FVC Fundraising Policy

Purpose

To establish a fundraising policy that is clear, fair, equitable, and leverages club assets to support both club-level and team-level financial needs and development initiatives.

1. Fundraising Principles

- Promote fairness and transparency.
- Empower teams and individual members to participate in fundraising.
- Streamline fundraising through efficient, repeatable processes.
- Ensure alignment with club-wide priorities and avoid duplication or community fatigue.
- Protect relationships with the business community through strategic coordination.
- Enable access to fundraising to offset fees and reduce financial barriers.

2. Fundraising Structure

The fundraising program will operate under a **3-tier structure**:

Tier 1: Club-Level Fundraising (Board-Led)

Led by the Fundraising Chair and Board, focused on large-scale initiatives such as:

- Club infrastructure (equipment, streaming gear, facility upgrades).
- Multi-team sponsorships.
- Grant applications and major donations.
- Examples: Large raffles, major donor campaigns, grant-writing.

Funds from Tier 1 go into the general club budget and benefit all programs.

Tier 2: Club-Led Campaigns (Player Participation)

Managed by the Fundraising Chair with pre-planned seasonal events. Players earn **fundraising credits** based on their contribution.
Club-Led Fundraiser examples:

- Gift card campaigns (e.g., Fundscrip, FlipGive).
- Concession volunteering (e.g., Ghostriders).
- Merchandise or food sales.
- Meat draws or bingo nights.
- Club-wide 50-50 or cash raffles (proceeds shared across all teams).

Credits earned can be applied to fees, team expenses, or FVC swag.

Player participation rules:

- Credits are based on participation (hours or sales).
- Missed shifts = no credit.
- Partial shifts = pro-rated credit.

Example 1: Player 1 sells 100 chocolate bars. The fundraiser pays $1 for each chocolate bar sold. The player earns $100 in fundraising credits.

Example 2: 5 players sign up for 1 night of Ghostrider Concession. The fundraiser earns $1000. Each player earns $200 in fundraising credits.

Tier 3: Team-Level Fundraising (Team-Led)

Led by the Team Fundraising Rep, each team may organize fundraisers provided they do not conflict with club-wide efforts. Teams may request donations or sponsorships only from businesses with which they have a personal connection (family, friends or employers) and that are not on the FVC "Do Not Approach List".
Team-Led Fundraiser examples:

- Bottle drives
- Bake sales
- Livestream shout-outs
- Team sponsorship
- Team 50-50 or raffles

Funds raised distributed among players on the team.

Team participation rules:

- Submit a **Fundraising Proposal Form** to the FVC Fundraising Chair and Board including:
  - Purpose and fundraising goal.
  - Budget.
  - Businesses targeted.
  - Sample promotional materials.
- Approval required by the Fundraising Chair + one board member.
- If a Gaming License is required, the Fundraising Chair will assist in submitting applications and required reporting.
- Funds raised through sponsorship or gaming licensed events must be deposited into the FVC bank account. The treasurer will distribute fundraising credits to the team.

Example 1: Business sponsors team by giving $1000 in exchange for a livestream shoutout and banner on social media.

Example 2: Team cash raffle raises $10,000 and is deposited into the FVC account. After $3,000 is distributed as cash prices, a total of $7,000 is divided among team members as fundraising credits.

3. Sponsorship and Business Engagement Guidelines

The FVC is committed to building long-term relationships with donors through transparency, recognition, and consistent communication. Strategic partnerships with businesses – whether at the team or club level – may be pursued, with sponsorship tiers or benefits offered in return for support.

To increase engagement, FVC will offer a **sponsorship tier system**, e.g.:

- Bronze $500+: Social media shoutout.
- Silver $1000+: Livestream banner + shoutout.
- Gold $5000+: Logo on team jerseys or event signage, livestream banner + shoutout.

4. Roles & Responsibilities

- **Fundraising Chair (Board role)**: Leads all club-wide campaigns, coordinates Tier 1 & Tier 2 fundraising, and supports teams in planning.
- **Team Fundraising Rep**: Acts as liaison to Fundraising Chair, coordinates Tier 3 activities, submits proposals, tracks team participation.
- **FVC Treasurer**: Manages funds raised via sponsorships or gaming licensed events, ensures financial accountability, and distributes player fundraising credits to cover outstanding fees and reimbursement if applicable.

5. Financial Accountability

- All funds raised under the FVC name that involve sponsorship, donation or gaming licensing must be deposited into the **FVC account**.
- Receipts will be issued by the Treasurer for eligible campaigns.
- The FVC cannot issue charitable donation receipts (not a registered charity).
- Credit usage and payouts (end of season) must be tracked and reported transparently.
- Funds raised at the team level (Tier 3) and not licensed by gaming, such as bake sales and bottle drives, may be managed and distributed by the Team Fundraising Rep.

This policy will be reviewed annually by the FVC Board of Directors. Updates or amendments may be made with majority Board approval and will be communicated to all club members.