Waterloo Minor Soccer Club
2001 University Avenue E, Suite 107
Waterloo, ON N2K 4K4
Phone 519.578.9680

Waterloo United Fundraising

Who can fundraise?

Waterloo United 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?

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

All fundraising and sponsorship monies, regardless of how obtained, once collected belong to the team/Club. If your child is no longer part of the team, either during the season or at its conclusion, no refund will be provided to you or your child for any unused monies. Any unused monies will remain with the team and roll forward to the next season. Any items both physical and virtual purchased with fundraising / sponsorship monies, remain with the team.

Waterloo Minor Soccer Club
2001 University Avenue E, Suite 107
Waterloo, ON N2K 4K4
Phone 519.578.9680

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. The Club is not 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:

a. The activity for which the funds were raised is cancelled?

b. If the activity is cancelled, the monies raised should be returned to the donors, if possible. If it is not possible to return the funds, the team will retain the funds and apply them to a similar activity (e.g. substitute another tournament for the cancelled one). If that cannot be done, the Waterloo United Board of Directors will work with the team to come to a decision on how best to use the funds.

c. A player cannot participate either due to injury or other circumstances?

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 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.

Waterloo Minor Soccer Club
2001 University Avenue E, Suite 107
Waterloo, ON N2K 4K4
Phone 519.578.9680

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 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;
c. The sale of merchandise with the Waterloo United 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.