



UPDATED: JULY 18, 2024

## **BC Sport Cheer Association Fundraising Policy**

### **Preamble**

This policy focuses on the appropriate use of fundraising when representing BC as Team BC or any future opportunities as a selected National Team.

### **1) Definitions**

- a) The following terms have these meanings in this Policy:
  - i) “Organization” – refers to the BC Sport Cheer Association, or its representatives, including but not limited to, board of directors, staff, contractors, and committee members.
  - ii) “Athlete” – refers to the Team BC athlete.
  - iii) “Guardian” – refers to the parent, guardian or authorized chaperone of the athlete.
  - iv) “Team Liaison” – refers to a BC Sport Cheer staff member or volunteer who will be responsible for liaising between the Athletes, Coaches and Guardians with the Organization.

### **2) Purpose**

- a) The purpose of this policy is to provide fundraising direction to participants in the Team BC program.

### **3) Application of This Policy**

- a) This Policy applies to all individuals.

### **4) Responsibility**

- a) Any, and all, fundraising is the responsibility of the Athlete and their Guardians.
  - i) The Organization does not have the capacity to undertake fundraising efforts.
  - ii) All fundraising must be approved in advance by BC Sport Cheer, by sending an email to [info@bcsportcheer.ca](mailto:info@bcsportcheer.ca).
    - (1) The Team Liaison will forward it to the board for review.
    - (2) Please note that this may take some time, since the board is composed of volunteers.
    - (3) You may not proceed with any fundraising until you have received written consent from the Organization.
  - iii) The Athletes and Guardians may form a fundraising committee to share the responsibility.
    - (1) The Team Liaison must be included in meetings and



discussions.

#### **5) BC Sport Cheer Brand and Logo usage**

- a) All fundraising efforts should be promoted as a team representing BC and BC Sport Cheer.
  - i) Cheer Canada has strict restrictions on using their name or logo for fundraising purposes.
  - ii) Any mention of "Team Canada" should be avoided when fundraising.
  - iii) We allow the Athletes and Guardians to raise money using the Organization's name with written consent but please remember that this is a privilege.
  - iv) Any unauthorized use of BC Sport Cheer may result in disciplinary action.

#### **6) Binding Agreements**

- a) Athlete and Guardian agreements signed upon beginning with the Team BC program are applicable to fundraising events and correspondence.

#### **7) Participation**

- a) Participation in fundraising is at the discretion of the Athlete and Guardians. It is not mandatory to participate, however, funds raised will be distributed evenly among those who elect to participate.

#### **8) Management of Funds**

- a) Any funds collected must be verified by an organizer of the fundraising, as well as a representative from the Organization.
- b) Funds raised will be tracked in a spreadsheet that can be viewed by all participants in fundraising, in addition to the Organization for transparency.
  - i) Editing access will be limited to the Team Liaison and BCSC Treasurer.
- c) Funds raised can only be used for the following costs: Team BC Uniform and Gear package, Team Canada Uniform and Apparel Package, competition Entry Fee, Coaches Fee, and Cheer Canada Participation Fee, unless stipulated by a gaming license or grant..
  - i) Funds raised CANNOT be used for airfare, private or family accommodations, private transportation, or meals/meal plans.
  - ii) A general principle behind all fundraising opportunities, regardless if money is raised individually or as a team, is that all money should be used towards Team BC programming. It is both unethical and potentially illegal to solicit fundraising money for the purpose of supporting youth sport, then using the funds for other purposes.



- d) All Fundraising must be complete by October 1, 2024, and all monies must be collected and verified by October 15, 2024. Exceptions may be made or fundraising dates may be extended at the discretion of the Organization.
- e) Any fundraising overages (i.e. Goal is \$10,000, and team raises \$15,000), will be allocated to a future Team BC fund.
  - i) "Overage" refers to the amount exceeding the fundraising goal which would be calculated to only include eligible items in point 10 above.

## **9) Fundraising Methods**

- a) Examples of allowable fundraising
  - i) Selling items such as candy or flowers
  - ii) Resale fundraisers such as Purdy's, Global Coffee, Neufeld, Krispy Kreme, etc.
  - iii) Bottle drives
  - iv) Car wash
  - v) Silent auctions
  - vi) 50/50 draw, with express written permission from BCSC
- b) Examples of Unallowable Fundraising:
  - i) casino games
  - ii) liquor draw
  - iii) any fundraisers that would reflect poorly on the Organization
- c) Personal fundraising: you may choose to fundraise on your own, and only allocate the funds to yourself, or your stunt group, however you may not use the Team BC or Team Canada name or image in any promotion.