



Manual of Operations

Title: Fundraising and Sponsorship	Number: MO-03-07
Source: Finance Committee	
Approved By: WGHA Board	Date Approved: August 2017 Date Last Reviewed March 2024

FUNDRAISING EVENTS

All WGHA teams must participate in Association fundraising campaigns. Team-specific requests to hold additional fundraising events must be submitted to the Director of Grants and Sponsorship and approved by the Board of Directors prior to the event occurring.

WGHA Director Grants and Sponsorship is responsible for establishing, reviewing, and making recommendations regarding all fundraising activities and sponsorships.. The Director will review ALL applications for fundraising activities and sponsorships before recommending ratification to the Board of Directors.

Activities commencing prior to approvals will not receive approval and disciplinary action may be taken.

Fundraising Application Procedure

1. Applications are to be made and submitted to the Director Grants and Sponsorship.
2. No fundraising shall take place that involves alcohol.
3. Application forms must be signed by both the team Coach/Manager and the team Parent Representative
4. Team Budgets, duly approved by the Director/Convenor/Parents must accompany each application
5. Applications must include a budget relating to the Fundraising project
6. The selling of goods are considered to be fundraising activities and accordingly must be approved by the Board



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7. Complete financial reports must be filed with the Director Grants and Sponsorship 30 days after the completion of a fundraising project

Failure to comply with any of the regulations will result in disciplinary action

SPONSORSHIP

Sponsorship for the Association as a whole and team specific sponsorship is encouraged. All sponsors must receive the approved sponsorship form.

It is the Director of Sponsorship's responsibility to ensure the following:

- The sponsor must be contacted regularly
- The sponsor must receive team lists and schedules
- The sponsor must be supplied with a team picture
- Include the sponsor in team activities (i.e. parties, year-end celebration etc.)
- Approval of the Sponsor's logo on the Ravens home page (Sponsorship must be at least \$500 to be added to the Ravens main Web page.

All equipment purchased or donated by a sponsor shall become the property of the WGMHA.

All team-specific sponsorships must be approved by the Director Grants and Sponsorship. This includes sponsorship for , water bottles, hoodies, jackets, etc. All items purchased using the Ravens logo must be approved by the Director Grants and Sponsorship and be purchased through WGHA preferred providers.

A receipt is provided by the WGHA if required.

All Sponsorship cheques must be made out to the Waterloo Girls Hockey Association. Once the cheque has been received by the WGHA it will be credited to the specific team it has been allocated for.



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Please see appendix A for an approved Sponsorship Letter. Copies of the approved Sponsorship Letter are available from the WGHA office.

Please see appendix B for an approved Fundraising application form for submission. Copies of the approved Fundraising application form are available from the WGHA Office.



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APPENDIX A



Date

(Company Name)

(Contact Name)

(Address)

(City)

(Postal. Code)

Dear (Company Contact),

Through this letter, I am inviting you to sponsor me as I have been selected to play for the Waterloo Ravens (Enter Team) hockey team for the (Enter Season) season. The team operations are supported by the Waterloo Girls Minor Hockey Association. Each player pays an individual player fee which covers our costs of Canadian and US tournaments, ice time, referees, and player development, both on and off the ice. As players, we are able to seek individual, and team sponsorships to offset our player fees for the season.

We play under the Ontario Women's Hockey Association (OWHA).

(PLEASE ADD MORE ABOUT YOURSELF/TEAM HERE)



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I would like to personally thank you in advance for supporting me as a Waterloo Raven's (Enter Team) hockey player.

Sponsorship amounts can be made out to the address below and will be disbursed to the team.

Please indicate if you require a receipt from the league.

Waterloo Girls Hockey Association

2001 University Ave East

Waterloo, Ontario

N2K 4K4

Sincerely,



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APPENDIX B



Fundraiser Details

1. Proposed Event/Fundraiser*
2. Start and End Date*
3. Event Location (if required)
4. Expected Revenue (\$)*
5. Fundraising Event Details*
6. Team Name and Division*

Allocation of Funds

1. Where will these funds be allocated*
2. Is this fundraiser reflected in the initial budget submission?*
3. Is this Fundraiser in compliance with the WGHA Fundraising Policy?*

Team Representative Information

1. Team Representative*
2. Phone #*
3. Email Address*