



International Academy
Waterloo

Re: Waterloo United/International Academy Waterloo Fundraising Policy

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Who can fundraise?

BVB IA Waterloo competitive teams (Skill Centre/ Regional/ District/ OPDL/ League1 Ontario) are permitted to conduct fundraising.

All fundraising efforts **MUST BE APPROVED BY THE CLUB** prior to starting as there are numerous concerns that need to be addressed. This can include permits, insurance, contracts, etc.

A coach shall not select players for his/her team because the player is a child of a proposed sponsor.

All monies submitted to the team must be reported to the Club.

Activities: Why would a team conduct a fundraising activity?

Teams conduct fundraising activities to defray the costs for an activity that cannot be covered by the team fees collected at the beginning of the season. Soccer teams typically use fundraising dollars for out-of-town tournaments and team building events.

Who do the funds belong to?



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When a BVB IA Waterloo team fundraises, it is doing so on behalf of the BVB IA Waterloo, The Club. All funds must be deposited into the team's bank account. The team is accountable to the BVB IA Waterloo for how the funds are managed and spent. The team must use the funds for the advertised activity.

How should funds be distributed?

Proceeds of fundraising activities must be used to pay soccer related expenses such as tournament costs and travel. Teams may also use fundraising proceeds to plan team bonding activities such as pizza parties or team outings. In no event should any funds raised through team fundraising activities be allocated to the benefit of a single player or a subset of players on the team. All proceeds of team fundraising activities must be utilized for the benefit of all members of the team. Coaches will do their utmost to be equal to all players, but if a player is unable to attend an event that has been planned and paid for by funds from fundraising activities, it is the player's responsibility. The team is responsible to manage the collection and disbursement of funds raised.

Teams should develop a fundraising agreement that all team parents would read, discuss, agree and sign prior to conducting any fundraising activity.

This agreement would outline:

- a. What activity the funds will be used for
- b. What, if any, formula will be used to distribute funds to players and a contingency plan for the funds if the activity is cancelled or a player cannot participate.

What would a contingency plan include if:

- The activity for which the funds were raised is cancelled?
- A player cannot participate either due to injury or other circumstances?



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Whatever monies were allocated to the player no longer participating will now need to be redistributed. The contingency plan may state that the monies will be allocated to a replacement player, or redistributed amongst the remaining players or used for some other expense related to the activity for which the funds were collected.

Teams are not permitted to use the Waterloo United, Borussia Dortmund (BVB), or BVB International Academy Waterloo logo without the written permission of the Club. Teams are not permitted to sell any products with these logos or names on them without the written permission of the Club.

The team clothing cannot be altered in anyway. This includes adding sponsor logos or names to the following items:

- a. Jerseys (home/away/practice)
- b. Shorts
- c. Tracksuit jackets and pants
- d. Coach clothing items
- e. Backpacks

Teams are not permitted to create and/or purchase their own game or training uniforms as well as Waterloo United/ BVB IA Waterloo merchandise.

Teams are not permitted to conduct fundraising activities for the following:

- a. The sale of any alcoholic or tobacco products is strictly prohibited;
- b. The sale of home-made food items is prohibited;



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c. The sale of merchandise with the Waterloo United, BVB or BVB IA Waterloo logo or name unless approved by the Club.

Approved fundraising activities:

- a. Bottle drive;
- b. Flipgive;
- c. Sales of prepacked food such as chocolate and popcorn;
- d. Sales of flowers and poinsettia;
- e. Banners – must be approved by the Club because of details within this process;

All fundraising activities must be sent to Ryan McCord at ryan.mccord@waterloounited.com for approval.



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