



**FUNDRAISING POLICY**

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**Introduction**

The Board of Calgary West Soccer Club is committed to ensuring that fundraising activities are carried out in an ethical manner.

This policy applies to the Board, casual, permanent and contract staff and volunteers.

It is the duty of the Board, Administrative staff, Operations staff, and membership to execute this policy when dealing with any Fundraising activities.

**Purpose**

The purpose of this document is to identify Calgary West Soccer Club position on fundraising practice and to document the standards expected in raising funds or Grants from the community or other entities, such as government or private sector.

It is the intention of this policy to align with the Vision and Goals of the Calgary West Soccer Club while ensure the highest standards and ethical behavior are observed when anyone engages in any Fundraising activities in behalf of the Calgary West Soccer Club.

**Authorization**

*Miguel Kanafany*  
 Director of Fundraising  
 Calgary West Soccer Club



## Policy

Calgary West Soccer Club guiding fundraising principles are simple and as follows:

- 1) All fundraising activities will be regulated by the boundaries of this policy.
- 2) Guidelines are approved by the board and described on this document.
- 3) CWSC will only use techniques that we would be happy to be used on ourselves.

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

- Fundraising activities carried out by Calgary West Soccer Club will comply with all relevant Federal and Provincial laws.
- Any communications made to the public in the course of carrying out a fundraising activity shall be truthful and non-deceptive.
- Full disclosure will be a cornerstone of the Fundraising policy of the Calgary West Soccer Club and information regarding the allocation of proceeds or grants from fundraising will be documented and made available to donors or authorities upon request.
- All monies raised via fundraising activities will be for the stated purpose of the appeal and will comply with the Calgary West Soccer Club stated vision, mission, and purpose.
- All personal information collected by Calgary West Soccer Club is confidential and is not for sale or to be given away or disclosed to any third party without prior written consent.
- Nobody directly or indirectly employed by or volunteering for Calgary West Soccer Club shall accept commissions, bonuses, payments, or discounts for fundraising activities.
- Only the person(s) designated by the Board are allowed to handle the proceeds from the given fund raiser
- Any general solicitations undertaken and handled by telephone or door-to-door solicitation will have to be approved by designated Club representatives prior to taking place.



- A statement estimating income and expenses will be prepared prior to the commencement of any new fundraising and any financial risks to Calgary West Soccer Club has to be estimated and approved by the Board.
- Fundraising activities should not be undertaken if they will expose the organisation to significant financial risk.
- Fundraising activities should not be undertaken if they may be detrimental in any way to the good name or community standing of Calgary West Soccer Club.
- Financial contributions will only be accepted from companies, organisations and individuals the Board considers ethical. Companies and organisations specifically excluded from making financial contributions to Calgary West Soccer Club include tobacco or alcohol companies, companies using child labor or any company who's ethics have been questioned or is involved in any legal procedure in regards to their ethical behavior.
- A report on fundraising will be prepared by each one of the two representatives of the fundraising channels and delivered by the Director of Fundraising for inclusion in Calgary West Soccer Club annual report.
- All fundraising activities must have the prior approval of the Board, as recorded in meeting minutes. If vote is done via email, a copy of the motion and approval should be printed and retained in file by the club.
- No individual Board Member, Employee, or Member of the club is authorized to engage in Fundraising activities on behalf of the Calgary West Soccer Club without the explicit authorization of the designated representatives of the club.

### **Liability**

- The Calgary West Soccer Club does not assume responsibility for any misrepresentation or mismanagement for any Fundraising programs that haven't been approved by the Board and that are managed by the Calgary West Soccer Club.
- No member of the Board accepts personal liability for those decisions made by the Board of Directors through a voting process.
- The Calgary West Soccer Club will report any unethical or illegal behavior in regards to Fundraising by internal or external individuals to the respective authorities.



### **Responsibility**

- The Board is responsible for the implementation review and communication of this policy.
- All Board members, casual, permanent and contract staff, volunteers, and membership are responsible for adhering to this policy.

### **The Strategy**

- Form a committee within the board for major decisions and to set direction. Club President or Vice President, Director of Fundraising, and Operations Director and Treasurer.
- Create two different Fundraising channels, which with the Director of Fundraising will form the Fundraising Sub-Committee.
- Recruit volunteers to manage the two areas.
- Create plans for specific goals within fundraising and manage funds according to plan.

### **The process**

A Fundraising Sub-Committee will be formed to carry out the two major fundraising channel tasks. The Sub-Committee will be formed by the Director of Fundraising and two volunteers who will carry out and manage the two areas will report to the Director of Fundraising.

- The Director of Fundraising for the club will provide policy direction, review fundraising proposals/activities and provide written authorization to all requests.
- Email address for the Director of Fundraising will be posted on the Club's website for inquires.

### **Before we engage in to any Fundraising activities we need to know:**

- What are we raising money for?
- How much money do we want to rise?
- Do we have the needed resources to spend on a fundraiser?



- Is there sufficient time to plan, organize, execute and receive the proceeds from the Fundraiser prior to when the funds are required?
- The Sub-Committee will report regularly to the Board, including tabling of meeting minutes at Board meetings.

### **Fundraising Channels**

- The primary Fundraising Channel will be responsible to manage and coordinate any Club related Fundraising:
  - Fundraising initiatives to support Club Core Goals.
  - Building facility
  - Club Identity
  - Technical programs
  - Local & Abroad
  - Operational costs
- The secondary Fundraising Channel will be responsible to manage and coordinate any team specific or membership Fundraising.
  - Fundraising initiatives that support Teams or Membership groups with activities requiring financial aid.
  - Special Tournaments
  - Celebrations
  - Others

### **Distribution of Donations or Grants**

- Donations and Grants deemed Club related will be distributed as follows:
  - All Corporate Donations will be distributed 75% Club and 25% originating team.
  - Funds from any uniform tagging will be distributed 75% Club and 25% originating team.
  - Funds from Club Organized Fundraisings will be distributed 75% Club and 25% divided among participating teams.

The donations or grants obtained by Fundraising organized by any specific team will remain 100% with the team, however will require the written approval of the Fundraising committee and results will be required to comply with Club policy as well as results will require to be reported to the Calgary West Soccer Club.



**Success measurement**

- As a club we should use Fundraising initiatives where return is higher than the involved effort.
- Set objectives and fundraising initiatives on a format that meets SMART principals
  - Specific
  - Measurable
  - Achievable
  - Realistic
  - Timely
- Expected results should be documented before any major Fundraising is initiated.
- The completion of a review will be required at the end of each major fundraising, and compared to set expected results.

**Strategic Alignment**

All Fundraising activities should be conducted mindfully of the strategic alignment to the Vision, Mission, and Strategic Goals of the Calgary West Soccer Club.

