

## **Fundraising Overview / Orientation**

### **The Facts**

The Wildcats Football Association is a non-profit organization operated completely by volunteers in all positions. No government or casino proceeds are used to fund our programs. The Wildcats Football Association strives to keep football participation affordable for all families, especially compared with other much more expensive alternatives such as organized hockey. This means that in order to keep our registration fees low and ensure our equipment is safe, certified and free to the players, we need to do a significant amount of fundraising each year. We require both member time and financial contributions to ensure the continued viability of our club.

The table below outlines the approximate sources of our revenues and the importance of fundraising:

- Registration Fees - 40%

most of which are passed through to the respective Leagues for registration fees and Football Alberta Insurance

- Fundraising - 55%
- All Other Sources - 5%

### **The Programs**

Each year we have three to four Association sanctioned fundraising events. Our current events are:

- Silent Auction - 50% (October)
- Direct Corporate Donations - 15% (Ongoing)
- Food / Coffee and Jewelry Sales - 35% (April and October)

All families are required to participate in the minor fundraising events and contribute their time and/or an auction item to the Silent Auction. Fundraising programs are designed to attract financial participation from friends and associates as well as the member. In order to ensure broad membership participation, we require each family to provide a post dated Fundraising Deposit of \$250. If \$250 dollars of participation in the minor fundraisers is not achieved, the Fundraising Deposit will be cashed.

Wildcats logo merchandise is sold at just above cost and is not used for significant revenue generation.

Wildcats Fundraising is managed by Wendy Wilson and a team of Parent Volunteers. Details and Order Forms will be made available throughout the year, so please visit the Website frequently for Updates.