval needs to be granted by CVRD by contacting Sheena Boyles at [Sheena.Boyles@cverd.bc.ca](mailto:Sheena.Boyles@cverd.bc.ca). Ladysmith Bottle Depot has been a great supporter of KPMHA bottle drives. Contact them at 250-245-7376 to secure a date. They will come set up and explain how to



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sort everything. They will then take the bottles away and the team staff contact will be called to pickup the cheque. They will do bottle drives Monday-Saturday.

## **Krispy Kreme Fundraiser**

Selling Krispy Kreme donuts can be a lucrative fundraiser. The first step is to decide on a date and contact Krispy Kreme in Delta BC at 604-507-8805. They will send you a form to fill out. After the date and contract with Krispy Kreme is secured, work out the details of how these will be sold. Typically teams do pre-orders through parents and then allot some to be sold at different locations such as Walmart, Canadian Tire, KP arena, Thrifty Foods. If setting up in front of a store you need to call the store to get permission. Some stores required a copy of your BC sanction. Sanction is required for ALL locations you may be selling at. These are shipped on a pallet, 250 boxes per pallet but the team can choose as many boxes as they wish to order. On event day, donuts have to be picked up by 8am at the chosen pickup location (either Sidney or Lantzville). Donuts cannot be picked up on Sundays so the fundraising date cannot be on a Sunday. A truck is preferable for pickup but the boxes can be taken off the pallet and will fit in an SUV.

## **Victoria Royals Chuck a Puck Fundraiser**

Teams need to contact the Victoria Royals to secure a date to do this. They will also send the team all the info they need. The team will need volunteers to sell the pucks at a Royals game. The pucks are supplied by the Royals and the team sets the selling price (typically 3/\$5). The team get all the money raised from selling the pucks.

## **Team Sponsorships**

Teams may choose to get sponsorship from local businesses to help off-set the additional season costs. It is a win win; the business gets exposure, and the team gets much needed funds. With multiple teams approaching businesses, it is recommended that teams check in with the Gaming & Fundraising Director at [sponsorship@islanderhockey.ca](mailto:sponsorship@islanderhockey.ca) before soliciting to avoid duplications.

It is also recommended that an agreement with any business is provided in writing and clearly indicates the amount they are giving and the benefits they will receive. The benefit costs should never be more than 50% of the agreed upon sponsorship amount(i.e. printing of promotional banner). Sponsorship benefits are to be decided by the Team Manager or Fundraising Volunteer.

These benefits can include but are not limited to:

- logo on a banner that is printed by the team and displayed at practices/games
- logo in any advertising the team is doing (flyers, social media, teamsnap etc)



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- thank you certificate to display at the business's location
- invite to attend practices and/or games to see the players on the ice

Please contact the Gaming & Fundraising Director at [sponsorship@islanderhockey.ca](mailto:sponsorship@islanderhockey.ca) should you need any help with sponsorships/agreements and to obtain a template letter.

## Hockey Canada Sanctioning Guidelines

Activities that are conducted outside of “normal” hockey program delivery require specific sanctioning or approval. These kinds of activities usually occur away from the arena venue. The purpose of sanctioning a special event is to extend Hockey Canada Insurance Program coverage such as Major Medical / Dental Coverage to activities that do not fall under regular hockey programming, such as fundraisers. The complete guide can be found [here](#). It is important to read over this before submitting a sanction application. Not all activities are eligible for coverage.

***Please note that any time parents/kids are participating in a fundraiser at multiple locations in one day (ie selling Krispy Kreme at the arena, Canadian Tire and Thrifty Foods), a sanction is required for ALL locations.***

## BC Hockey Special Event Sanction Application

Applications are processed through the BC Hockey web site [here](#). There are a few things to know before submitting a sanction application:

- To request coverage for such events, a Special Event Sanction Request Form should be submitted to the BC Hockey office **at least 7-10 business days prior** to the start of the planned event.
- A separate Special Event Sanction Request Form should be submitted for each different activity. However, if the same activity will occur multiple times, one request can be submitted for all the dates that activity will occur.
- For dates, it is acceptable to use a span or list of dates.
- Please include a detailed description. Listing a generic description such as “fundraiser” is insufficient and the form will be returned with a request expand on the activities.

All Sanction Requests will be returned regardless of whether they are approved or denied.

Processed Sanction Requests will be returned via email to the KPMHA Special Event contact.



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## Marketing for Team

### Fundraisers

Teams are responsible for marketing their fundraisers through the help of parents. The association, through the Marketing and Website Manager, will allow one post on the association's social media channels (Facebook and Instagram) for each team fundraiser. Team Manager/Fundraising Volunteers are responsible for sending fundraising info posters, images etc to [marketing@islanderhockey.ca](mailto:marketing@islanderhockey.ca). Quick Tip: include ordering instructions and contact information including an email or phone number on all fundraising posters.

## GAMING GUIDELINES

**ALL GAMING LICENSES HAVE TO GO THROUGH THE KPMHA GAMING DIRECTOR SO PLEASE DO NOT APPLY FOR ANY LICENSES DIRECTLY ON THE BC GAMING WEBSITE.**

Any team manager, tournament coordinator or team fundraising volunteer that wishes to conduct a gaming event (e.g. 50/50, ticket raffle) must first fill out the gaming application form [here](#). This goes to the KPMHA Gaming Director who will apply for your licence on your behalf. **THIS FORM NEEDS TO BE FILLED OUT AT LEAST 21 DAYS BEFORE YOUR EVENT. BC Gaming requires 10 business days to process licenses, and the Gaming Director needs 7 days to submit the application, hence the 21 day timeline.**

Kerry Park Minor Hockey Teams can only apply for Class D gaming licenses. A Class D gaming event licence is permitted only for gambling events that project \$5,000 or less in gross revenue.

## **Eligible Gambling Events**

- Ticket Raffle
  - Regular Ticket Raffles (e.g. basket raffle)
  - Percentage Raffles (e.g. 50/50)
  - Token Raffles (e.g. rubber duck race)
  - Event Pools, Sports Pools & Player Drafts (max ticket price is \$2)
  
- Independent Bingo
  - Regular Bingo Games
  - Combination Games
  - Pre-Called and Odd-Even Games
  - Progressive Prize Games



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➤ Bonus Games

## Restrictions

- A maximum gross revenue of up to \$20,000 in a calendar year
- A maximum gross revenue of up to \$5,000 per licence
- Individual prize values must not exceed \$500 (at fair market value)
- Purchased raffle prizes cannot exceed 50% of the projected gross revenue
- A maximum \$2 charge per individual ticket

## Processing Fee(charged to the team and included in the team budget as an expense)

- \$10

Things to note:

- A Gaming License is required for all 50/50 draws, raffles and sports pools etc. The Gaming Director will apply for all licenses and let you know once approved.
- Funds earned from 'gaming' are tracked separately from seed money. These funds must all be deposited in your secondary Team account labelled "Gaming".
- All teams will be responsible for the accounting and tracking of all fundraising monies. Teams must fulfill all current BC Gaming requirements with regards to licensing and reporting including sending the KPMHA Gaming Director all the info needed to fill out the Gaming Event Revenue Report. These Gaming Event Revenue reports **MUST** be filled out witherhin 30 days of your event.
- A "beverage and burger" night or silent auction does not require a gaming license. But if you do 50/50 raffle during this event then you must have a gaming license.

The Gaming Director will provide you with license and instructions on how to conduct your raffle. If you have any questions please contact the Gaming & Fundraising Director at [gaming@islanderhockey.ca](mailto:gaming@islanderhockey.ca).

## **Regular Ticket & Percentage Draw Raffles**

**Regular ticket raffles** are your standard "chance to win a prize" draws. Tickets are sold on a single prize that was bought/donated or multiple prizes or baskets of multiple items. Regular ticket raffle procedures can be found below or online [here](#). **PLEASE NOTE THAT FOR ANY RAFFLE THAT EXTENDS PAST ONE-DAY (ie basket raffles at tournaments), CUSTOM PRINTED TICKETS ARE REQUIRED AND WILL COST THE TEAM.**

**Percentage ticket raffles** are often referred to as 50/50's, however, percentage raffles may also be split in alternate ways (i.e. 60/40, 70/30) with approval. Tickets are sold on a chance to win a



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percentage of the revenue received. Percentage(50/50) raffle ticket procedures can be found below or online [here](#).

## **Victoria Royals 50/50 Ticket Raffles**

Each year the Victoria Royals accept applications from non-profit groups to host a 50/50 at a game. This is a unique scenario and the only time when the association's gaming license is needed. As a result there will be a cap on how many the association will allow. Teams that are interested in this opportunity are asked to contact the Gaming & Fundraising Director at [gaming@islanderhockey.ca](mailto:gaming@islanderhockey.ca). Victoria Royals 50/50 raffle ticket procedures can be found below or online [here](#).

## **Regular Ticket Raffle Procedures**

When conducting a raffle it is important that the guidelines set out by the BC Gaming Branch are followed and records are kept of each draw. Teams get a Class D license which has a maximum revenue of \$5,000 and maximum individual prize of \$500. You can award multiple prizes of up to \$500 if conducting multiple draws.

**PLEASE NOTE IF YOU ARE RUNNING A TICKET RAFFLE OVER A MULTI DAY PERIOD, YOU ARE REQUIRED TO PRINT PROFESSIONAL TICKETS. FOR ONE DAY RAFFLES WHERE THE PRIZE IS AWARDED THAT DAY, ROLLS OF TICKETS ARE OK.**

## **Team Manager/Fundraiser Responsibilities**

- Fill out the raffle application form located on the web site 21 DAYS in advance of your event. <http://www.islanderhockey.ca/form/4396>
- Secure enough volunteers to successfully run the raffle
- Buy rolls of raffle tickets if raffle is a one-day event.
- Design/print custom tickets if required. Certain requirements apply. Check with Gaming Director.
- Print ticket tracking forms for the draw(s)
- Print Raffle Revenue Tracker form
- Bring cash can, raffle tickets, raffle license, envelopes for cash, buckets and all forms.
- Deposit money into the team's Gaming Account
- Submit revenue tracker form, copy of bank deposit slip, all team copies of tickets sold, and unused tickets to Gaming Director within 30 days of the event
- **Predetermine the prizes and their approximate value, as that information is required on the application form. If exact details are not known some as simple as Gift Basket or Gift Card \$150 value is sufficient.**

## **Gaming Director Responsibilities**

- Apply for the license and forward that onto the team when it is ready
- Supply team with raffle procedures, ticket tracker form, and revenue tracker form





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- Submit post event revenue report

## Running the Raffle

- Ticket prices must be visible in the raffle selling area. Ticket prices MUST match the gaming license  
Buyers are given one side of the two-sided tickets. The other side is kept
- Have a bucket or pouch with sellers to keep the tickets in. Team copies of custom printed tickets must be kept on file for 7 years.
- Complete the ticket tracker form with winning ticket #(attach ticket) and winner's information. Make sure the winner signs the form.
- The winner must be present to accept their prize or tickets are drawn until a winner comes forward. If the raffle is a multi-day event, the winner is the first ticket drawn and every effort must be made to contact the winner.
- After the raffle is over, two volunteers must count the money and complete revenue tracker form.
- Deposit funds into team's **gaming account**

## **50-50 Raffle Procedures**

When conducting a raffle it is important that the guidelines set out by the BC Gaming Branch are followed and records are kept of each draw. Teams get a Class D license which has a maximum revenue of \$5,000 and maximum prize of \$500. You can award multiple prizes of up to \$500 if conducting multiple draws.

## Team Manager/Fundraiser Responsibilities

- Fill out the raffle application form located on the web site 21 DAYS in advance of your event. <http://www.islanderhockey.ca/form/4396>
- It is important when deciding on draw times that you allocate for time to count the money. So if prize draws happen in the last 20 minutes of each game, then you close off the draw at least 5-10 minutes before that to ensure you have enough time for both volunteers to count the money.
- Secure enough volunteers to successfully run the raffle
- Buy rolls of tickets if a one-day raffle. If a multi-day raffle, custom tickets need to be printed.
- Design/print custom tickets if required. Certain requirements apply. Check with Gaming Director.
- Print ticket tracking forms for the draw(s)
- Print Raffle Revenue Tracker form
- Bring cash can, raffle tickets, raffle license, envelopes for cash, buckets and all forms.
- Deposit money into the team's Gaming Account
- Submit revenue tracker form, copy of bank deposit slip, all team copies of tickets sold, and unused tickets to Gaming Director

## Gaming Director Responsibilities

- Apply for the 50/50 license and forward that onto the team when it is ready
- Supply team with raffle procedures, ticket tracker form, and revenue tracker form
- Submit post event revenue report



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## Running the Raffle

- Fill out 50/50 ticket tracker with date and starting ticket numbers before EACH draw.
- When selling tickets be sure to sell the correct colour for each price point (ie. \*Blue: 1 for \$2 tickets, \*Red: 3 for \$5 tickets)
- Buyers are given one side of the two-sided tickets. The other side is kept
- Have a bucket or pouch with sellers to keep the tickets in. Only discard these IF the raffle is a one-day event and only after the prize has been claimed.
- Have two volunteers count the money collected for each draw BEFORE awarding the prize and have BOTH volunteers sign the ticket tracker form
- Draw the winning ticket. A winner must come forward so keep drawing tickets until prize is claimed.
- Complete the 50/50 ticket tracker with winning ticket #(attach ticket) and winner's information. Make sure the winner signs the form
- The 50% proceeds to the winner is given at the time of the draw and the portion for the team is securely kept in a closed envelope/cash can
- After game or tournament have two volunteers count all the money and complete revenue tracker form. In the case of tournaments, money is counted after the last draw is conducted
- Deposit funds into team's **gaming account**

## **Victoria Royals 50/50 Ticket Raffle Procedures**

50/50 raffles at Royals games are conducted using the Association's gaming account so it is extremely important that these are managed correctly. There will be a cap on how many Royal raffles can occur in a year. These will be awarded first come first serve. Please inform the Gaming Director and/or VP Admin & Finance before securing this type of raffle. Maximum revenue for Royals raffles is \$5000.

## Team Manager/Fundraiser Responsibilities

- Inform Gaming Director and/or VP Admin AT LEAST 21 DAYS in advance of Royals game
- Fill out the raffle application form located on the web site <http://www.islanderhockey.ca/form/4396>.
- It is important when deciding on draw time that you allocate for time to count the money. So if prize draw happen at 10 mins of 3<sup>rd</sup> period then you close off the draw at least 10 minutes before that to ensure you have enough time for both volunteers to count the money before awarding the prize
- Secure enough volunteers to successfully run the raffle
- Print ticket tracking forms for the draw(s)
- Print Raffle Revenue Tracker form
- Bring cash can, raffle tickets, raffle license, envelopes for cash, buckets and all forms
- Fill out 50/50 ticket tracker before and after draw takes place
- At the game, ensure two volunteers count the money before the prize is awarded and fill out the revenue tracker form. Both volunteers MUST sign the form
- Submit revenue tracker form and cash, along with all used/unused tickets, to Gaming Director

## Gaming Director Responsibilities

- Apply for the 50/50 license and forward that onto the team when it is ready
- Supply team with raffle procedures, ticket tracker form and electronic revenue tracker form



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- Submit post event revenue report
- Work with VP Admin to deposit funds and transfer proceeds to the team
- Deposit funds into association gaming account

## Running the Raffle

- Fill out ticket tracker form with date and starting ticket numbers for all ticket colours
- When selling tickets be sure to sell the correct colour for each price point ie. \*Blue: 1 for \$2 tickets \*Red: 3 for \$5 tickets \*White: 8 for \$10 tickets
- Buyers are given one side of the two-sided tickets. The other side is kept
- Have a bucket or pouch with sellers to keep the tickets in
- After the winner is drawn be sure to keep all the other tickets that were sold
- Complete the 50/50 ticket tracker with winning ticket #(attach ticket) and winner's information. Make sure the winner signs the form
- The 50% proceeds to the winner is given at the time of the draw and the portion for the team is securely kept in a closed envelope/cash can
- Submit forms, cash, all team copies of tickets sold and unsold tickets to Gaming Director

## **Chuck a Duck Procedures**

Chuck a Duck is another easy way to fundraise for your team. It is considered a game of skill, so BC Gaming rules do not apply and a raffle license is not required. Similar to the Chuck a Puck concept, spectators purchase ducks and throw them onto the ice toward a target (centre ice) and the closest duck wins a prize.

## Team Manager/Fundraiser Responsibilities

- Book/sign out ducks from the VP Admin 7 DAYS in advance of your event [vp\\_admin@islanderhockey.ca](mailto:vp_admin@islanderhockey.ca). Ducks are available in up to 3 bags of up to 225 ducks. Once confirmed you can sign out the ducks for game day, arrange a time for pickup at doorstep of VP Admin
- Secure enough volunteers to successfully run the duck toss
- Print Chuck a Duck Tracking Form
- Print Chuck a Duck Winners Form
- Bring cash can, envelopes for cash, ducks, all forms and price sheets
- Deposit money into the team's main bank account
- Send a copy of the deposit to the Team Treasurer so that they know to record funds raised in your team budget
- Return the ducks to the VP of Admin door step



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## VP of Admin Responsibilities

- Arrange a time for a team representative to pickup the ducks
- Supply team with Chuck a Duck Procedures, Chuck a Duck Tracking Form, Chuck a Duck Winners Form, and pricing sheet

## Running the Fundraiser

- Fill out Chuck a Duck Tracking form with date and team before you start selling ducks
  - Have a can/tin to keep cash in
  - It is important that the duck toss happens at the end of the game for recreation games and U7-U9 games OR between 2nd and 3rd periods (with at least 20 min left in the game) for Rep games
  - When selling ducks be sure to record the buyer's name/phone # beside the correct number on the tracking form (make sure the duck number matches)
  - Buyers hold onto the ducks they purchased until the duck toss
  - Cut off duck sales so that you have time to count the money prior to starting the duck toss. \*Always have two team volunteers when counting money\* - count the money collected BEFORE awarding the prize and have BOTH volunteers sign the Chuck a Duck Winners Form
  - It is recommended to schedule 5 minutes for the duck toss and collection of ducks
- 
- Instruct buyers to toss their ducks onto the ice surface when instructed, but not before. Ask 2 on ice officials to verify the duck closest to the target - (the winning duck)
  - Two on ice officials can pick up the winning duck and bring it to the time box where the winners name can be announced to the crowd with instructions on how to receive their winnings
  - Once on-ice officials pick the winning duck then the KPMHA players on the ice can collect the rest of the ducks and place into carry bags, prior to the Zamboni coming out to clean the ice
  - Complete the Chuck a Duck Winners Form with winning duck # and winner's information. Make sure the winner signs the form prior to giving them their winnings
  - The 50% proceeds to the winner is given at the time of the duck toss and the portion for the team is securely kept in a closed envelope/cash can
  - After game or tournament have two volunteers count all the money and complete revenue tracker form. In the case of tournaments, money is counted after the last Chuck a Duck is conducted
  - Deposit funds into team's **main bank account**
  - Record fundraising total in your team's budget.



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## Chuck-a-Duck

**\$2 for 1 Duck**

**\$5 for 3 Ducks**

**50-50**

**Prize!**

**\$\$ Win half  
the sales \$\$**

