

*Creating a Love for the game through a positive environment
that develops skills, character and excellence*



August 2010

Fundraising and Sponsorship for St. Vrain Football Club

Philosophy: In order to reduce costs to families, allow participation in the program by children who may otherwise, due to costs, be unable to participate, improve the quality of club equipment, and help the St. Vrain Football Club (Club) meet its overall mission, it may be desirable to seek program support through fundraising and sponsorship activities.

At no time will children be the primary target of advertising or be used as vehicles to advertise commercial products to parents, guardians or members of the community.

Purpose: It is the intent of the Club to provide avenues for programs and teams to raise funds from sponsors and from fundraising activities to cover the expenses of the program, provide a scholarship fund for families unable to pay the player fees, provide a means to fund capital improvements to program facilities and fund special team events.

All fundraising and sponsorship must keep within the 501(C)(3) not for profit status of the Club.

Policy: Any fundraising or sponsorship activity conducted by teams, members, representatives or groups of SVFC must be approved by the ___Club Board of Directors (BOD)_____ prior to the commencement of that fundraising activity.

A submission shall be made in writing by the members or representatives citing the details of the proposed activity. The submission must include: **(on the attached form)**

- Team Name
- Purpose/goal of the activity
- The team budget showing the necessity of fundraising
- The location
- The time period during which the activity will occur
- What will happen should there be: excess funds or a shortfall
- Copy of email notification to entire team.

Criteria:

- No alcohol related event or soliciting from liquor stores
- Teams will not compete directly with any charitable organization or official club sponsor.

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- The fundraising project must supply a service or product. Can't donations be solicited?
- The activity must be age appropriate for the participants.
- The activity must not bring the club into disrepute.
- The use of the Club name, or logo is not permitted without the expressed written consent of __the BOD_____
- Team officials, parents players and members must take full responsibility for any activity and any consequences thereof.
- All funds must be collected into a bank account held in the name of the group or team with 2 signatories. One of the signatories must be the Treasurer of SVFC.

SVFC recommends this process for all fundraising activities:

1. Develop a measureable goal or objective with clear expectations.
2. Establish a budget for the activity to which the proceeds of the fundraising will apply.
3. Obtain agreement on the budget and the fundraising activity from the participants well in advance of the planned activity.
4. Evaluate the proposed activity against the policy criteria listed above.
5. Consult __the BOD_____ on the proposed fundraising activity and collect feedback on its viability.
6. Use the club as a resource to continue to develop the proposal.
7. Submit a proposal to ____the BOD_____ at least 8 weeks prior to the proposed commencement date of the activity.
8. Official response will be provided within 2 weeks of submission.
9. Complete the activity and submit a written report to __the BOD__ in _____ writing within 4 weeks following event completion.

Participants in fundraising or sponsorship activities must fill out the attached form and return it to _____ by _____.