



# *Newmarket Ringette Association*

*1111 Davis Drive, Suite #1-125, Newmarket, Ontario. L3Y 9E5*

---

---

## **Fundraising Policy – Association Level**

### **Definition**

Events that are intended to generate revenue that involve the sale of goods or services to the general public and/or the Ringette community, local or otherwise, where the organization and participation of all members of the Newmarket Ringette Association (herein referred to NRA) are required. Financial support of such events would be provided by the NRA; all financial record keeping would be the responsibility of the NRA Treasurer and be available to all of the Board of Directors Committee members.

### **Approval**

The Fundraising Chair shall be responsible to submit to the NRA Board of Directors Committee the “NRA Fundraising Plan” for the entire Ringette season, on or before the Board of Directors Committee meeting in October. A separate proposal for each event will be required, each proposal providing the following information:

- product(s) or service(s) to be offered
- start and end period of the event
- forecasted revenue to be generated
- prizes to be awarded as sales incentives (if any)
- participation level expected from teams
- degree of liability to the NRA (if any)

Each event would require Board of Directors Committee approval with a minimum 51% approval in order to be accepted. There should not be any NRA Board of Committee Members conflict of interest (i.e. any actual or perceived gain for a member of the NRA Board of Director Committee Member).

### **Use of Funds**

All revenue generated from the approved Fundraising event shall be included in the general revenue of the NRA, and such funds shall be used for whatever purpose or purposes that the Board of Directors Committee feels would be most beneficial to the NRA. In the event that any Association fundraising event shall fail, then the subsequent losses associated with the event shall be the responsibility of the Association.

### **Conclusion**

Upon the completion of each NRA fundraising event, the Fundraising Chair shall be responsible to present a final analysis of the event, detailing the revenue generated (or loss incurred), a detailed list of prizes awarded as sales incentives (if any), and the level of participation received from each team within the NRA.

## Fundraising Policy – Team Level

### **Definition**

Events that are intended to generate revenue that involve the sale of goods or services to the general public and/or the ringette community, local or otherwise, where a specific team is attempting to raise money to be used for purposes outlined by the team. Funding of such events would be the sole responsibility of the team.

### **Approval**

Each event would require Board of Directors Committee approval with a minimum 51% approval in order to be accepted by the Board of Directors Committee. The “Team” representative must agree to be fully responsible and accountable to the Board of Directors Committee, and present the following information to the Board of Directors Committee, in person, for approval;

- product(s) or service(s) to be offered
- focus or target audience of the event (i.e. general public)
- team representative to be responsible for the event
- start and end period of the event
- location where event will be held
- forecasted revenue to be generated
- prizes to be awarded as sales incentives (if any)
- intended use of funds generated by the event
- use of NRA Media (i.e. Banners, Webpage, etc.)
- degree of liability to the NRA (if any)

Each proposal submitted by any team within the NRA shall be judged by the Board of Directors Committee based on the following criteria;

- product(s) or service(s) offered to be in “good taste”
- not conflicting or competing with any NRA event
- not conflicting or competing with any other Team event
- probable success (or failure) of the event
- past performance of the Team with prior events

The Board of Directors Committee, based on the information presented by the Team, shall then determine the appropriate contribution level that will be required from the Team, to be given to the NRA. The contribution level shall be based on a percentage of the “Net Income” of the event, and assigned to each event on an individual basis, as guided by the criteria identified below.

As this is a Team event, any member of the Board of Directors Committee who is involved with this team (i.e. parent/guardian, relative, bench staff member or business connection) must declare their “conflict of interest” to the Board of Director Committee, and accordingly refrain from voting when the vote for approval is requested. Such member shall be noted in the minutes of that meeting as “Abstention - Due to Conflict of Interest”.

## **Use of Funds**

All revenue generated from the approved Fundraising event shall be used for whatever purpose or purposes that the Team has decided would be most beneficial to the entire Team. In the event that any Team fundraising event shall fail, then the subsequent losses associated with the event shall be the responsibility of the Team, and the Association shall not be liable in any way whatsoever.

## **Conclusion**

Upon the completion of each Team fundraising event, the Team Representative shall be responsible to the Board of Directors Committee to present a final analysis of the event, detailing the revenue generated (or loss incurred), a detailed list of prizes awarded as sales incentives (if any), and the level of participation received from each player on the team.

At the end of the season, and prior to the Annual General Meeting, the Team Representative shall also be responsible to the Board of Directors Committee to submit a detailed breakdown of all Fundraising events held during the season, and where the funds generated were spent, reflecting a "Net" zero balance.

## **Contribution Level**

Any Team fundraising event that is presented to the Board of Directors Committee for approval shall be judged as previously stated. Depending on the scope of the fundraising event, the following contribution levels are offered as guidelines. It is not the intention of the Board of Directors Committee to discourage Team fundraising, but with larger scale fundraising events (Level 2 or 3), it is paramount that the NRA benefit as a result of any fundraising event. The reason for this is that the NRA's name provides credibility and recognition to the event and in the case where a problem is encountered, the NRA will be held responsible to the offended parties.

The level of contribution expected from any Team shall be based on the following criteria, where if any of the conditions outlined under each "Level" indicated apply, this shall be deemed as the appropriate contribution level required from the Team.

### **Level One - No Association contribution necessary**

- Last Goal Lottery
- 50/50 Draw
- event duration - one game/one day
- estimated Net revenue less than \$100.00

### **Level Two - 10% Contribution Level**

- sales of general products or services
- event duration - no more than 2 weeks
- estimated Net revenue less than \$1,000.00 (but more than \$100.00)

**Level Three - 10% Contribution Level**

- sales of general products or services
- raffles (with appropriate licensing)
- event duration - more than 2 weeks
- estimated Net revenue over \$1,000.00

All fundraising events, regardless of the level indicated above, must record and maintain proper financial records reflecting the net revenue generated, which must be presented to the Board of Director Committee upon demand.

## Fundraising Policy – NRA Sponsor

The “NRA Sponsor” is the highest level of sponsorship that is offered by the Board of Directors Committee, and thus offers the greatest level of exposure to the sponsor. It shall be the responsibility of the Board of Directors Committee to obtain this sponsorship, and accordingly, the Board of Directors Committee must approve of all the terms and conditions associated with any contract with the Sponsor.

It is the responsibility of the Board of Directors Committee to:

- a Ensure that the proposed Sponsor does not engage in any business (or personal) activities that may reflect poorly toward the Association
- b That the company name and/or logo of the proposed Sponsor does not conflict with the NRA colours
- c That the artwork provided with to the NRA by the proposed Sponsor is morally acceptable to the community standards at that time.

The NRA Sponsor must agree to a minimum of a 2 season term, where the full amount of the Sponsorship fee (as set by the Board of Directors Committee) is payable in full in advance of any of the NRA jerseys being imprinted with the NRA Sponsor name.

The Board of Directors Committee must then guarantee to the “NRA Sponsor” that he/she will receive the following for the full term of the contract:

- Sponsor will be provided with premium shoulder crestring on all jerseys owned by the Association for a period of not less than two consecutive seasons. All artwork is to be supplied by the Sponsor, and approved by the Board of Directors Committee and the Sponsor, prior to being printed on the jerseys.
- Sponsor will be recognized in every issue of the “Newmarket Rays” monthly newsletter with a banner reflecting the Sponsor’s commitment to the Association appearing across the bottom of each page of the Newsletter.
- Sponsor name and logo will appear on all official NRA correspondence (letterhead, invoices, website etc.) indicating the Sponsors commitment to our Association.
- Sponsor will receive a plaque referencing their commitment to the NRA which they can proudly display in their place of business.

### **Current NRA Sponsor Relationships**

Teams shall not circumvent current NRA sponsor relationships (whether as part of their team sponsorships or not) where there is a current NRA sponsor contract in place i.e. logo wear, and should use appropriate channels to purchase goods or services to ensure there is no loss of potential revenue to the NRA.

### **Fundraising Policy - Team “Jerseys Sponsors”**

It shall be the responsibility of the Board of Directors Committee to obtain two sponsorships per set of team jerseys, and accordingly, the Board of Directors Committee must approve of all the terms and conditions associated with the sponsorship contract with the Sponsor.

Again, it is the responsibility of the Board of Directors Committee to:

- a Ensure that the proposed Sponsor does not engage in any business (or personal) activities that may reflect poorly toward the NRA or the general membership
- b That the company name and/or logo of the proposed Sponsor does not conflict with the NRA colours
- c That the artwork provided with to the NRA by the proposed Sponsor is morally acceptable based on the community standards at that time.

The Team Sponsorship fee is for one playing season only, and must be renewed by the Team Sponsor each year in order to maintain their placement on the preferred team's jerseys. The full amount of the Sponsorship fee (as set by the Board of Directors Committee) is payable in full in advance of any of the NRA's jerseys being imprinted with the Team Sponsor name.

A Team Sponsor can request to sponsor a specific team and/or age group, and will be granted this request if there is an available sponsorship available for that team. The Board of Directors Committee will ensure that the two sponsors for any set of team jerseys are not in competitive businesses (either locally or otherwise), in which case the Sponsor with the least seniority will be asked to sponsor a different team.

The Board of Directors Committee must then guarantee to the “Team Sponsor” that he/she will receive the following for the full term of the contract;

- Sponsor will be provided with contrasting coloured cresting on all jerseys to be worn by the Team they are sponsoring. All artwork is to be supplied by the Sponsor, and must be approved by the Board of Directors Committee and the Sponsor, prior to being printed on the jerseys.
- Sponsor will be recognized in at least one issue of the “Newmarket Rays” monthly newsletter under the heading of “Sponsor Spotlight” which will provide information regarding the sponsor, and encourage the entire membership to visit the Sponsor and purchase their products or services.
- Sponsor will receive a plaque with a picture of their sponsored team, thanking them for their commitment to the NRA which they can proudly display in their place of business.