



October 2, 2024

To: All Provincial Sections & Swim Clubs
From: Suzanne Paulins, Acting Chief Executive Officer

Subject: 2025 SWIM-A-THON



We are excited to report fundraising has surpassed seven figures across the country, with gross fundraising totalling \$1,112,848 – representing a 24% increase (\$216,065) from the previous fundraising season. Total individual fundraising pages increased by 27% (3,712 pages) and as a result boosted overall donations by 18% (18,768 donations). Compared to last season, 10% more clubs actively fundraised this season, with nearly 40% of all fundraising taking place in April (\$442,753).

This year marked the second fundraising season under Swimming Canada's owned donation platform. Building off the success of the previous two fundraising seasons, Swimming Canada would like to update and remind our fundraising community on the below:

- All of last year's pages will be archived, please instruct your club membership to create new fundraising pages each year as to avoid confusion when issuing payouts. Fundraising totals will only be calculated on pages created between September 1, 2024 and August 30th 2025.
- Please create one page per swimmer, this allows us to accurately calculate and award individual fundraising prizes.
- Please do NOT create "club" pages. Again, there is no longer an "umbrella" structure on the new donation platform - each new 'personal' page that is created is bound to a province and a club, so the funds will be attributed to your club when payouts occur. Clubs can determine their overall fundraising by clicking the Fundraising Statistics section found in the footer of the website on any page.
- The donation platform clearly informs donors that no tax receipts will be issued before they proceed to payment. Our swim clubs have successfully run the program without jeopardizing Swimming Canada's charitable status. After reviewing past Swim-a-Thon programs where tax receipts were not provided, we will continue with this approach.



- Offline donations can be processed on the donation platform by entering any donor's name before using a credit card (which can be in a different name than the donor name). For example, if Grandma donates \$20 to Taylor's fundraiser, Taylor's parents can use their credit card to process the donation, but they can enter Grandma's name in the Name fields under the "Make a donation" section. This will not affect credit card processing and will allow the funds from the offline donation to flow to the appropriate clubs.

This year's Top Individual Fundraiser 'Age Group' winner, raising a grand total of \$8,150 is **Addison Richards** of Uxbridge Swim Club (USC) in Ontario. For their efforts, Addison's prize includes a \$3,500 travel credit to take their family on a trip anywhere they choose. The Top Individual Fundraiser 'Age Group' runner-up, raising a total of \$4,378, is **Elle Holland** of the Halifax Trojan Aquatic Club (HTAC) in Nova Scotia. Elle wins a \$1,000 travel credit!

For a third year in a row, the Top Fundraising Club 'Overall', raising a grand total of \$91,538, is the **Toronto Swim Club** (TSC) in Ontario (267 active fundraising pages). The Top Fundraising Club 'Per Registered Swimmer' (PRS) is the **Williams Lake Blue Fins** (WLBFF) in British-Columbia. The Blue Fins raised \$17,098 with 30 registered swimmers - an average of \$570 per swimmer. Both clubs will receive a memorable visit from a current or alumni member of our National Team! Speedo Grand Prize winners along with All Tides Bonus Prize winners will be contacted individually in October. Once all winners have been contacted, a full list will be posted on the [Swim-a-Thon website](#).

2025 Swim-a-Thon fundraising windows and season payout schedule:

As we continue to offer year-round fundraising opportunities, we will provide four payout windows as follows:

| Category | Fundraising window | 2024-2025 Season Payout |
|--|--------------------------------------|-------------------------|
| Age group & masters swim clubs | October 1, 2024 to December 31, 2024 | January 2025 |
| Age group & masters swim clubs | January 1, 2025 to February 28, 2025 | March 2025 |
| Age group & masters swim clubs | March 1, 2025 to May 31, 2025 | June 2025 |
| Age group, masters and summer swim clubs | May 1, 2025 to August 31, 2025 | September 2025 |



2025 Swim-a-Thon prizing:

All Age Group, Masters and Summer clubs, including their swimmers, who participate in Swim-a-Thon between October 1, 2024 and August 31, 2025 are eligible for prizing. Again this year, for every \$25 an individual raises, they are rewarded with entries to win one of five Speedo Grand Prizes. Raise \$50, they have 2 entries into each draw. Raise \$500, they are rewarded with 20 entries into the Grand Prize draw.

| Partner | Prize Level* | Qty | Details |
|--------------------|---------------------------------------|-----|--|
| Speedo | Grand Prize | 5 | Each Grand Prize includes: <ol style="list-style-type: none"> 1. 1 teamster backpack 2. 2 training suits 3. 2 pairs of goggles 4. 1 mesh bag |
| Swimming Canada | Top Individual Fundraiser 'Age Group' | 2 | Top Prize includes: \$3,500 travel credit Runner-Up Prize includes: \$1,000 travel credit |
| | Top Fundraising Club 'Overall' | 1 | Prize includes: National Team Member visit (current or Alumni) |
| | Top Fundraising Club 'PRS' | 1 | Prize includes: National Team Member visit (current or Alumni) |

**Prizing Rules and Regulations*

Opens October 1, 2024 and closes August 31, 2025

There are no returns or exchanges on the Speedo Grand Prize items.

Odds of winning are dependent on number of eligible entrants for each prize level.

Per registered swimmer (PRS) is calculated as the total amount raised divided by the total number of registered competitive swimmers.



Club participation in Swim-a-Thon program:

Swim-a-Thon is a registered trademark of Swimming Canada. In order to host a Swim-a-Thon, swim clubs and their swimmers must be registered members of Swimming Canada and their affiliated Provincial Section and comply with all Swimming Canada Rules and Procedures governing Swim-a-Thon. Swim clubs must register and participate through Swimming Canada's official online Swim-a-Thon system platform only. Funds raised will not be released to a swim club if it is not registered and in good standing with their respective Provincial section.

Club grants:

Clubs will continue to receive a grant for 90% of the gross amount raised through Swim-a-Thon. These grants are only to be used for club operations as outlined in the affidavit that must be signed by the club upon registration for Swim-a-Thon, in order to receive their grant. Of the 10% retained by Swimming Canada, the Provincial Section is given a 4% grant which Provincial Sections use to support Swim-a-Thon; 3-4% is for processing fees, updates to the Swim-a-Thon online system, and prizing; and the balance of 1-2% goes towards National swimming programs.

For-profit clubs:

For-profit clubs as identified by their Provincial section may not participate in Swim-a-Thon, nor can their affiliated parent booster clubs.

We are looking forward to another successful fundraising season.

Kind regards,

Suzanne Paulins
Acting Chief Executive Officer, Swimming Canada
Charitable Registration Number (119350825 RR 0001)