

FUNDRAISING & SPONSORSHIP POLICY

Responsibility: Board of Directors

Scope of Policy: Entire club

Adopted: September 16, 2025

To be reviewed: Within two years of being adopted



1. Purpose:

This policy is designed to ensure Vortex Water Polo (VWP) is committed to ethical fundraising and sponsorship activities. All donations and sponsorships solicited on behalf of the organization shall be used to further its mission and vision.

2. Definitions

Donation: A voluntary contribution of money or goods to the club without expectation of commercial return or benefit

Sponsorship: A financial or in-kind contribution made by a business or individual in return for recognition or other agreed-upon benefits

Fundraising Activity: Any initiative designed to raise funds for the club, including events, campaigns, or sales

Contribution: A collective term for both donations and sponsorships received by the club

Recognition: The means by which the club acknowledges and thanks sponsors and donors, such as through website listings, social media, or event acknowledgements

3. Guidelines

VWP's guiding fundraising principle is simple: we will only use techniques that we would be comfortable having used on ourselves. Funds shall be solicited in a respectful manner and without pressure.

In doing so, the organization will adhere to the following standards:

- Fundraising and sponsorship activities will comply with all relevant laws, including applying for necessary licences and permits
- Any communications to the public will be truthful and non-deceptive

- All promotional materials must contain a statement of purpose (e.g., “Proceeds are for the benefit of Vortex Water Polo and its athletes”)
- All monies raised will be used for the stated purpose and will comply with the organization’s mission and vision
- All personal information collected is confidential and will not be disclosed to third parties without consent
- No person directly or indirectly employed by or volunteering for VWP shall accept commissions, bonuses, or payments for fundraising or sponsorship activities on behalf of the organization
- A Fundraising Committee of the board may be formed to carry out fundraising tasks and report to the board
- All fundraising or sponsorship initiatives must have prior approval of the Board, as recorded in meeting minutes
- A statement estimating income and expenses will be prepared prior to the commencement of any new fundraising or sponsorship activity
- Fundraising or sponsorship activities will not be undertaken if they expose VWP to significant financial risk or may be detrimental to the good name or community standing of the club
- Contributions will only be accepted from companies, organizations, and individuals the Board considers ethical
- All fundraising and sponsorship activities will be evaluated by the Board for determination of continued offering
- A report on fundraising and sponsorship will be prepared by the fundraising committee for inclusion in VWP’s annual report

4. Policy

Principles

- Sponsorships must reflect the values and mission of VWP
- Benefits to sponsors will be consistent, realistic, and aligned with the club’s capacity
- Recognition will focus on community visibility, not commercial exploitation of athletes
- The Board will retain discretion to decline any sponsorship that creates a conflict of interest or compromises the reputation of the club

Levels of Support

- Supporter (\$250+) – Recognition on website and seasonal thank-you post
- Community Partner (\$500+) – All of the above, plus recognition on team schedules more frequent social media acknowledgements, inclusion in Vortex newsletters, and a Vortex t-shirt

- Major Partner (\$1,000+) – All of the above, plus featured on website homepage, sponsor spotlight posts, recognition at club-hosted events and the opportunity to speak, and logo on special event communications

Conflict of Interest

Where sponsors are also current or past parents/guardians, the Board must ensure that the sponsorship is accepted in good faith, does not create undue influence, and is consistent with the club's Conflict of Interest Policy.