



August 20, 2015

To: All Provincial Sport Organizations & Swim Clubs

From: Chris Wilson, Director Marketing

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**Subject: 2016 Swim-a-thon**



In preparing for the 2016 Swim-a-thon we are pleased to provide you with as much information as early as possible this season to ensure we are all as successful as possible.

Even with the changes made to charitable receipting last season the 2015 Swim-a-thon was extremely successful. **Our top fundraising team was the Toronto Swim Club with \$45,870** followed by Vancouver Pacific with \$29,635. **Our top team per registered swimmer was the Crescent Town Swim Club with \$16,795 for a total of \$381 per swimmer!**

The **\$5000 travel credit Grand Prize goes to Emma Begg from Mississauga who raised \$3,150.**

The 2015 Swim-a-thon pumped over 1.2 million dollars into Canadian Swim Clubs! With systems now in place to meet CRA regulations, we are excited to make the 2016 Swim-a-thon the best ever.

**Key Information you need to know about the 2016 Swim-a-thon (also circulated May 2015):**

**Club Swim-a-thon coordinator webinars** will take place at the end of September with dates being scheduled and communicated through each Provincial section. The first half of these webinars will be **mandatory** for all coordinators with the second half being information for first-year coordinators.

**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 2015, 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.

**Clubs with mandatory Swim-a-thon assessments:**

As in 2015, 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:**

Same as in 2015, 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, 2016 and May 31, 2016.

Swimming Canada is required to ensure compliance with the RCA's 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,

Chris Wilson  
Director, Marketing