



Fundraising Policy

Approved by: Board
Effective Date: July 28thth 2022
Updated: July 30th 2022

Purpose

To successfully run our programs, Sunridge Ski Club needs diverse and stable revenue streams.

The new fundraising policy is a revenue generating avenue that spreads the cost of running a successful ski racing program with the wider community while keeping athlete base fees at the lowest levels in Alberta.

Details

- Every family is required to pay a \$200 fundraising deposit at time of registration. Post-dated cheques will not be accepted.
- The deposit will be charged per family, not per athlete.
- The fundraising deposit cannot be deferred, and on-snow athlete participation is contingent on payment of the fundraising deposit.
- The fundraising deposit will be refunded **if** the family has raised the equivalent amount (\$200) at a minimum. The hope is that families will be able to raise more than the minimum requirement.
- The deadline to raise the minimum requirement of \$200 is April 30 of that program year.
- The form of fundraising is at the discretion of the family though ideas are provided in the FAQ below.

FAQ

Why are you introducing a new fundraising policy?

- The pandemic years have shown that Sunridge is financially too reliant on gaming proceeds. Gaming proceeds from both bingos and casino vary from year to year and have declined significantly during the past years.
- AGLC has indicated that casinos will be held in 3-year intervals instead of the customary 2-year intervals, further eroding the availability of gaming proceeds in any given fiscal year.
- Sunridge's membership has been steadily increasing which is fantastic news for the Club.
- Reduced gaming proceeds and increased athlete numbers have resulted in decreased funding for each athlete, thus necessitating additional revenue generation.
- Sunridge Executive carefully weighed various options, particularly the raising of base fees as well as the need for other revenue streams.
- The new fundraising policy had 2 main goals:
 - Keep base fee increases to a minimum, and
 - Afford families the opportunity to share the financial costs of program participation with their wider communities.

How can I pay my fundraising deposit?

- The fundraising deposit will need to be added to your registration in RAMP.
- Each family is responsible to ensure they have paid their deposit during registration as part of their first athlete's registration process.
- Failure to pay the deposit during registration will result in delay of your athlete's participation in program activities.

What forms of fundraising can I participate in?

- The intent of the fundraising policy is to allow for families to be as creative as they want.
- There are no formalized instructions though some ideas are:
 - Soliciting corporate sponsorships (contact Sunridge.pres@gmail.com for the template)
 - Bottle drive in your community
 - Bake sale in your community
 - Canvassing businesses in your community
- For items that overlap with the base points for your Bronze, Silver or Gold volunteer commitment packages (such as solicitation of sponsors), these items will count towards your base package points first before applying towards your fundraising deposit.

Can I use the Sunridge Ski Club logo?

- Fundraising will not be conducted in the name of Sunridge Ski Club but by families individually for the benefit of Sunridge Ski Club.
- However, the Sunridge Ski Club logo can be used in your fundraising efforts as long as it is made clear that you are raising funds for the benefit of Sunridge Ski Club and are not characterizing Sunridge Ski Club as the fundraising entity.

Who can fundraise on behalf of my family?

- The onus of fundraising remains with the family, and other Sunridge members are not required to assist in your fundraising efforts.
- So widen your circle of helpers to your family, friends, work colleagues, etc.
- The idea is to give families the flexibility to get creative with their ideas and request for help.
- Families can work together to meet this requirement (e.g. get together and do a bottle drive together).

Where can I fundraise?

- The idea behind the policy is to extend fundraising beyond the Sunridge membership and into the wider community.
- The target audience of your fundraising efforts should focus outside of Sunridge Ski Club.
- Potential communities can span the gamut of your neighbourhood community, your work community, your friends & families, your church, etc.

What are the Rules of Conduct for fundraising?

- As mentioned before, fundraising will not be conducted in the name of Sunridge Ski Club but by families individually for the benefit of Sunridge Ski Club.

- As such the only requirement is that your conduct reflect the values and rules of conduct as laid out in Sunridge Ski Club's racer/parent conduct requirements as signed during registration.

What if I cannot raise or do not have the time to raise the minimum required amount of \$200 within the program year (ends April 30)?

- Donation of your fundraising deposit is considered an acceptable form of fulfilling your fundraising commitment.