



Airdrie Phoenix Swim Club Policy:

# FUNDRAISING AND VOLUNTEERING POLICY

| REVISION | EDITED BY  | APPROVED BY  | DATE      |
|----------|------------|--------------|-----------|
| 0        | Amy Rivard | Elizabeth D. | July 2025 |



## 1. DEFINITIONS & ROLES

1. APSC/Club/Organization: Refers to the Airdrie Phoenix Swim Club.
2. ICS: Refers to the non-competitive “I Can Swim” program.

## 2. INTRODUCTION

All registered swimmers of APSC, including I Can Swim (ICS) and all competitive levels, are expected to participate in relevant fundraising and volunteer opportunities in support of the club. This includes, but is not limited to:

1. Multiple annual/semi-annual fundraisers
2. Hosted swim meets
3. Board committees/AGM

Participation in these activities is critical to the success of APSC. Registered swimmers and their guardians are responsible for:

4. Selling the required minimum amount for APSC’s main fundraiser(s)
5. Promoting APSC fundraisers and events on social media and through word of mouth, where applicable
6. Volunteering for APSC hosted swim meets and/or board committees
7. Communicating any barriers to the board (airdriephoenixswim@gmail.com) as soon as they are known
8. Actively participating in the AGM

APSC is responsible for:

9. Timely communication of fundraisers, including dates and minimum amounts required;
10. Providing relevant resources to bolster success, such as social media content, personalized links, etc.
11. Informing with reasonable notice volunteer requirements for hosted meets and/or board committees;
12. Registering all applicable initiatives with the appropriate governing parties, such as AGLC.

## 3. FUNDRAISING - (NOT APPLICABLE TO CASINO- PLEASE SEE CASINO SECTION)

APSC organizes fundraisers each year to generate essential funds for the operation of the swim club. This approach is designed to balance fundraising needs with family commitments. APSC reserves the right to adjust the fundraising strategy as necessary to best support the club and its members.

For the 2025/2026 season, APSC will offer a variety of smaller and shorter fundraising opportunities in addition to its main fundraisers. Some of these fundraisers will be mandatory, while others will be optional. Optional fundraisers provide parents with the opportunity to build their athlete accounts; funds raised through these optional activities can be used to pay for fundraising commitments or other swim club-related expenses such as meet fees. This flexible



approach is intended to help families manage their obligations while supporting the ongoing success and growth of APSC.

**1. Fundraising Requirements**

- a. Competitive Families: Each family of a competitive swimmer is required to raise a minimum of \$700 for the 2025/2026 season. This amount will be revisited annually by the board.
- b. ICS Families: ICS families will be responsible for a \$300 fundraising requirement for the 2025/2026 season. This amount will be reviewed annually and communicated at the beginning of the swim year to all registered families at the AGM.
- c. Failure to meet minimum fundraising expectations will result in APSC withholding the Pre-Registration/Save Your Spot Fee for all swimmers. This fee will be applied to the swimmers "Athlete Account" on July 1, 2026 provided families have met their fundraising and volunteer commitments.
- d. Buyout Option: Families who prefer not to participate in fundraising activities may opt for a buyout in lieu of participating in fundraising activities. To arrange a buyout, families must contact the club President, Treasurer, and Director of Fundraising and Merchandise at the commencement of the swim season.
  - Note: All buyout arrangements must be made at the start of the swim season to ensure proper planning and club budgeting.

**2. Overage Incentive**

- a. Families who exceed their fundraising obligations will receive 25% of the overage credited back to their athlete accounts at the end of the swim season (July 1, 2026).

**3. Shortfall**

- a. If the minimum fundraising amount is NOT met by a registered swimmer's family, it is the sole responsibility of that family to offset the shortfall unless other arrangements have been made directly with the board of directors.

**4. Consequences of Non-Compliance**

- a. Failure to meet minimum fundraising expectations will result in APSC withholding the Pre-Registration/Save Your Spot Fee for all swimmers. This fee will be applied to the swimmers "Athlete Account" on July 1, 2026 provided families have met their fundraising and volunteer commitments.

## **4. CORPORATE SPONSORSHIP**

APSC encourages families to seek corporate sponsorships. For the 2025/2026 season, the club will provide a 30% kickback of the sponsorship value directly to the athlete's account, increased from the previous 5%. Sponsorships must be approved and processed through the board to qualify for this incentive.

For the 2025/2026 season, the following policies and procedures apply:

- 1. How It Works:** Families are invited to approach local businesses and organizations for sponsorships, highlighting APSC's achievements—such as our recent Small Team Championship banner win—as a compelling reason for support.



2. **Athlete Account Credit:** For every dollar secured through a corporate sponsorship, 30% will be credited directly to the athlete's account. The remaining 70% will be allocated to support club activities, events, and operational growth.
3. **Sponsor Recognition:** All corporate sponsors will be recognized on a dedicated pop-up team banner for the 2025/2026 season. This banner will be prominently displayed at local events and swim meets, providing valuable community exposure for our sponsors.
4. **Getting Started:** Families should use the provided sponsorship request template when reaching out to potential sponsors. Personalizing your request and following up with businesses is encouraged to maximize success.
  - a. **Ideal Sponsorship Targets:**
    - Local businesses
    - Sports-related companies
    - Community-focused corporations
    - Family businesses
    - Your own employers
5. **Contact and Support:** For questions or assistance, families are encouraged to contact the club president or treasurer ([aspclub.treasurer@gmail.com](mailto:aspclub.treasurer@gmail.com)).

Participation in the Sponsorship Recruitment Program is an impactful way for families to help the club remain Airdrie's premier year-round competitive swim team, while also directly supporting their own swimmer's financial needs. The 30% athlete account credit for sponsorships is a significant increase from previous years and will be reviewed annually by the board.

## 5. VOLUNTEERING COMMITMENTS

1. **In House Meet:** APSC will host a variety of in-house mini meets throughout the swim season. All registered swimmers are required to provide a minimum of one (1) parent/guardian volunteer to officiate at least one (1) APSC in-house mini meet. Training will be provided in advance.
2. **Fundamental Meet:** APSC will host an officially sanctioned Fundamentals Swim Meet. All registered swimmers are required to provide a minimum of one (1) parent/guardian volunteer to officiate during this meet. Training will be provided in advance.
3. **Pentathlon Meet:** For the 2025/2026 season, APSC will also host a Pentathlon Meet on February 21 and February 22, 2026 at SLS, Cochrane. All registered swimmers are required to provide a minimum of one (1) parent/guardian volunteer FOR EACH DAY to officiate during this meet. Training will be provided in advance.
4. **Consequences of Non-Compliance:** Failure to provide a minimum of one (1) parent/guardian to officiate for each required meet (in-house, fundamental, and pentathlon) will result in APSC withholding the Pre-Registration/Save Your Spot Fee. This fee will be applied to the swimmer's Athlete Account on July 1, 2026, provided families have met their fundraising and volunteer commitments.



## 6. BOARD COMMITTEES

1. Every year, APSC elects new board officials at their Annual General Meeting (AGM). The board members are responsible for organizing all aspects of the swim club for the year.
2. Anyone over 18 years of age who meets the criteria can run for a position on the board.
3. In addition to official positions, the board also requires help in the form of committees.
  - a. These committees, composed of both board and non-board members, work together to achieve a predetermined goal. Some examples of committees are fundraising, registration, and social media.
4. APSC asks that qualified members participate in board committees whenever possible, to help with the smooth operation of the club.

## 7. CASINO FUNDRAISING

1. APSC participates in casino fundraisers, whereby volunteers from families are needed to work two shifts of various roles within the casino organization. This opportunity isn't available every year, however, **when the opportunity is available to the club, participation is mandatory.**
  - a. Failure to meet the minimum fundraising expectations for casino shift(s) will result in APSC withholding the Pre-Registration/Save Your Spot Fee for all swimmers. This fee will be applied to the swimmers "Athlete Account" on July 1, 2026 provided families have met their fundraising and volunteer commitments.
2. The casino fundraiser requires all swimmer families to work 2 shifts. Due to AGLC rules, shifts must be completed by either the member/parent or a close family member. Shifts may also be completed on the member's behalf by other club members. Only representatives known to the club are allowed to perform this commitment on a member's behalf. ***No member is permitted to pay anyone to perform this duty for them as this practice is not member representation and could jeopardize our casino license.*** Club casino positions and families participating in those roles will be shared amongst the club families in the month leading up to the casino. If volunteers are not committed to the casino opportunity for APSC, then it will not run and APSC will lose a large amount of money for club operations.

*This policy will be reviewed and updated annually by the APSC Board.*