



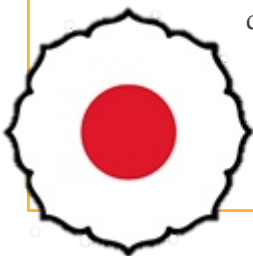
Fundraising is an important part of the development of a successful judo club. Sport, and especially high performance/competitive sport can be expensive for parents, coaches and clubs. This document will hopefully serve as a bank of fundraising ideas that can be used to support your club financially.

FUNDRAISING for JUDO in BC

June 2018

Fundraising: Help us help them. In order for clubs to reach their goals, fundraising is an unavoidable step.

This document will allow you to compare and contrast some of the available fundraising strategies used by judo clubs in BC. This list is in no way comprehensive and, in fact, getting creative with your fundraising ideas only increases the likelihood for success. One thing to keep in mind is spreading out your events throughout the year. With school and other extra-circulars, kids have a lot of fundraising happening in their lives. Organizing a number of smaller fundraising ventures throughout the season is an excellent way to make sure that parents and donors do not get overwhelmed and that the club can make as much income as possible. The fundraiser that you chose should be dictated by the networks that you have available, your experience, and the amount of time you are willing to commit to the project.



*"One thing I learned in Judo... Maximum efficiency and minimum effort"
- Rhonda Rousey*

Contents:

This document explores and elaborates upon various fundraising ideas such as:

- Auctions
- Grants
- Goods Sales
- Rummage Sales
- Service Provision
- Event Organization
- ... and more!

Grants:

There are various grants that are provided by the government to sports club in British Columbia. It is worth your time to do some research into these grants as some of them are a substantial amount of money.

In addition, there are often a number of smaller grants that are specific to local municipalities and regions. For example, in 2017 the Columbia Basin Trust was able to fund the Invermere Judo Club and allow them to purchase new judo mats.

Being registered as a society under the Societies Act of British Columbia opens many doors as far as access to funding through grants goes. It also provides more opportunities for funding through private philanthropists and local investors. More information about the Societies Act can be found by heading to the following link:

http://www.bclaws.ca/civix/document/id/lc/statreg/15018_01

For more links to resources and possible grant opportunities please see the “Resources” section at the end of this document. If you are unsure about the differences between fundraising as a business versus a non-profit versus a society, please contact the Judo BC head office.



Events:

The great thing about organizing full on fundraising events is that they generate a lot of positive publicity for the club, they are fun, and they can generate a good profit. The down side is that they take a lot of organization and require community engagement and higher attendance in order to make them profitable at all. It is up to you to decide what kind of event you think will be the biggest hit in your community. Some examples are a spaghetti dinner (made by the athletes and families), judo themed birthday parties, or an open mic night. Another way to think about events is doing a run-a-thon, throw-a-thon, or skip-a-thon in which the athletes get “sponsorship” from their family, friends, and networks for x amount of activity completed at the event. For example, a family member would commit to the event by saying “for every kilometer that Suzy runs, I will donate 5 dollars”. This is another great way to raise money

Service Provisions:

Car washes, yard work, laundry, garbage pick-up, recycling days galore! Offering services like these ones to your local community can be a relatively easy, quick way to make money. These events can also great ways to encourage team bonding. As long as you market these activities amongst your local judo community, the creativity with this one can run wild. Your club could run multiple events like this throughout the year... Car washes in the summer time and gift wrapping at Christmas time



Car Washes can be fun team building activities too!



Auctions:

The main principle of an auction is to sell products to the highest bidder. This means you'll need high quality and interesting products to sell. Through auctions people are hoping to get great deals on cool items while also supporting a cause. The items for an auction typically come from donations from local businesses. Auction items could be anything but do make sure they are high quality. It could also be something more unique like a shirt signed by a top athlete. Make sure that you clearly state at the beginning of the auction the rules and policies of the event. Below are 3 types of auctions that your club could run:

- 1** Silent Auction:
This kind of auction is nice because it can be run simultaneously with other events. Participants are given a set amount of time to circulate amongst all of the auction items and place bids (value, starting bid, and minimum bid increase are all stated). Whoever has the highest bid at the end of the allotted time, wins.
- 2** Mystery Auction:
Mystery auctions are less conventional but are a lot of fun! Items are placed on tables but are wrapped so that they cannot be identified. The value of the items is also placed on them. Then peoples place bids the same as the silent auction and participants get a nice surprise at the end.
- 3** Service Auction:
This is where a club will auction off services offered by volunteers. This could be window washing, babysitting, gift wrapping, etc.

The “Resources” section of this document contains a link to sample auction bidding sheets for your event.

Rummage Sales:

A relatively low cost fundraising strategy is hosting a rummage sale. It will probably be pretty easy to ask club members and families to donate things they no longer use. You can add to these items with donations from community businesses. Make sure displays are set up in a tidy engaging way and that you don't try to sell anything that is too worn out or overused. This can generate good revenue for the club if the items are sold well and if the rummage sale is marketed correctly. People love a good deal and to support the community so make sure you are putting high quality items in the mix and that you are marketing the sale as a fundraiser!

Goods Sales:

There is also a good profit to be made by selling other goods to the local community. This is the typical fundraiser that you will see in sports clubs and schools alike. The premise is selling orders for bulk items for a baseline price with a good amount of the profits going to the club. Some examples of this are selling cookie dough, magazine subscriptions, spices, flowers or any other items that people use on a regular basis. There are a number of bigger companies that specialize in this fundraising technique and that can provide the goods. Otherwise, judo clubs have also been known to make their own sale items (like perogies or baked goods). These can also be sold in a “Bake Sale” set up during tournaments or other club events. This fundraising tactic is nice because it can be done multiple times per year and at the clubs own pace. Check out the “Resources” section of this document for links to companies that sell bulk I items designed for fundraising purposes.



Other Miscellaneous Ideas...

Get creative with your fundraising! Connect with other athletic clubs in your community and see what you can find. For example, hockey clubs have been known to print photos of their athletes on mugs, calendars, and shirts to fundraise (see “Resources” section for a link to an example of a successful calendar campaign). Judo clubs have connected with different restaurants, and event halls and worked with them to make money for judo clubs by selling meal vouchers or having an alcohol stand at a scheduled event. Casino nights can also be a good way to make money or a golf tournament could be organized. Many times, parents have helpful connections or ideas for the club. One BC club had athlete parents working for companies (like Shell) who were able to put the club on their donation lists. It might take some research, but there are a lot of interesting ways to fundraise in your community. Don't be afraid to reach out and ask for support!!

The bottom line is this; if throughout the 2018/19 season each club were to raise just \$2,000 to help with the development of coaches, athletes, and volunteers, that would mean about \$98,000 in total funds going into Judo BC communities. This is a very feasible and attainable financial goal for the clubs to set for themselves. Hopefully something in this document has caught your eye and will set you on the path to a successful fundraising experience.



Some Real-Life Examples from Judo BC clubs:

“Our main fundraiser is a raffle every year. We also do things like volunteering at Operation Red Nose at Christmas time and we receive a cheque from them based on how many people hours our club contributed to the program that winter.”

“We have an account at the bottle depot, so people can drop off their empties for the club. We got in on an RCMP Charity golf tournament one time. A few of us helped bbq and pass out food and we got half of the proceeds (about \$3000). A good one!”

“Currently we are working on a fundraiser for 2 girls who are travelling to 2 big events and we are making homemade perogies and selling them over Facebook. It seems to be a hit!”

“Usually 2 times per year we do a meats sale where we take orders for frozen meat from families. I think we profited about \$2k on the last one.”

“We have also have ran spaghetti dinner fundraisers with Boston Pizza a couple of times. It's \$1000 per event if you sell all the tickets.”

“We have done local newspaper ads where people/businesses pay us \$100 and provide us with their business card and we advertise it in the newspaper with a team or event picture. Usually we have to collect 21 business cards for a full page ad. I think our profit is approximately \$700.”

“At Christmas time we do a Silent Auction in the club in conjunction with our club tournament. Last year we profited \$2,400 in that event.”

“We are now set-up with an Event Centre, where they hold major concerts and other events. We round-up 4-6 parents and run a food/beer booth at their events and get 10%-15% of proceeds or \$400 minimum, AND they give us empties (lots of them). We will be volunteering for 8 events until December and will try and keep this going forever after!”

“We run the Growing Smiles Fundraiser in the Spring. They sell flowers, herbs and other greenhouse product. It's fresh and healthy and WAY better then selling chocolate. We might try to run it at Christmas too this year. We made \$700 last spring.”

“A potential event “*Throw-a-thon*” students are sponsored for X cents per throw within a set period of time.”

BC Amateur Sport Trust Fund

Through the BC Amateur Sport Fund (BC ASF), Judo BC is exemplifying our commitment to the sustainable development of Judo across British Columbia. Donations to the BC ASF can support one of our pre-approved projects to help Judo BC ensure that Judo continues to grow and reach more communities in BC.

Making a Tax-Deductible Donation

Donors who give a qualifying donation or gift may receive a tax-deductible receipt. Donations can only be accepted for programs that have been pre-approved by the BC ASF. Tax Receipts are available to Donors on donations of \$20 or more.

Our BC ASF Approved Projects

P214 – Judo BC – Athlete Development Fund

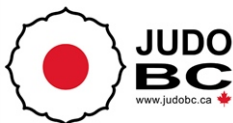
The program supports the aspiring young Judo players with their day-to-day operational needs such as air travel, ground transportation, and accommodations at national and international competition and training camps.

Visit <http://www.judobc.ca/give-your-support/> for more information

Another way to obtain funding for individual athletes would be to reach out to local businesses in the community and ask about sponsorship. Judo BC has designed a sponsorship proposal package template as an example of what could be requested from local businesses. In addition, the information sheet outlines the BC ASF program as well, in case businesses are more comfortable making a contribution in that manner.

The sample template is contained in this document on the following page.

Judo BC: 2019 Athlete Sponsorship Package



At Judo BC, fair play, integrity, and personal excellence are some of the main values that are embraced and encouraged amongst our athletes. At the core of our organization, we teach the athletes to demonstrate respect for self and others through the sport of judo. Judo BC does everything we can to support athletes on their journey through judo and to help them achieve their goals, whether they are big or small. We are operating in a non-profit capacity and all of the money raised gets put back into helping our athletes afford the cost of this program. However, like any high performance sport, fees and costs of competition are high and Judo BC cannot afford to fully fund our team alone. Partner with us and help bring a judo athlete's goals a little bit closer to their reach. It's a great way to contribute to our program while benefitting from the advertisement and promotion of your company in the judo community.

If sponsoring an athlete is not viable for your organization at this time, Judo BC also accepts donations to our BC Amateur Sport Fund program. For tax purposes, donations made to this fund cannot be directed at a specific athlete and must be allocated to Judo BC's athlete development program as a whole. More information can be found at www.judobc.ca/give-your-support/

Athlete Sponsorship Package: \$700.00

In exchange for your support, you will receive:

- Your logo on our website with a link to your company
- Company logo on the athlete's uniform and competition gear
- A thank you photo of your player
- Monthly social media play on the athlete's social media platforms as well as mentions on Judo BC's Facebook, Twitter, and Instagram pages.

Company Name: _____

Contact Information: _____

Website: _____

Athlete Sponsored: _____

Athlete Contact Information: _____

If you have any questions or concerns please contact:

Katie Thomson, Executive Director
executivedirector@judobc.ca

Resources:

Grants:

<http://sportbc.com/services/national-sport-trust-fund/>

<https://www2.gov.bc.ca/gov/content/sports-culture/gambling-fundraising/gaming-grants/community-gaming-grants>

<https://www.viasport.ca/grants>

<https://www.viasport.ca/grants/other-funding-sources>

Bulk Sales Items:

<https://growingsmilesfundraising.com>

<https://www.indeygo.com/>

<https://charlieschocolatefactory.com/Fundraising/>

<http://futurefundraising.com/>

Sample Silent Auction Bid Sheets:

<http://templatelab.com/silent-auction-bid-sheet/>

Crowd Funding:

<https://makeachamp.com/> (Exclusively for athletes and developed by a Canadian judoka)

<https://www.gofundme.com/> (For all different kinds of crowd funding projects)

Example of Sports Team Calendar Sales Project:

<https://improvephotography.com/40701/giving-back-helping-local-high-school-sports-program-calendar-fundraiser/>