

2021-2022 FUNDRAISING PLAN

As part of our Strategic Plan the Board of Key City Gymnastics (KCGC) committed to the creation of a Fund Development plan that outlines Sponsorship/Fundraising/Granting programs, policies, and opportunities.

The 2021/2022 Fundraising Plan is outlined below. This plan is created annually, utilizing feedback from the membership and volunteer discussion. The Board welcomes discussion, feedback, and ideas. Please email fundraising@keycitygym.ca with any questions and/or comments.

Why Do We Fundraise?

Dollars raised through fundraisers:

- Leverage dollars for Grants
- Supports the Key City Gymnastics Community Fund (with the Community Foundation of the Kootenay Rockies)
- Assists with the purchase of new equipment
- Enables improved coach training/certification opportunities
- Offsets the operational costs not covered by registrations
- Enriches programming
- Training and educational material for athletes
- Support our recognition program for athlete achievements

Fundraising and Volunteer Commitment

When you give back to the club through fundraising and volunteer participation you help us achieve more, reach our goals, and keep our facility safe for all our participants. Your involvement has a positive effect on your child's passion for their sport and sense of belonging, while building a strong family network and support system within our organization.

What Is This Year's GOAL?

This year the Fund Development (FD) Committee hopes to raise \$19,000 to go towards Gym Operations (last year's target was \$20,000). This includes some equipment replacement but likely will be directed to the increased costs associated with operating. i.e.- added cleaning protocols, limited capacity classes, increased administration, etc.

What Are the Challenges This Year?

- It is unclear if the Key City Classic will occur this year. The Classic is generally our largest fundraiser of the year. Currently, we are not including these dollars in our annual fundraising plan.
- CORPORATE SPONSORSHIP – generally parent volunteers approach businesses for support. As a direct result of the economic impacts of the COVID-19 pandemic we anticipate a reduction in Corporate Sponsorship program.
- The Fund Development Committee has received feedback from our competitive membership regarding fundraisers and their frequency. We have chosen to significantly reduce the number of fundraisers, in the hopes that participation will be higher, and more dollars can be raised with less continual effort from the membership.
- The Fund Development Committee recognizes the previously developed FUNDRAISING ACCOUNTS and COMPETITIVE ATHLETE FUNDRAISING ACCOUNT (CAFA) did not achieve its intended purpose. As such the committee will be organizing a FOCUS group to discuss the deliverables of these and any funds currently allocated to these accounts. Recommendation from this focus group will be provided to the board.

This Year's Fundraisers

- All fundraisers are open for gym wide participation.
- Participation in these fundraisers is mandatory for ALL COMPETITIVE Athletes.

Prior to the fundraiser commencement, information will be provided regarding the “**mandatory minimum sales required**”. Athletes are expected to augment missing profits from sales not achieved. Each fundraiser will have an “**opt out/buy out option**” to enable flexibility for families who are unable to participate. Please note we have significantly reduced fundraisers this year, to increase participation by the membership.

Mandatory Fundraiser	Timing
50/50	October 4 – December 10
Yummy Treats - Cookie Dough	November
Kernels Popcorn	February

Optional Extra Ongoing or Timed Release

The gym will be participating in a few fundraisers which will be ongoing through the season. Some fundraisers will be available for purchase from the office throughout the year and others will be an opportunity to purchase items when they are offered. The following are a list of fundraisers that will give the gym an opportunity to raise funds while providing a service to the membership: FundScrip gas and grocery store cards, Landmark-Movie tickets, Key City Gymnastics Apparel, and Domino’s Pizza Night to name a few.

How Are Funds Allocated Within the Gym?

All funds raised this year will be allocated to a general fundraising account to be used for gym operations as deemed appropriate by the executive director and the KCGC Board.

Mandatory Key City Classic Volunteer Requirements

It is unknown if the Key City Classic will occur this year. If we can run this event mandatory hours are required by Competitive families.

The following volunteer hours will be required should the Key City Classic take place in March of 2022:

- Athletes training 4-17 hours per week requires ONE volunteer shift of 4 hours (per athlete in the program)
- Athletes training 18+ hours per week requires TWO volunteer shifts of 4 hours (per athlete in program)

Penalties

If the volunteer commitment is not completed, the athletes account will be charged a penalty fee:

- Athletes training 4-17 hours per week have a penalty fee of \$300
- Athletes training 18+ hours per week have a penalty fee of \$500

What Are Corporate Sponsorships?

The gym relies heavily on the support of the local business community for much of our event programming and some operations. Our committees have been working hard to grow this program. We are very proud of the local business support and all the hard work of our parents who helped to acquire these sponsorships. Sponsorships run throughout the entire year and are highlighted at events, within the gym and on all our social media. **Please reach out to the office or the Fund Development Committee if you have ideas on how to grow this program or of businesses that should be approached.**

Do We Apply for Grants?

There is a small, dedicated group of staff and parents who work to access the various grants available to our organization for training, equipment, and gym operations. Please let us know if you are interested in assisting with this or if you are aware of any grants that could potentially be accessed.