



# Fundraising Policy

Cleveland Air Magic (CAM) is a not-for-profit club and as such relies heavily on fundraising opportunities to raise much needed funds to ensure the club can continue to grow and improve. Fundraising includes money, goods, services or gifts in kind.

## Primary Objectives:

The aim of this Fundraising Policy is to provide clear guidelines and procedures for all members of Cleveland Air Magic by providing a comprehensive framework for raising funds to support the club's activities and development and assist with the club's long-term goals.

- To generate additional revenue streams to support the club's financial sustainability.
- To fund specific projects, such as facility improvements, equipment purchases, youth development programs or support travelling teams.
- To build a sense of community and engagement among members, supporters, and local businesses.
- To promote the club's brand and increase its visibility in the community.

## Guiding Principles:

- **Transparency:** All fundraising activities and financial transactions will be conducted openly and transparently.
- **Accountability:** The club will be accountable to its members and donors for the proper use of funds raised.
- **Ethical Conduct:** Fundraising activities will be conducted ethically and in accordance with legal and regulatory requirements.
- **Inclusivity:** All members will have the opportunity to participate in fundraising activities and decision-making processes.
- **Respect:** Donors and supporters will be treated with respect and appreciation for their contributions.

Reference	CAM-MP-FR-1	Version	0.1
Created by	President – K Huston	Approved By	Committee
Approval Date	20 <sup>th</sup> January 2025	Reviewed	26/01/2026



# Fundraising Policy

## Fundraising Methods:

The club can employ a variety of fundraising methods to achieve its objectives. These may include, but are not limited to:

- Sponsorship and Partnerships - The club will seek sponsorships and partnerships with local businesses, corporations, and organizations. These relationships can provide financial support, in-kind donations, and promotional opportunities. Sponsorship packages will be tailored to meet the needs and interests of potential sponsors.
- Events and Activities - The club will organise fundraising events and activities such as: Trivia nights and Performances etc.  
These events will not only raise funds but also increase community engagement and promote the club's brand.
- Donations - The club will encourage members to support fundraising efforts through voluntary donations and participation in fundraising campaigns. Regular communication will be maintained to inform members of the impact of their contributions.
- Grants and Funding Applications - The club will apply for grants and funding from government bodies, foundations, and other funding organisations. This will involve researching available opportunities, preparing detailed applications, and ensuring compliance with funding requirements.
- Online Fundraising - The club will utilise online platforms and social media to reach a wider audience and facilitate donations.

Reference	CAM-MP-FR-1	Version	0.1
Created by	President – K Huston	Approved By	Committee
Approval Date	20 <sup>th</sup> January 2025	Reviewed	26/01/2026



# Fundraising Policy

## Guidelines for all fundraising activities

- All fundraising activities must be approved by the Cleveland Air Magic Executive Committee prior to the fundraising activity being initiated.
- All fundraising activities must adhere to the clubs, constitution, codes of conduct and relevant policies.
- As a not-for-profit organisation, the club is governed by these laws and all fundraising activities must comply with these requirements.
- The activity must be for the purpose of raising funds for the betterment of Cleveland Air Magic.
- Any use of the club logo/name/brand must be approved in advance by the Executive Committee and must be in accordance with the club constitution, codes of behaviour and other relevant policies.
- Issues of liability must also be considered (e.g. Bunnings BBQ) especially where sign off is required by a representative of the club as only nominated club officials can sign off agreements/order on behalf of the club.
- Fundraising Activities must not conflict with current club sponsorship arrangements or affiliates.
- Fundraising activities cannot be conducted at skipping events/activities without prior club approval.
- All fundraising is to be directly reported to the Club Treasurer

Reference	CAM-MP-FR-1	Version	0.1
Created by	President – K Huston	Approved By	Committee
Approval Date	20 <sup>th</sup> January 2025	Reviewed	26/01/2026



# Fundraising Policy

## Guidelines for individuals or skipping squad fundraising: Activities (e.g. paid performances/travelling teams)

- Any fundraising activity that targets a specific skipper and/or group of skippers requires a **minimum of 10% kickback** to the club. 10% is non-negotiable. The executive committee reserves the right to waive or increase this % as they see fit.
- The kickback % and or amount will be established by the Executive Committee at the time of approving the fundraising activity and will be clearly advised in writing to the relevant parties.
- All paid performances will be subject to approval and 10% kickback to CAM and any funds raised are to be equally distributed amongst all performers.
- When CAM athletes are travelling as a team, fundraising will only be permitted on behalf of the whole team and not for any one individual athlete.

## Fundraising Roles and Responsibilities

### Club Committee will be responsible for:

- Providing leadership and support for fundraising efforts
- Allocating resources for fundraising activities
- Ensuring compliance with legal and regulatory requirements
- Engaging with sponsors and partners
- Monitoring and reporting on fundraising progress
- Assessing, approving and implementing fundraising applications and communicating outcomes in a timely manner.

### Club Fundraising Co-Ordinator will be responsible for:

- Overseeing all fundraising projects in conjunction with the Club Treasurer.
- Communicating fundraising goals and progress to Committee, members and stakeholders.
- Coordinating fundraising events and activities.
- Liaising and co-ordinating with volunteers, suppliers and outside vendors.

Reference	CAM-MP-FR-1	Version	0.1
Created by	President – K Huston	Approved By	Committee
Approval Date	20 <sup>th</sup> January 2025	Reviewed	26/01/2026



# Fundraising Policy

## Club Treasurer is responsible for:

- **Budgeting:** A detailed fundraising budget will be prepared and approved by the club committee. This will include projected income and expenses for all fundraising activities.
- **Record Keeping:** Accurate records of all fundraising activities and financial transactions will be maintained. This will include receipts, invoices, and financial statements.
- **Reporting:** Regular financial reports will be prepared and presented to the club's management and members. These reports will provide an overview of fundraising progress and the use of funds raised.
- **Audit:** An annual audit of fundraising activities and financial records will be conducted by an independent auditor. This will ensure transparency and accountability in the use of funds raised.

## Club Members will be responsible for:

- Supporting fundraising efforts by participating in fundraising events and activities and promoting fundraising campaigns within their networks.

## Process for Fundraising Approval

A formal request to fundraise should be submitted in writing and must be lodged with the club Secretary/President a minimum of 4 weeks prior to the activity.

Once submitted, the Executive Committee will review each application at the General Committee meeting. The outcome of this review will be communicated to the team contact nominated on the fundraising request within 3 working days of the meeting being held.

As CAM has financial responsibility for all club funds, the approval process is intended to give awareness of funds entering the club, ensure the safety of the skippers, the integrity of the club and ensure the club is associated with reputable organizations. The Executive Committee will use its best judgment in approving a fundraiser and allocating the funds.

Any fundraising queries regarding fundraising can be emailed to the club Fundraising Co-ordinator – [fundraising@clevelandairmagic.org](mailto:fundraising@clevelandairmagic.org)

Reference	CAM-MP-FR-1	Version	0.1
Created by	President – K Huston	Approved By	Committee
Approval Date	20 <sup>th</sup> January 2025	Reviewed	26/01/2026



# Fundraising Policy

## Non-Compliance

Failure to adhere to the Fundraising Policy may result in warnings, meetings with club officials, or other appropriate actions.

The club reserves the right to take further measures if non-compliance continues.

## Feedback and Concerns

Based on feedback and reviews, the committee will implement improvements to enhance the effectiveness of future fundraising activities. This may include adopting new methods, refining strategies, and increasing member engagement. Cleveland Air Magic values feedback from parents and guardians. Any concerns or suggestions regarding the Fundraising Policy should be directed to [president@clevelandairmagic.org](mailto:president@clevelandairmagic.org).

## Review and Amendments

This Fundraising Policy will be reviewed annually by the club's Committee to ensure it remains fair, transparent, and effective. Any amendments to the policy will be communicated to members in writing and will take effect from the date specified.

## Acknowledgment

By becoming a member or participating in activities with Cleveland Air Magic, individuals acknowledge and agree to adhere to this Fundraising Policy.

Reference	CAM-MP-FR-1	Version	0.1
Created by	President – K Huston	Approved By	Committee
Approval Date	20 <sup>th</sup> January 2025	Reviewed	26/01/2026