EDMONTON SWU | FUNDRAISING POLICY FIN-25-01

Approved July 6, 2025
Review on July 6, 2026 or before, as required

Policy Purpose

The purpose of this policy is to outline expectations and guidelines for all fundraising activities conducted by SWU teams, members, and volunteers. Fundraising helps offset team expenses while ensuring activities align with the values, reputation, and legal requirements of Edmonton Southwest United SC ("SWU").

All fundraising activities must be conducted in a transparent, respectful, and ethical manner, ensuring fairness for all participants, and protecting the Club's integrity.

Policy Scope

This policy applies to all SWU teams, players, parents, guardians, coaches, team officials, and volunteers involved in fundraising efforts, whether for local competitions, travel, tournaments, equipment, or other approved team expenses.

Policy Statement

SWU supports team-initiated fundraising to help reduce the financial burden of participation. However, all fundraising must be:

✓ Consistent with SWU's values of respect, fairness, and integrity
✓ Approved in advance by the Club (where required)
✓ Transparent, with clear tracking of funds raised and how they are used
✓ Voluntary, ensuring no player or family is penalized for choosing not to participate
✓ Conducted in compliance with applicable laws, including licensing for raffles or gaming activities

Fundraising Guidelines

1. Fundraising Approval

- Teams are encouraged to pursue fundraising initiatives to support their participation in events such as tournaments or travel.
- Any fundraising that involves the use of SWU's name, logo, or reputation must receive prior approval from the Club Administrator or designate.
- Fundraisers involving raffles, lotteries, 50/50 draws, or other gaming activities require appropriate licensing under Alberta Gaming, Liquor and Cannabis (AGLC) regulations.

2. Use of Funds

- Funds raised must directly support team-related expenses, including tournament fees, travel costs, accommodation, team apparel, or other approved expenses.
- Fundraising proceeds cannot be used for personal expenses unrelated to SWU activities.
- Teams must communicate to all participants in advance how funds will be distributed and used.

Fundraising Guidelines *(continued)*

3. Financial Accountability

- Teams must maintain accurate financial records of all fundraising income and expenses.
- Financial records must be available for review by the SWU Club Administrator or Board upon request.
- Any surplus funds at the conclusion of the season or after a specific fundraising goal is met must be handled transparently. Options may include:
  - Applying funds toward future team activities
  - Donating surplus funds to a designated SWU program or initiative
  - Refunding participants proportionally (if previously communicated)

4. Participant Expectations

- Participation in fundraising activities is voluntary. No player shall face reduced playing time or other consequences for non-participation.
- Teams are encouraged to create inclusive, fair, and enjoyable fundraising opportunities for all families.

5. Sponsorship & Donations

- Teams may seek sponsorships from businesses or individuals, provided such sponsorships are appropriate and approved by the Club (when involving the SWU name or logo).
- Donations made to a specific team are not eligible for charitable tax receipts unless processed through a registered charity affiliated with SWU, subject to applicable policies.

Roles & Responsibilities

✓ Team Managers & Coaches: Oversee fundraising activities, ensure compliance with this policy, and communicate plans to families.

✓ Participants & Families: Engage respectfully in fundraising efforts and follow guidelines set by the team and Club.

✓ SWU Club Administrator: Review and approve fundraising activities involving the SWU name, logo, or requiring regulatory oversight.

Non-Compliance

Failure to adhere to this policy may result in:

- Suspension or cancellation of fundraising privileges
- Disciplinary action under SWU's Code of Conduct
- Repayment of improperly used funds
- Potential removal from team or Club activities for serious breaches
- Reporting serious breaches to law enforcement if required

Final Notes

Fundraising strengthens team spirit and reduces financial barriers. When conducted ethically, fundraising reflects positively on SWU and provides valuable support for players and families. We appreciate the efforts of all volunteers and participants in making fundraising initiatives successful, transparent, and aligned with our Club's values.