



## FUNDRAISING POLICY

### 1. BACKGROUND

Mount Maunganui Amateur Swimming Club (MMASC) is not-for-profit incorporated society. MMASC provides swim training to its members, who pay an annual subscription for these services. MMASC also receives income via grants, sponsorship, donations and other fundraising initiatives.

### 2. POLICY STATEMENT

All fundraising activities by or on behalf of MMASC are transparent, targeted and managed effectively to optimise benefit to MMASC members.

### 3. DEFINITIONS

- **Bequest** – a gift (personal property or financial assets) provided via a will
- **Donation** – a gift for which no direct benefit is sought
- **Fundraising** – activities carried out for the purpose of raising funds, e.g. raffles, movie nights, etc. Note: Some types of fundraising can be done by members independently of the Club whereas others require the Board's involvement (e.g. car washes, Bunning's sausage sizzle, raffles at swim meets).
- **Grant** – cash given to an organisation for a specific purpose, with accompanying obligations such as accountability, acknowledgement, designated supplier, etc.
- **Partnership** – an alliance formed between two entities for the mutual benefit of each
- **Sponsorship** – giving of cash or services by a business to secure marketing and promotion of its business name, products, services, etc.
- **Subsidy** – funds granted to an organisation so that it can offer its goods or service at a lower price

### 4. PRINCIPLES

The Board will use funds only for the purpose stated by the benefactor.

The Board reserves the right to decline funds where to do so, in the opinion of the Board, would not be in the best interests of the Club.

Board members will declare any conflict of interest in regard to receiving funds from a potential benefactors.

### 5. GRANTS

In general, MMASC will apply for grants that benefit the membership as a whole, e.g. funding towards lane hireage costs, coaching fees, etc.

### 6. MEMBERS' FUNDRAISING ACTIVITIES

The Board supports and welcomes members' fundraising efforts.



The Board is mindful of the risk of just a handful of local businesses being regularly approached to support Club members, and wishes to maintain goodwill and best support those businesses that would like to support our Club.

Therefore, members are asked to advise the Board, prior to commencing any fundraising activities:

- of the types of fundraising initiatives being considered (e.g. door-to-door sales, sponsorship, etc.) and
- who would be involved (e.g. the team, individuals, etc.).

The Board encourages fundraising efforts that collectively involve all of the potential beneficiaries (e.g. all swimmers intending to travel to a meet). Where not all potential beneficiaries participate, then the Board recommends that the funds raised go to those who actually participated in the fundraising.

The Board may be able to assist with the promotion of fundraising initiatives to the Club membership via email or mention on the Club's social media pages.

## **7. ACKNOWLEDGING BENEFACTORS**

The Board can acknowledge benefactors in a number of ways, such as (but not limited to):

- mention and/or business logo on the Club website and/or Club's social media pages
- via the public noticeboard at Baywave
- via naming rights
- logo on Club swimming caps and/or t-shirts
- display advertising (subject to agreement with Baywave)
- promotion in local news media, e.g. article in newspaper

The Board acknowledges that benefactors will or may request different types, level and duration of acknowledgement and will work with the benefactor to meet their requirements.

## **8. CRITERIA FOR NAMING RIGHTS, PARTNERSHIPS, SPONSORSHIPS**

The Board will work with benefactors to agree criteria for naming rights, partnerships and sponsorships on a case-by-case basis.

## **9. CLUB'S FUNDRAISING ACTIVITIES**

The Board will initiate a minimum of two fundraising activities annually, e.g. movie night.

Funds raised will be put towards costs that apply to the membership as a whole, such as coaching fees or lane hireage.

## **10. DOCUMENTATION**

All funds received by way of fundraising activities or from benefactors will be deposited into the Club's bank account.

The Club will document all funds received from benefactors or fundraising activities.