



October 17, 2016

To: All Provincial Sections & Swim Clubs

From: Chris Wilson, Director Marketing

Subject: 2017 Swim-a-thon



In preparing for the 2017 Swim-a-thon we are pleased to provide you with the information below to ensure we are all as successful as possible.

The 2016 Swim-a-thon was extremely successful.

Our top fundraising team was the Toronto Swim Club with a whopping \$58,075!. Our top team per registered swimmer was the Arnprior Bluefish with \$12,860 for a total of \$897 per swimmer!

The \$5000 travel credit Grand Prize goes to Andrew Vasila from North York who raised \$10,000!

The 2016 Swim-a-thon injected over 1.2 million dollars into Canadian Swim Clubs! We are excited to make the 2017 Swim-a-thon the best ever.

Key Information you need to know about the 2017 Swim-a-thon:

Club Swim-a-thon coordinator webinars

Webinars for swim club Swim-a-thon coordinators have been scheduled as follows:

	<u>Experienced</u>	<u>Rookies</u>
Alberta - BC	Tues Nov 1 - 8:30pm EST	Tues Nov 1 - 9:30pm EST
Sask - Manitoba	Wed Nov 2 - 7:30pm EST	Wed Nov. 2 - 8:30pm EST
Ontario - Quebec Eng.	Thurs Nov 3 - 7:00pm EST	Thurs Nov 3 - 8:00pm EST
NS - NB -	Fri Nov 4 - 7:00pm EST	Fri Nov 4 - 8:00pm EST

Details on how to attend these webinars will be communicated through each Provincial section. If you have done the job before you take the “experienced” version, if this is your first time, please take the “rookie” version. All coordinators must take one or the other.

Club Swim-a-thon information on websites:

Clubs are asked to take a look at the Swim-a-thon information on their websites. We have found that a number



have not been updated to reflect the new policies.

Club Participation in Swim-a-thon Program:

In order to host a Swim-a-thon, swim clubs and their swimmers must be registered members of Swimming Canada and their affiliated Provincial Section and comply with all Swimming Canada Rules and Procedures governing Swim-a-thon. Swim clubs must register and participate through Swimming Canada's official online Swim-a-thon system platform only. **Swim-a-thon is a registered trademark of Swimming Canada.**

No tax receipts for parents/legal guardians of Swimmers or Participant/Swimmer:

As in 2016, no parent/legal guardian (or a parent-owned company) of a swimmer (Swimming Canada member), or swimmer will be eligible to receive a tax receipt for a Swim-a-thon donation under any circumstance. *New in 2017: Any swim club found to be contravening this rule and requesting receipts for swimming parents will have their ability to provide receipts to ALL Swim-a-thon donors suspended for a **minimum** of one year.*

Clubs with mandatory Swim-a-thon assessments:

Any club with a mandatory swim-a-thon assessment or a mandatory fundraising assessment which includes Swim-a-thon may participate in Swim-a-thon, however **no donors to the club's Swim-a-thon will be eligible for charitable tax receipts**. Raising Spirit has modified the online Swim-a-thon donation sites for these clubs so that potential donors are made aware of any circumstances in which a tax receipt will not be issued *before* they donate.

We strongly encourage clubs to eliminate mandatory swim-a-thon assessments from their fee structure. Instead, provide incentives for your members to participate or have a fundraising assessment which cannot include swim-a-thon.

Club Grants:

Clubs will receive a grant for 90% of the amount raised through Swim-a-thon. These grants are only to be used for club operations as outlined in the affidavit that must be signed by the club upon registration for Swim-a-thon, in order to receive their grant.

For-profit clubs:

For-profit clubs as identified by their Provincial section may not participate in Swim-a-thon, nor can their affiliated parent booster clubs.

2016 Swim-a-thon dates:

Swim-a-thon campaigns may take place between January 1, 2017 and May 31, 2017.

Charitable Receipt donor information

In order to be eligible for a charitable receipt, the information provided for the receipt must be accurate and that **of the donor**. Receipt requests with incorrect names or addresses *will be voided this year*, as this was cause of the delay for clubs receiving their funds promptly in 2016. Any associated credit card fees/penalties will be passed on to the club.

Swimming Canada is required to ensure compliance with Revenue Canada and Charities Directorate. We will continue to make adjustments and improvements to the Swim-a-thon program to ensure the program continues to flourish well into the future.



Kind regards,

A handwritten signature in black ink, appearing to read "C. Wilson".

Chris Wilson
Director, Marketing