

Fundraising and Grants Policy



1. Purpose

This policy outlines principles and processes and provides guidance related to fundraising and grant applications by the Yellowknife Ski Club (YKSC.)

2. Scope

This policy governs all fundraising on behalf of the YKSC and its programs.

3. Principles

The YKSC will adhere to the following principles when implementing this policy:

- Fundraising will be conducted in a coordinated, goal-oriented, and cost-effective manner.
- Donor recognition will be timely and will be in proportion to the level of donations received.

4. Roles & Responsibilities

Director of Fundraising and Grants

- (a) To lead fundraising activities and grant applications for the purpose of covering the YKSC's core expenses, including operation, maintenance and capital costs related to facilities and equipment. This includes, but is not limited to:
 - Work with the Board of Directors to identify fundraising needs and prioritise grant opportunities at the beginning of each season
 - Keep track of grants, their values and proposals.
 - Write grants report as per funder policy
- (b) Support Program Campaign Leads writing and coordinating grants, and tracking grants and applications
- (c) Work with the Board of Directors and Program Leads to ensure donors are recognized as per this policy; this includes, but is not limited to:
 - Communicate the list of donors, including the amount donated to the Treasurer and work with the Treasurer at least once a year to ensure this list is maintained and up to date.
 - Once a year, send the Communications Director an updated list and logos of donors to be added to the sponsor webpage along indicating which sponsors are to be on the homepage sponsor slider.
 - Work with the Director Facility to maintain and update donor recognition in the ski club's facility.

(d) The Director Fundraising and Grant can provide support as needed for grant writing.

Treasurer

The Treasurer is responsible for maintaining an annual list of donors, ideally including the amount donated by each donor, and to provide the list to the Director of Fundraising and Grants.

Director of Communications

The Director Communication is responsible for updating the sponsor webpage, and the YSKC's Facebook and Instagram accounts once a year with the donors' information provided by the Director Fundraising and Grants.

Director of Facilities

The Director Facility is in charge of ensuring the donor recognition signs on the Ski Club's property are well maintained.

Program Campaign Lead

Each program (e.g. Biathlon, High Performance, Track Attack, ...) is responsible for fundraising and grant applications for the purpose of covering expenses where core program funding does not fulfil requirements. The person who is responsible for fundraising and grant applications of a program is called a Program Campaign Lead.

Each Program Campaign Lead is responsible for:

- Setting a fundraising plan at the beginning of each year and share it with the Director Grants and Fundraising;
- Implementing the plan, including applying for grants and leading fundraising activities; and
- Communicating the list of donors, including the amount donated to the Treasurer and the Director Grants and Fundraising

5. Fundraising

Fundraising includes any unsolicited monetary tasks conducted by YKSC, including programs, outside of membership and fee collection.

All funds raised shall be remitted to the Treasurer.

6. Grants

Grants can be applied on when asking for money through an application process to foundations or government entities.

Program representatives and any board member who applies for a grant shall ensure necessary information about the application is sent to the Director Fundraising and Grants for tracking and document management (completed application, outcomes, funding amount).

Program Campaign Leads shall inform the Directors of Fundraising and Grants for all grant applications, ideally before the application is submitted.

7. Partnerships

When partnering with another organisation for fundraising activities or grant application:

- The Director of Fundraising and Grants shall obtain prior approval from the Board of Directors
- A Program Campaign Lead shall obtain prior approval from the Board of Directors through the Director of Fundraising and Grants

8. Donor Levels and Recognition

All individual and business donors shall be recognized on an annual basis, for donations received during the current ski season.

Individual Donors

Individual donor refers to an individual who donated to the ski club on their own behalf.

Recognition for individual donors shall be given for cash donations that can be tracked and for in-kind donations supported by an invoice.

Recognition is not given under this policy for the volunteer hours of YKSC Members.

Individual donors who donated cash will be recognized:

- In the annual report of the fiscal year that they donate, and
- For one year, on the Ski Club's Individual Donor section of the website at the beginning of the fiscal year following their donation.

Business Donors

Recognition for business donors shall be given for cash donations, and for in-kind donations supported by an invoice. Recognition will be made as follows:

(a) Business donors who donated less than \$1,000, recognition will be made:

- In the annual report of the fiscal year that they have donated, and
- For **one** year, on the Ski Club's Donors section of the website starting at the beginning of the fiscal year following their donation (**no logo**)

(b) Business donors who donated between \$1,000 and \$2,499:

- In the annual report of the fiscal year that they have donated,

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- For **one** year, on the Ski Club's Donors section of the website with **their logo** starting at the beginning of the fiscal year following their donation, and
 - Through **one** tag in each of the Ski Club social media account.
- (c) Bronze donors (between \$2,500 - \$3,999) recognition will be made:
- In the annual report of the fiscal year they have donated,
 - For **one** year, on the Ski Club's Bronze Donors section of the website with **their logo** starting at the beginning of the fiscal year following their donation,
 - Through **two** tags in each of the Ski Club social media accounts,
 - On the chalet donors' billboard for **one** year starting at the beginning of each fiscal following their donation, and
 - A sticker or a certificate from the Ski Club recognizing their Bronze Donor level status for the fiscal year they donated that they can display in their business.
- (d) Silver donors (between \$4,000 - \$6,999) recognition will be made:
- In the annual report of the fiscal year that they have donated,
 - For **two** years, on the Ski Club's Silver Donors section of the website with **their logo** starting at the beginning of the fiscal year following their donation,
 - Through **two** tags in each of the Ski Club social media accounts for **two** years,
 - On the chalet donors' billboard for **two** years starting at the beginning of each fiscal following their donation,
 - A sticker or a certificate from the Ski Club recognizing their Silver Donor level status for the fiscal year they donated that they can display in their business, and
 - With an outdoor sign (up to 4' x 8') on the ski club property and visible to people coming to the ski club for **two** years at the beginning of the fiscal year following their donation. The sign is to be provided by the donor.
- (e) Gold donors for donations \$7,000 and over:
- In the annual report of the fiscal year that they have donated,
 - For **three** years, on the Ski Club's Silver Donors section of the website with **their logo** starting at the beginning of the fiscal year following their donation,
 - Through **two** tags in each of the Ski Club social media accounts for **three** years,
 - On the chalet donors' billboard for **three** years starting at the beginning of each fiscal following their donation,
 - A sticker or a certificate from the Ski Club recognizing their Gold Donor level status for the fiscal year they donated that they can display in their business, and
 - With an outdoor sign (up to 4' x 8') on the ski club property and visible to people coming to the ski club for **three** years at the beginning of the fiscal year following their donation. The sign is to be provided by the donor.

At the YKSC Annual General Meeting, the Director of Fundraising and Grants shall report on all donations received for the year.

The Director of Fundraising & Grants may recommend, and the Board may approve, any special fundraising or donor recognition arrangements besides those specified in this policy.

9. **History**

This policy was reviewed and updated on April 12, 2021.

This policy was adopted as approved by the YKSC board on May 15, 2023.