

# Capital Region Female Minor Hockey Association (CRFMHA)

## External Funding Policy

### Version 1.2

Approved - February 28, 2023

## BACKGROUND

The external funding policy (formerly drafted as the Fundraising and Sponsorship policy) refers to all sources of funding to teams, programs, tournaments or the Association, excluding player registration fees, representative player fees (aka rep fees) or other specified user or membership fees. External funding includes donations, charitable donations, fundraising, sponsorship and grants.

## DEFINITIONS

**Association** - Refers to Capital Region Female Minor Hockey Association (CRFMHA), a registered non-profit society and local sport organization (LSO).

**Program** - includes any non-team based CRFMHA program, such as an introductory program, recruitment program, beginner program, skills development program, goaltender development program, promotional program.

**Tournament or Jamboree** - an event hosted by CRFMHA and sanctioned by Vancouver Island Amateur Hockey Association (VIAHA) and BC Hockey (BCH) for the purposes of fun, competition and fundraising.

**Team** - a CRFMHA hockey team, as rostered on the Hockey Canada Registry.

**Donation** - a donation is an amount of money or goods/services that are provided to a team, program or the association without need for recognition or acknowledgement. Donations can be accepted by cash, cheque or eTransfer. The association does incur a bank service charge fee on any funds received as eTransfers.

**Charitable Donations** - CRFMHA is not a charitable organization. As a nonprofit society and member of the provincial support organization (BC Hockey), CRFMHA is eligible to submit charitable projects for consideration by the BC Amateur Sport Fund (BCASF).

BCASF is a philanthropic gift-giving program, previously known as the National Sport Trust Fund, and was established through the Canadian Council of Provincial and Territorial Sport Federations (CCPTSF) for the development of amateur sport on a national level.

The BCASF is a Registered Canadian Amateur Athletic Association (RCAAA) with the Canada Revenue Agency (#88938 6868 RR0001).

If a project submitted to BCASF by CRFMHA is approved, it can be funded through charitable donations made to BCASF specified for the CRFMHA project. Such projects are administered at the level of the Association only, so receiving Charitable Donations is not an option for teams or programs. Charitable donations are subject to an administrative fee (approximately 5%), which is retained by BCASF. For qualifying Charitable Donations, tax receipts will be issued by BCASF on eligible amounts.

**Fundraising** - refers to an event, task, service or item that is used to earn income for a team, program, tournament or the association. Some fundraising activities require a BC gambling event license (aka gaming license) and the appropriate license must be identified, applied for and approved prior to the fundraising activity. All applications from any CRFMHA group must be submitted to the BC Gaming Branch by the CRFMHA Treasurer. All requests for applications for gaming licenses must be submitted to the CRFMHA Treasurer on behalf of the team, program or tournament a minimum of 30 days in advance of the event. Funds raised through licensed fundraising activities have specific restrictions on their use, as summarized in Appendix 1.

**Sponsorship** - refers to an arrangement between a sponsor and the team, program, tournament or association, for which the sponsor receives recognition or acknowledgement in exchange for money or goods/services (in kind).

**Grant** - a grant is an amount that can be applied for by a team, program, tournament or the Association, sometimes renewable for 1 or multiple years. The terms of the funding and the applicant eligibility are determined by the granting agency. Grants are classified as competitive or noncompetitive and eligibility may be restricted to charitable organizations, nonprofit societies for local support organizations as determined by the granting agency. Notably, for grants that are only open to charitable organizations, CRFMHA can work collaboratively with BCASF, such that BCASF is the applicant, but CRFMHA is ultimately the beneficiary.

## **GEOGRAPHIC LIMITS**

Sponsorship and fundraising should be solicited within the geographic boundaries of the Association with the exception being the place of employment of a player's parent or relative or on-line funding drives (e.g. donation campaigns; online raffles). Unsolicited sponsors from outside the Association's boundaries who approach the Association or a team are acceptable.

## **EXCLUDED SPONSORSHIP**

CRFMHA discourages Association, tournament, team or program sponsorship by breweries, wineries, distilleries, tobacco companies, e-cigarette or vaping companies, marijuana/cannabis dispensaries, or establishments that have adult entertainment as their primary business. Nor should they pursue fundraising activities through such organizations.

## **EXTERNAL FUNDING FOR THE ASSOCIATION**

### **Donations**

Donations to the Association can be received at any time, either solicited or unsolicited and within a fundraising campaign or sporadic. Donations can be made by cash, cheque or eTransfer. Donors may be made aware that the Association pays a service charge on any funds received by eTransfer. The Association may choose to acknowledge donors, although it is not required. Donors have the option to remain anonymous.

### **Charitable donations**

From time to time, the Association may have an active campaign or project with the BCASF, typically envisioned to augment one or more aspects of the Association or to fund selected programs. The purpose of the project will be specified on the donation page. Charitable donations received will be processed by BCASF and subject to an administrative fee, as determined by the BCASF. All remaining funds are held by the BCASF until such time that the CRFMHA requests them, in the form of a grant application (see below).

### **Fundraising**

The Association may undertake fundraising initiatives at various times during the season. Funds raised in this manner will be used to subsidize all aspects of the Association expenses, including ice contracts, officiating, sports equipment and uniforms, hockey development activities (skaters, goaltenders, coaches and officials) as well as administrative/insurance costs and promotional equipment and events. Fundraising activities are intended to attenuate the cost of registration for the regular season and therefore Association fundraising activities welcome the voluntary participation of all members. A reference list of Association fundraisers is included in Appendix 2(A).

### **Sponsorship**

The Association may recruit sponsors to support all aspects of Association expenses (as listed above). Sponsorship can be directed to support a specific Association expense by the sponsor, or to support the area of greatest need. All sponsors will be recognized through common sponsor recognition, including:

- Promotion on CRFMHA Facebook, Instagram and Twitter;
- Recognition on Sponsor area on CRFMHA website;
- Sponsorship announcement (including logo) delivered by email to all current members;
- Full colour logo displayed at Annual Awards Banquet;
- Option for sponsor to attend Annual Awards Banquet with promotional information table prior to commencement of formal program and/or display a promotional banner at banquet;
- Acknowledgement with full colour logo in CRFMHA Annual Report;
- Plaque for public display at the location of sponsor's choosing.

In addition to common sponsorships, CRFMHA offers named sponsorships, as follows:

1. Jersey Sponsor (Limited to the number of teams in the Association; U13 and above)
  - a. Minimum sponsorship of \$3000;
  - b. Common sponsorship recognition (as above);
  - c. Full colour logo on upper right chest of the team jersey set for the lifetime of the jersey set (estimated to be 5 years).
    - i. Right of first refusal to renew the sponsorship when the jersey set is replaced.
  - d. NOTE: Jersey sponsorship is optimally scheduled by June, such that jerseys can be manufactured and ready for the regular season in September.
2. Host Tournament Sponsor (Maximum of one per annual CRFMHA tournament)
  - a. Minimum sponsorship of \$2500;
  - b. Common sponsorship recognition (as above);
  - c. Exclusive naming rights to the sponsored tournament;
    - i. Right of first refusal to sponsor the same event in the following season;
  - d. Front cover full colour logo and back cover advertisement in the tournament program.
3. Development Program Sponsor (Unlimited number of sponsors)
  - a. Common sponsorship recognition (as above);
  - b. Monochrome logo on back of a Victoria Reign practice jersey\* supplied to program participants (jerseys are retained by the participants following the program);
    - i. Right of first refusal to sponsor the same program in the following season.
      1. Major sponsor (large logo): \$1200
      2. Major sponsor (medium logo): \$800
      3. Minor sponsor (small logo): \$600
4. Awards Banquet Sponsor (Unlimited number of sponsors)

- a. Minimum sponsorship of \$500;
  - b. Common sponsorship recognition (as above);
  - c. 6' table at the annual CRFMHA banquet for interaction with players and distribution of promotional materials (first hour of event).
5. Event Sponsor (Unlimited number of sponsors)
    - a. Minimum sponsorship of \$450;
    - b. Common sponsorship recognition (as above);
    - c. 6' table at seasonal CRFMHA events such as the welcome event or the holiday event (first hour of event).
  6. Association Supporter (Unlimited number of sponsors)
    - a. Minimum sponsorship of \$400;
    - b. Common sponsorship recognition (as above).

\*Development Program Sponsor practice jerseys MUST comply with CRFMHA Brand Representation Policy.

## **Corporate Sponsorship Programs**

CRFMHA applies annually to established corporate sponsorship programs that are aligned with Hockey Canada/ BC Hockey, including but not limited to:

- Tim Hortons Timbits Hockey Program - Coordinated by Director of Equipment
- McDonald's atoMc Hockey Program - Coordinated by Director of Equipment
- Scotiabank "Hockey For All" Program - Coordinated by Director of Fundraising
  - NOTE: Preferentially apply for this program for teams who have jerseys not already sponsored by a "Jersey Sponsor" (above).

## **Grants**

CRFMHA will apply for grants to support Association programming and attenuate member registration costs. The BC Community Gaming Grant is non-competitive and a major source of funding for CRFMHA. The annual application is coordinated by the Director of Fundraising, with input and support from other Board members as necessary.

Competitive grants are offered by numerous agencies with specific eligibility criteria and funding mandates. Grants for Association programs can be applied for by any Director to support activities within their portfolio. When required by the granting agency, submission of the final grant report is the responsibility of the Director who applied for the grant. If there has been succession in the portfolio, any grant reporting will become the shared responsibility of the current Director and responsible Officer.

Some granting agencies offer grants that are only available to charitable organizations. In those situations, the application must be coordinated with BCASF so that they are the application and CRFMHA is a designated partner in the application.

## **EXTERNAL FUNDING FOR TEAMS**

### **General**

Teams may use external funding to support team activities. Teams must maintain a budget which is subject to periodic review by the CRFMHA Treasurer and will record revenue according to the categories of fundraising, sponsorship, donations and team fees. Operational expenses will be recorded under the categories of:

- “Wages” including entrepreneurial coaches, development professionals, and referees;
- “Facility Rentals” including ice rentals and tournament fees;
- “Equipment” including sports equipment and safety supplies
- “Travel Costs” including any travel expenses within BC for non-parent coaches;
- “Administrative”

Any team (or tournament host committee) applying for a BC gambling event license (any Class) must do so in collaboration with the Association Treasurer ([treasurer@crfmha.ca](mailto:treasurer@crfmha.ca)).

Teams may request to use the CRFMHA letterhead to draft a letter supporting their external funding activities from [info@crfmha.ca](mailto:info@crfmha.ca).

### **Eligibility**

Teams should not approach businesses, organizations or entities that are known sponsors of the Association for sponsorship and fundraising activities, including Tournament Sponsors and Jersey Sponsors from prior seasons with active 5-year sponsorship agreements.

### **Fundraising**

Teams may pursue fundraising activities to subsidize team activities and events. Any active fundraising events should be approved by a BC Hockey Special Event Sanction (select “Fundraising Event” from the Type of Event menu). Examples of team fundraising events are included in Appendix 2(B).

### **Sponsorship**

Teams may pursue sponsorship. CRFMHA recommends teams utilize a structured process to secure sponsors, such as use of a sponsorship request letter. Team sponsorship levels may include:

- Tournament Travel Sponsor (\$1000 or more) - Limit of five sponsors at this level
- Team Practice Jersey Sponsor\* (\$750 or more) - Limit of one per team
- Period Sponsor (\$500) - Limit of three sponsors at this level
- Intermission Sponsor (\$400) - Limit of two sponsors at this level
- Hat Trick Sponsor (\$300) - Unlimited sponsors at this level

- Super Fan (\$200) - Unlimited sponsors at this level
- Team Supporter (\$100) - Unlimited sponsors at this level

\*Sponsored practice jerseys MUST comply with CRFMHA Brand Representation Policy

Teams are provided with a base/stand for a retractable sponsorship banner. The banner is to be printed with funds from the team budget, at a preferred rate from a CRFMHA-affiliated printer.

Teams may acknowledge sponsors in team communications; team social media pages; team signage or other digital or printed media. Each season, teams will be provided one opportunity to present their team sponsors via the CRFMHA social media platforms (Facebook, Twitter, Instagram).

If teams (U13 and above) have been issued unsponsored jerseys from the Association, they may apply a single removable name bar to each jersey, acknowledging a single sponsor per jersey. The removable navy blue name bar will include a sponsor name in white lettering, without logo, and can be applied to the back of the jersey, below the number. Cost of production of such name bars is the responsibility of the team. The name bars must be removed prior to the return of the jerseys at the end of the season. If a team has been issued sponsored Association jerseys, no competing sponsorship information can be applied anywhere on the jersey.

## **Grants**

Given the variable timing of grant cycle timing; the time consuming nature of many grant applications, and the process for review, notification and funds transfer, it is recommended that teams should not apply for grants. The lone exception is the viaSport "BC Ferries Sport Experience Program", which is open only to teams traveling to Provincial Championships. Applications are due 12 days prior to the date of travel. See: [BC Ferries Sport Experience Program | viaSport](#)

## **Charitable Donations**

During an active CRFMHA Charitable Donations campaign/program, teams may consider working with the Association Treasurer, or other Board representative as appropriate, to recruit charitable donations for the benefit of the team. The donor(s) will be required to verify donations intended for a specific team, so cannot be anonymous. Charitable donations are subject to a 5% administrative fee.

## **Team Fees**

During the season, at a team meeting attended by a majority of team parents/guardians, the team may set a "team fee" to support deposits and other early season activities prior to external funding opportunities. Should the team have revenue exceeding expenses, an amount up to (but not exceeding) the team fee can be refunded to those parents/guardians who contributed to

the team fee. Any residual surplus from team external funding shall be retained by CRFMHA. For clarity, CRFMHA Registration fees and Rep Fees cannot be refunded to members through external funding at the team level. If a new player joins a team mid-season, they will be required to contribute a pro-rated team fee.

### **Player Movement**

If a player leaves or is removed from a team after contributing a team fee, they will receive a prorated refund amount from the team. If they move to another CRFMHA team, they will be required to contribute a prorated team fee to the new team (if applicable). If the departing player is replaced, the new player will pay a prorated team fee.

### **Termination**

After the conclusion of the season (April 30), all funds in the team bank account shall become property of the Capital Region Female Minor Hockey Association.

## **TOURNAMENTS**

Tournaments hosted by CRFMHA provide unique opportunities for competition and to have fun, but also for fundraising.

This Policy deals only with the fundraising activities at tournaments hosted by CRFMHA. For all other aspects of Tournaments, please see the Tournament Policy.

With respect to tournament fundraising:

- Revenue from Association level named Tournament Sponsorship will remain in the control of CRFMHA and excluded from the tournament budget, but may be applied to selected tournament expenses at the discretion of the Treasurer and Finance Committee.
- The tournament host committee will be composed with equal representation from all participating host teams, to ensure equal profit sharing (if any) following the event.
- The tournament budget is subject to review by the CRFMHA Treasurer and will record all tournament revenue and expenses according to the categories:
  - Revenue
    - Entry fees / registration fees;
    - Sponsorship (if applicable);
    - Licensed fundraising activities (requiring BC gaming license)
    - Other
  - Expenses (See Appendix 1)
    - “Wages” including referees;
    - “Facility Rentals” including ice rentals and any room or facility charges;
    - “Equipment” including sports equipment and safety supplies;

- “Administrative Expenses” including BC Hockey and VIAHA Sanctioning fees; fundraising supplies; printing costs; player of the game awards; team awards/medals; banner printing (if applicable).
- Revenue from licensed fundraising will be deposited into the CRFMHA gaming bank account by the CRFMHA Treasurer.
- In any season that CRFMHA does not receive a BC Community Gaming Grant for any reason, \$100 per visiting team will be forwarded to the Association as an organizing fee.
- Any remaining surplus will be divided between host teams that were represented by volunteers on the host committee.
- Any request for unequal profit sharing must be justified then reviewed and approved by the Treasurer, Finance Committee and Officers.

## **APPENDIX 1 - Use of Gaming Proceeds**

### ***Adapted from BC Licensed Charitable Gaming Rules (September 14, 2021)***

Net gaming proceeds must be used for eligible disbursements related to the direct delivery of on-going programs and services within BC, as approved on a license. Licensees must spend the net proceeds of their gaming event within 12 months of the end of license period with the exception of major capital projects as defined in Special Approval: Major Capital Projects.

Eligible disbursements include, but are not limited to:

#### **1. Operational Costs**

Operating costs are essential expenses associated with the maintenance and administration directly related to the delivery of an eligible organization's programs and include:

- wages;
- insurance;
- utilities;
- facility rental;
- equipment; or
- administrative supplies.

#### **2. Equipment**

Rental or purchase of equipment essential to the direct delivery of programs and services of an eligible organization.

#### **3. Travel**

Travel is permitted where essential to the direct delivery of an eligible organization's programs within BC. Essential travel does not include social travel or travel for paid employees. Refer to Special Approval: Out-of-Province Travel for additional information regarding travel outside of BC.

#### **4. Membership Fees**

Membership fees paid by any eligible BC organization that represents the licensee's interests or are considered to be required annual fees.

#### **5. Capital Acquisitions**

Purchases to acquire assets essential to the direct delivery of an eligible organization's programs and services, such as:

- computers;

- playground equipment;
- furniture; or
- vehicles.

## **6. Scholarships and Bursaries**

Scholarships and bursaries are eligible where a scholarship/bursary program is offered by an eligible organization whose board determines the selection criteria and award procedure. The organization must disburse the scholarship/bursary funds directly to:

- The award recipient;
- An eligible conduit organization that acts according to the donor's criteria; or
- A student account at the educational institution.

If an eligible organization administers a scholarship/bursary program, the program must be open to post-secondary school applicants in the broader community, not just to members of the organization. Scholarships and bursaries must not be created with the intent of donating funds to a specific person or with one person in mind.

## **APPENDIX 2 - EXAMPLES OF FUNDRAISERS**

### **(A) Association Fundraisers**

- (a) Association Bottle Drive (Bottle Depot on Glanford)- September - annual;
- (b) NHL Hockey Pool (OfficePools.com) - October - annual;
- (c) Association 50/50 (Rafflebox.com) - February - annual;
- (d) Occasional merchandise sales:
  - (i) Vehicle decals (Hometown Team and Corporate Sales) - December 2019;
  - (ii) Gaiters / COVID masks (WestCoast Athletics / HTCS) - November 2020;
  - (iii) Sandals (Summer Skates.com) - February 2021.

### **(B) Team Fundraisers**

- (a) Bottle Drive
- (b) Donut, Chocolate, Pizza sales etc.
- (c) Hillside Mall "Night of Lights" tickets
  - (i) NOTE: CRFMHA will apply on behalf of teams
- (d) WHL Victoria Royals opportunities (Chuck-a-Puck).