

Squamish Pirates Swim Club Fundraising & Sponsorship Policy



Date of Approval: September 23, 2025

In this document "Organization" refers to Squamish Pirates Swim Club

1. Purpose

This policy applies to all fundraising and sponsorship activities undertaken by or on behalf of the Squamish Pirates Swim Club (Organization), including sponsorships, donations, grants, events, campaigns, and in-kind contributions. Fundraising for individual members, specific teams, or programs must be approved by the Board and conducted in accordance with guidelines to ensure fairness and transparency across programs. The purpose of this policy is to establish clear and consistent guidelines for planning, securing, managing, and celebrating fundraising and sponsorship activities that help the Organization thrive. Fundraising (including sponsorships, donations, grants, events and campaigns) is vital to supporting athlete development, equipment, team travel, facilities, and programming. This policy ensures fundraising and sponsorship activities reflect our mission, vision, and values while maintaining transparency, integrity, and mutual benefit for all stakeholders.

2. Objectives

- a. Financial Support – Generate funding and in-kind contributions that directly benefit athletes and club operations.
- b. Alignment – Partner with organizations that share our values of growth, excellence, fun, and community.
- c. Mutual Benefit – Ensure all sponsorships provide value to both the sponsor and the organization.
- d. Community Connection – Build positive, lasting relationships that strengthen the ripple effect of our work in Squamish and beyond.
- e. Diverse Revenue Streams - Encourage donations, grants, and events/campaigns alongside sponsorships, to reduce reliance on any one source.
- f. Equity & Fairness - Ensure funds raised are allocated for the benefit of the Organization as a whole, not to individual members, unless explicitly approved by the Board and communicated in advance of fundraising.

3. Definitions

- *Sponsorship* – A cash or in-kind (product/service) contribution provided to the Squamish Pirates Swim Club in exchange for agreed recognition or benefits.
- *Donation* – A cash or in-kind gift with no expectation of return or promotion by the organization.
- *Fundraising* - Any activities intended to generate financial or in-kind support for the organization.
- *Grant* - Funds provided by governments, foundations, or agencies, usually for specific purposes.
- *Fundraising Event* - A club-organized activity (ie. swim-a-thon, raffle, pub night, bottle drive) intended to raise funds.
- *Restricted Donation* - A cash or in-kind gift designated by the donor or grantor for a specific purpose. The Organization is legally and ethically obligated to use restricted funds only for the purpose specified by the donor.
- *In-kind Contribution* - Goods, services or other non-cash resources provided to the Organization instead of a financial contribution. In-kind contributions may take the form of a sponsorship or donation.

- *Member* – Any registered swimmer, coach, or individual holding membership with the Squamish Pirates Swim Club in good standing.
- *Board* - The elected Board of Directors of the Squamish Pirates Swim Club responsible for governing and overseeing the organization.

4. Eligibility Criteria

Fundraising activities and sponsors must:

1. Align with the mission, vision, and values of the Squamish Pirates Swim Club.
2. Positively reflect on the reputation and image of the club.
3. Support athlete-first principles and community well-being.
4. Be subject to Board approval, with the right of refusal of any activity or sponsorship that does not meet these standards.
5. Comply with relevant laws, regulations, and licensing (ie. gaming licences for raffles)

5. Responsibilities of the Board

1. Approve, decline, or revoke fundraising and sponsorship activities in line with this policy.
2. Ensure all agreements are formalized through written agreements signed by the Director of Fundraising & Sponsorship or Club President.
3. Safeguard the integrity of the club's image and ensure no conflicts of interest.
4. Oversee sponsorship categories, benefits, and recognition annually.
5. Approve all major fundraising initiatives, including the annual fundraising plan prepared by the Fundraising & Sponsorship Committee, and ensure compliance with financial and legal obligations.
6. All promotional materials, communications, and letters used to approach potential sponsors must be prepared under the guidance of the Fundraising & Sponsorship Committee and approved by the Board or the Director of Fundraising & Sponsorship prior to distribution. This ensures consistency with the Organization's values, branding, and governance standards.
7. The Board delegates operational implementation of fundraising and sponsorship initiatives to the Fundraising & Sponsorship Committee, chaired by the Director of Fundraising & Sponsorship, while retaining oversight and approval authority.

6. Member Involvement

1. Members and the Fundraising & Sponsorship Committee may assist in identifying or approaching potential sponsors and fundraising opportunities but may not commit the organization to any agreement or activity without Board approval.
2. The Fundraising & Sponsorship Committee, led by the Director of Fundraising & Sponsorship, will prepare an annual fundraising plan, including objectives, goals, and tactics/actions, for Board approval at the start of each season. This plan guides all fundraising and sponsorship initiatives for the year.
3. Member-driven fundraising that directly benefits individuals (ie. travel cost offset fundraising) must follow Board-approved guidelines to ensure fairness and transparency.
4. Program-specific fundraising (ie. OCat team travel, summer program events) must be conducted in accordance with Board-approved guidelines and with clear communication to donors and members about the intended use of funds. Funds raised for specific programs will be allocated to those programs unless otherwise directed and approved by the Board.

7. Sponsorship Benefits

Recognition will be tailored to the sponsorship level and may include:

- Logo placement on club apparel, banners, website, or social media.
- Written and verbal acknowledgment at events, in newsletters, communications, social media posts or in meet materials.
- Opportunities to engage with athletes and the club community.
- Inclusion in updates highlighting athlete and club achievements.
- Recognition material for sponsor to display at their business

The Organization will ensure sponsor recognition is meaningful but will not explicitly endorse sponsor products or services.

8. Sponsorship Responsibilities

Sponsors are expected to:

- Provide agreed-upon financial or in-kind contributions on schedule.
- Deliver goods/services as outlined in their agreement.
- Promote the sponsorship relationship respectfully and in good faith.
- Sponsors cannot use the official logo or name of the Organization in conjunction with any product or service without approval from the Board.

9. Club Responsibilities

The Organization commits to:

- Delivering recognition and benefits as outlined in agreements.
- Maintaining professional, positive communication with sponsors.
- Providing updates on the impact of sponsorship contributions at request of the sponsor.
- Ensuring all actions reflect the values of integrity, respect, and community support.

10. Allocation of Fundraising & Sponsorship Funds

1. All fundraising and sponsorship revenues are the property of the organization and will be managed by the Board in accordance with the Club's mission, vision, and values.
2. Funds will be allocated to support club priorities such as athlete development, coaching, equipment, team travel, facility use, and program enhancements.
3. Restricted donations or grants will be used for their intended purpose, unless otherwise approved by the donor/grantor and the Board. Funds raised for specific programs or activities will be allocated to those programs, provided the fundraising initiative was approved by the Board. Any remaining funds will be used to support the Organization as a whole.
4. Allocation decisions may be made by the Board during the year as funds are secured, and a full report must be reported to members at the Annual General Meeting by the Director of Fundraising & Sponsorship and Treasurer.
5. Funds will not be used for personal benefit of individual members, coaches, or staff, unless explicitly approved as part of authorized club expenses.
6. The Treasurer will ensure accurate accounting and reporting of all fundraising revenues and expenditures, with oversight by the Finance Committee and Board.
7. The Board reserves the right to reallocate funds as necessary to respond to changing needs, provided allocations remain consistent with the Club's mission and values.

11. Fundraising Events

1. All fundraising events must be approved by the Board or Fundraising & Sponsorship Committee.
2. Events must comply with all relevant laws and regulations, including licensing requirements.

3. A budget and allocation plan should be submitted to and reviewed by the Fundraising and Sponsorship committee prior to Board approval of the event or campaign.
4. Net proceeds must be reported to the Treasurer and included in annual financial statements.
5. The Board retains final approval of all fundraising events, with input from the Fundraising and Sponsorship Committee.

12. Sponsorship Agreement

A formal written agreement template will be used and will include:

- Sponsorship level and contributions.
- Benefits and recognition offered.
- Duration and renewal terms.
- Any restrictions or exclusivity clauses.

The Organization will not require written agreements for donations or other general fundraising contributions; agreements are required only for sponsorships.

13. Review and Evaluation

This policy will be reviewed annually by the Policy & Governance Committee with recommendations to the Board. Feedback from sponsors, members, and community partners will inform updates. The Fundraising & Sponsorship Committee will support this review by assessing the effectiveness of different fundraising streams (sponsorships, donations, grants, events) and providing data, analysis, and recommendations. The Director of Fundraising & Sponsorship will report these findings and the Committee's assessment to the Board annually, highlighting successes, challenges, and opportunities for improvement.

14. Sponsorship Levels

Sponsorship levels and packages will be developed annually as part of the fundraising plan by the Fundraising & Sponsorship Committee and submitted to the Board for approval in compliance with the Fundraising and Sponsorship Policy. Recognition provided should never exceed the value of the contribution.