

FUNDRAISING POLICY

Definitions

1. The following terms have these meanings in this Policy:
 - a) “*Venture*” – A fundraising proposal that is project-specific or event-specific
 - b) “*Sanctioner*” – The organization (Swim Alberta or one of its clubs) approving the Venture
 - c) “*Donors*” – The parties (groups, organizations, individuals) that are solicited for funds

Purpose

2. Swim Alberta supports raising funds through fundraisers and suggests that each club consider its own fundraising activities. This Policy will assist both Swim Alberta and its clubs with making proper and informed decisions about fundraising; particularly so that all fundraising ventures have a likelihood of profitability, effectiveness, efficiency, and are reflective of Swim Alberta’s values.

Application of this Policy

3. This Policy applies to Swim Alberta and its clubs.
4. This Policy will comply with all applicable legislation, including but not limited to, all applicable gaming legislation. In the event of conflict between this policy and applicable legislation, the legislation will prevail.

Fundraising Principles

5. Swim Alberta shall consider and apply the following principles when determining whether or not to approve a fundraising Venture:
 - a) Profitability; whether or not the result of the Venture is expected to exceed the time and resources invested in its implementation
 - b) Feasibility; that the Venture is able to be executed and monitored
 - c) Cost-effectiveness; that all costs (both up-front and hidden) must be factored into the expenses of the Venture
 - d) Jurisdiction; that the organization receiving the benefits of the Venture is identified and clarified
 - e) Adheres to values; that the Venture must be in line with the values of the Sanctioner
 - f) Unconfirmed income; that the funds raised from the Venture must not be budgeted as hard revenue
 - g) Tax receipts; that the Venture must respect all federal and provincial laws and regulations governing fundraising and tax receipts

Pre-Venture Procedure

6. The group, committee, person, or entity proposing a Venture must submit a written proposal that answers the following questions:
 - a) What is the Venture?
 - b) How long will the Venture last?
 - c) Is the Venture province-wide or regional?
 - d) What potential Donors will the Venture solicit for funds?
 - e) What staff resources from the Sanctioner will be required?

- f) What other expenses will be required to start or maintain the Venture?
 - g) Will the Sanctioner be required to partner with a group, company, or organization?
 - h) What funds, resources, or other benefits are expected to be gained from the Venture?
 - i) Who benefits from the Venture and what is the distribution of benefits?
 - j) What can go wrong with the Venture and how have these risks been managed?
7. The proposal must be submitted to the Sanctioner for approval before the Venture may begin. The Sanctioner shall approve or reject the proposal within fifteen (15) days of receiving it.
8. If the proposal is rejected, the Sanctioner shall explain reasons for the rejection. A revised proposal may be submitted to be accepted or rejected by the Sanctioner within ten (10) days of receiving the revision.

Swim Alberta Approval

9. Swim Alberta must approve any club Ventures that are intended to be province-wide and that may solicit funds primarily from outside the club's region. Further, any club Ventures that may be in direct competition or conflict (in terms of location or Donors solicited) with Ventures from other clubs must also be approved by Swim Alberta. For example, a club located in Edmonton may not solicit funds from a Calgary-based corporate organization without the approval of Swim Alberta.
10. Clubs must also obtain approval from Swim Alberta before initiating any Venture that is radical, unusual, or that contravenes sections of this Policy.

Solicitations

11. Donors solicited must receive informed, accurate, and ethical advice about the value and tax implications of contributing to the Venture.
12. All communication with Donors must be accurate, reflect the Sanctioner's values, and conform to this Policy.

Post-Venture Procedure

13. Once the proposal has been approved, and during and after the Venture's fundraising activities, the Venture must:
- a) Comply with all applicable local, provincial, and federal laws
 - b) Not engage in activities that harm members or volunteers, that conflict with ethical or legal obligations (pursuant to Swim Alberta's *Code of Conduct and Ethics* and Swim Alberta's *Conflict of Interest Policy*), or that exploit a relationship with a potential Donor, member, employee, or volunteer
 - c) Track all funds and benefits collected, record all expenses, and determine the net result of the Venture
 - d) Distribute benefits and funds as per the Venture's proposal
 - e) Seek approval from the Sanctioner before distributing funds and benefits outside of the scope of the proposal
14. When the Venture has concluded, a report must be submitted to the Sanctioner detailing the result of and distribution of funds and benefits from, the Venture. If approval from Swim Alberta was required by a club Venture (under the **Swim Alberta Approval** section of this Policy) a report must also be submitted to Swim Alberta