



FIELD HOCKEY CANADA

Policy Name FUNDRAISING POLICY		Policy Category OPERATIONS
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1. PURPOSE

The purpose of the fundraising policy is to protect the interests of all Field Hockey Canada (FHC) programs and members through legitimate and approved fundraising endeavours.

2. PRINCIPLES

FHC acknowledges the important support of the federal government and other public funding agencies in helping to develop FHC programs and management of the association but believes that:

- a. FHC must increase fundraising revenue to augment membership and registered participant fees and government contributions;
- b. initiatives should be engaging and support building the FHC brand while raising funds; and
- c. initiatives should align with FHC values and assist in the achievement of our Vision.

3. APPLICATION

The Fundraising Policy applies to all internal fundraising initiatives, as well as initiatives organized by Member Associations, clubs or other entities who seek and are granted permission to use the FHC name and/or logo and/or other resources.

4. DEFINITION

Fundraising - for the purpose of this policy, fundraising is the process of seeking financial support for the corporation through building, strengthening and sustaining relationships with people and corporations who are aligned with the FHC's values and mission. Fundraising does not include sponsorship or advertising, but may include, but not be limited to:

- a. special events;
- b. donation campaigns;
- c. named as the charity of choice (eg: golf tournament); and
- d. licensed game of chance (recipient of local bingo or club lottery).

5. OWNERSHIP OF FUNDRAISING PROPERTIES

All fundraising initiatives that are implemented on behalf of FHC, whether for a particular program or team, or for the corporation as a whole, are the sole properties of FHC.

6. FUNDRAISING INITIATIVES

6.1 Field Hockey Canada General Fundraising Programs

The FHC Fundraising and Sponsorship Committee is responsible for developing and implementing FHC fundraising programs. Fundraising programs:



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- a. must support the FHC Strategic Plan;
- b. will be professionally presented and appropriately supported;
- c. may be designed to raise funds for a particular program or service, but if so, the limit on the use of funds raised must be clearly noted in all promotional materials;
- d. must comply with all Canada Revenue Agency (CRA) requirements if contributors are given opportunities to be issued an Official Donation Receipt for any part of their contribution;
- e. must comply with FHC's own branding rules and regulations;
- f. should have promotional materials produced in both official languages; and
- g. all financial activity must be deposited to, and expensed from the FHC operating accounts, with the funds being restricted for use within the intent of the approved fundraising program.

At the conclusion of the fundraising project, a Fundraising Project Report must be submitted to FHC within thirty (30) days.

6.2 National Teams Program Fundraising

National Teams Program athletes who wish to pursue fundraising projects on behalf of their team or the larger program must adhere to the following:

- a. fundraising projects contacts or leaders must be appointed by the group to act as liaison with the FHC Fundraising and Sponsorship Committee. These individuals will also be responsible for ongoing project communication and reporting;
- b. use the FHC Fundraising Application Form available from the FHC office to outline the fundraising initiative and present to the FHC Fundraising and Sponsorship Committee for review;
- c. the FHC Fundraising and Sponsorship Committee may invite verbal presentations in addition to the written proposals;
- d. The Fundraising and Sponsorship Committee will make their decision as soon as possible, and will:
 - i. approve the proposal as submitted,
 - ii. approve the proposal with specific alterations before it can go forward, or
 - iii. Ask for a resubmission of the proposal
 - iv. reject the proposal and provide reasons for the rejection.
- e. during the proposal review, the Fundraising Committee will consider the impact to FHC and the National Teams Program, including but not necessarily limited to:
 - i. any costs associated with production of materials, licenses, fundraising contractors or other costs, and the subsequent return on investment if the project is successful;
 - ii. fit with the FHC Strategic Plan and the corporation's Mission and values;
 - iii. the protection of FHC's brand and reputation;
 - iv. the time and effort that will be expended to make the project a success;
 - v. any opportunities for repetitive fundraising through the same or similar projects in future years;



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- vi. compliance with the FHC **Charitable Donations Policy** and CRA requirements if contributors to the project are given opportunities to be issued an Official Donation Receipt for any part of their contribution;
- vii. use of the FHC website and social media platforms to support and promote the fundraising project.
- f. when a proposal is approved, the project leaders will be responsible for implementation of the proposal but can request advice from FHC regarding project activation;
- g. all materials that include the FHC name and/or logo or any other identifiable FHC brand must get approval from the FHC CEO prior to public use of the material;
- h. all money raised through a National Teams Fundraising project must be deposited with FHC, with the funds being restricted to use for the National Teams Programs as outlined in the original proposal;
- i. at the conclusion of the fundraising project, a Fundraising Project Report must be submitted to FHC within thirty (30) days. If this is an on-going project, a report must be filed with FHC at least once every twelve (12) months.

6.3 Member Association or Club Fundraising Initiatives Requesting FHC Endorsement

The FHC Fundraising and Sponsorship Committee will consider applications for FHC approval of fundraising initiatives from Member Associations, field hockey clubs or other entities that wish to use FHC branding, and plan to contribute part or all of their net fundraising proceeds to FHC programs.

Applicants must use the FHC Fundraising Application Form available from the FHC office. If approved, FHC will assign an FHC contact to liaise with the initiative organizer and to oversee FHC's interests. FHC approval of promotional materials for the initiative will be required.

Regular updates must be provided including confirmation of correct use of FHC logos and other branding, compliance with requirements for use of both official languages, and all information and money required for FHC to issue Official Donations Receipts to contributors (if applicable).

At the conclusion of the fundraising project, a Fundraising Project Report must be submitted to FHC within thirty (30) days. If this is an on-going project, a report must be filed with FHC at least once every twelve (12) months.

7. INDIVIDUAL ATHLETES FUNDRAISING TO OFFSET THEIR PERSONAL NATIONAL TEAM LEVIES OR FEES

An FHC National Team Program Athlete may fundraise to help offset their own National Team Athlete levy, camp or tour fees and other personal expenses associated with National Team participation, however, such initiatives must be outlined in writing and approved by the FHC HPD and CEO, with notification to the Fundraising Committee.

Deadlines for levies, camps and tours fees must be met by all athletes, in accordance with the FHC **National Team Levies and Fees Policy**.



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Fundraising support must not be solicited from a company directly involved in any of the following industries:

- a. tobacco;
- b. cannabis;
- c. adult entertainment; and
- d. alcohol (for any athlete under the age of majority in their province of residence).

Official Donation Receipts (tax receipts) cannot be issued to any individual or company who financially supports an individual athlete (see FHC ***Charitable Donations Policy***).

Athletes cannot wear labels or badges or from their personal sponsors or supporters on any official national team apparel, travel bags or uniform and/or post on any/all official or FHC affiliated social media accounts.

The FHC logo or other branding marks cannot be used by the individual athlete's sponsor without express permission from the FHC CEO.

8. USE OF THE FIELD HOCKEY CANADA LOGO AND OTHER BRANDED MATERIALS

The use of the FHC logo, marks and other branded materials is restricted. Upon approval of a fundraising initiative, FHC will forward a marketing package with instructions for use of the logo, marks and other materials, in both official languages, and also in relation to any other logos or marks that may be relevant to the initiative.

9. REPRESENTATION OF FIELD HOCKEY CANADA TO SOLICIT SUPPORT FROM AN ORGANIZATION, BUSINESS, CORPORATION OR INDIVIDUAL

Solicitation of an organization, business, corporation, and/or an individual to raise funds on behalf of FHC or an FHC approved fundraising initiative can only be undertaken by an approved individual. These representatives will have FHC identification or an FHC letter of authority to solicit support.

FHC reserves the right to proceed with the appropriate action deemed necessary in the case of misrepresentation or fraudulent actions by any individual or organization.

10. CAPITAL CAMPAIGNS

Capital Campaigns involve significant and lengthy deliberations and many years of planning and implementation. Capital Campaigns or projects are outside of the purview of this policy. Individuals, Member Associations, or clubs who wish to discuss capital campaigns and the potential investment and benefits of multiple layers of field hockey involvement are invited to present their ideas to FHC for consideration and possible further discussions.