



## Fund raising, sponsorship and event FC Capital United policy

### Background

FC Capital United is a soccer family with a passion for "the beautiful game". Our small club is dedicated to the sport. The following list of key words illustrates the values we uphold and encourage:

Hard work	Fair play
Creativity	Fun
Commitment to excellence	Respect
Passion to play	Vibrancy
Integrity	Cooperation
Excitement	Innovation

### Basic premises

All designated donations will be used for the purposes for which they are given; alternative uses will be negotiated with the donor if necessary due to program or organisational changes.

### Fundraising, sponsorship and event Practices

1. Volunteers, staff and consultants who solicit or receive funds on behalf of FC Capital United shall:

- act with fairness, integrity, openness, and in accordance with all applicable laws;
- have no vested interest in a donor's gift that could result in personal gain;
- disclose immediately to FC Capital United any actual or apparent conflict of interest;
- not accept gifts for purposes that are inconsistent with FC Capital United's mission;
- shall obtain approval of their activity before fundraising activities are implemented.

2. Fundraising and sponsorship solicitations will:

- be truthful; accurately reflect FC Capital United's mission and use of solicited funds;
- respect the dignity of those who benefit from FC Capital United's activities;
- neither exaggerate past achievements nor promise unrealistic results.

3. Paid fundraisers, whether staff or consultants, can be compensated by a reasonable salary, retainer or fee, finder's fees, or commissions based. However, all compensation packages are to be agreed by the board of director prior to the event or activity.

Fund raising made at the team level.

In order to use the Capital United Soccer Club name in any fundraising activity for your team, the club board of director requires that, as a team, you must have a letter of understanding stating:

- Funds are for team purposes
- Procedures for allocations of funds:
  - ie: Discretion of coach, manager or parent committee,
  - within written guidelines or budget or
  - other
- What will happen to unused funds
  - ie: Keep for next year, or
  - or Donated to the Club or a charity
  - **NOT TO BE DISTRIBUTED TO PLAYERS/PARENTS**
- Funds usage should not favour any individual player

This letter is to be remitted & initialled by player/parent.

Team fundraising, sponsorship and event should follow FC Capital United fundraising, sponsorship and event Practices

Fundraising should be seen as a team activity, recognizing that all team members will not perform in the same manner. The board of director believes that a player not achieving a given goal should not be penalized, either in playing time or by having to contribute the extra money. It is believe that volunteering work may be required instead (consider it extra laps after practice). Value to sponsors should be uniform and in accordance to the support/value levels

## Sponsorship

In order to offer a uniform value to all sponsors, the following support/value levels are to be utilized.

Level	Name	Value of support
1	Team Supporter	Less than \$750
2	Team Sponsor	\$750 and more
3	Event supporter	Less than \$1'000
3	Club Supporter	Less than \$1'000
4	Event sponsor	less than \$5,000
4	Club Sponsor	less than \$10,000
5	Major Event sponsor	\$5,000 to \$25,000
5	Major club sponsor	\$10,000 to \$100,000
6	Event benefactor	\$25,000 and more
6	Benefactor	\$100,000 and more

Team Level	Club Level	Event	Added value for sponsor
1	n/a	n/a	Logo on team banner/tent
1	n/a	n/a	Logo on team equipment if available
2	n/a	n/a	Logo on team alternate/training jerseys
2	n/a	n/a	Logo/link on site, or event page
	3	3	Promotion distribution
	4	4	Exclusivity for area of commerce at Club or event level
	4	4	Participation/display at club event
	5	5	Logo on communiqué,
	5	5	Recognition Event promotional
	5	5	Club participation at events
	5	6	Logo on club shirts, event shirts
	6	6	Public recognition
	6	6	Name associated to the team

## Donation

To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgement and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.