

Vancouver Viking Summer Swim Club

Fundraising Credit Program

Traditionally, the Vancouver Vikings operate the club using funds from 3 sources, membership fees, government assistance and fundraising campaigns. With the recent cuts in government grants and the uncertainty of the remaining government assistance we must be prepared to operate completely independent of the grant process.

As we intend to continue the excellence of the Vancouver Viking program by maintaining the quality of the coaching, the practice schedules and our participation at all levels of meet competitions we do not have the luxury of significantly reducing our costs. We have also surveyed the membership and have set the 2010 registration fees at a generally acceptable level. Given this we must now focus on generating new sources of revenue.

In order to ensure the continued and smooth operation of the club throughout the year we have developed the Fundraising Credit Program that will guarantee sufficient additional funds without putting further financial burden on its membership. The program will also ensure that the responsibility of generating additional revenue be equally shared by all members of the club.

How it works.

We have set an Overall Club Fundraising Target that covers operating expenses that are not covered by registration fees or by any assured government funding. We have then broken the target down to individual member families based on the number of children they have enrolled in the club. Each family will be asked to provide a post dated cheque for this amount at the time of registration. Throughout the year, September 1 through to August 31st, the club will provide its members opportunities to participate in various fundraising activities. The profit earned in the activities by the efforts of the family will be directly credited against their target. At the end of the year, August 31st, the club will deposit the post dated cheques of any family that did not;

1. Meet or exceed its family fundraising target or
2. If the club meets its overall target, any family that did not meet or exceed 50% of its personal fundraising target.

Note: It is the responsibility of the individual families to ensure they meet the above criteria by the Aug 31st deadline. Reserve cheques of families not meeting one of the above criteria will be cashed Sept 1st without notice.

What are the family targets?

Since the circle of influence a family has is independent of the number of children in it, we have set the incremental individual family targets on a declining basis per additional child. For the 2010 year the family targets are set as follows

# of Children Enrolled	Family Target
1	\$350
2	\$600
3	\$750
4	\$850

Any additional children will raise the Family Target by \$100 each

How do I earn Credits?

You will earn credits by participating in various fundraising initiatives that will be made available to you throughout the year (Sept 1st through to Aug 31st). The credit earned will be equal to the net profit that the club receives from your fundraising efforts. Some examples of the planned fundraising events and their applicable credits that you can earn are

Campaign	Credit Earned
Swim-a-thon	100% of money collected from pledges
Gift Card Purchases (Various Retailers)	100% of the net profit (Sold price – cost)
Corporate Sponsorships	75% of the value of the sponsorship
Product Donations for Silent Auction	100% of the bid money collected
Mandarin Orange Sales	100% of the net profit (Sold price – cost=\$2.24/crate)

These are only some of the programs that we intend to offer and we will provide more information as these or other programs are launched. Please note that we will be issuing credits for those that participated in the Mandarin Orange and the Early Safeway Gift Card programs in the fall of 2009.

How can I ensure I get all of my credits?

You will be able to review the credits you have earned by logging into a secured page on the Viking website. This page will list your family's target and all of the campaigns that you have participated in and the credits you have earned. If you feel you are missing a credit we ask that you contact one of the executive fundraisers immediately to reconcile any possible omission. **On August 31st the website's listings will be considered final.**

What happens if I over contribute?

We ask that you keep in mind that the club's overall target is set to ensure a balanced budget and as such any over contribution that you may make to the funding through these programs will be used to replenish the club's reserve. The club's reserve is important to enable the club to continue to operate through unforeseen circumstances such as last year's grant cuts. So we ask that all members continue to support any fundraising efforts regardless of whether they have met their personal quota or not.

Why don't O'Cat and Summer only Swimmers get a reduced target?

Firstly, membership with the Vancouver Viking Summer Swim & Waterpolo Club is on an annual basis. Secondly, the Vancouver Viking Summer Swim and Waterpolo Club operate their Winter Maintenance program using its registration fees only. Finally regardless of whether you choose to join another club for the winter season you will always be welcome to participate in winter fundraising events and begin to build credits for the next summer competitive season.