



BUILDING A PHILANTHROPIC STARTUP

DAN THOMPSON, SKATE CANADA

INTRODUCTION

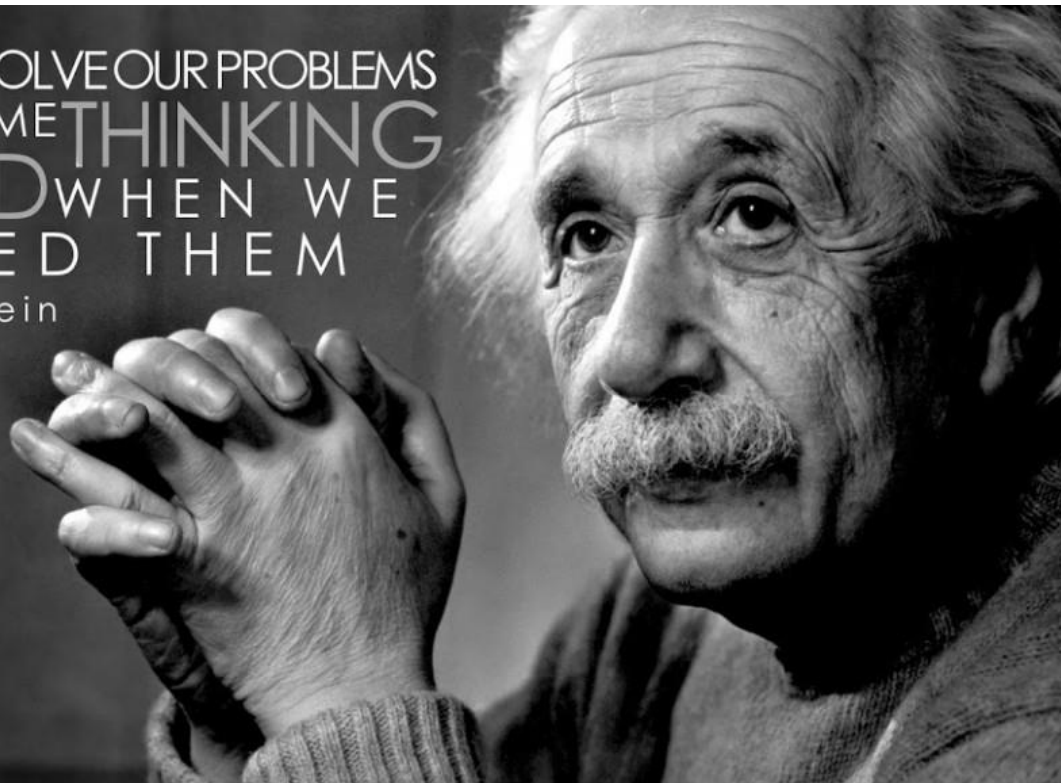


- Dan Thompson (CEO Skate Canada) – 2.5 years
- 1980 Olympic Swimmer
- Career in sponsorship (Lang, Momentum) & Cause Marketing – Canadian Tire Jumpstart
- Volunteer President of Swimming Canada
- Deep interest in exploring incremental fundraising strategies – fascinated with consumer motivation around fund development

OUR PROBLEM



WE CANNOT SOLVE OUR PROBLEMS
WITH THE SAME THINKING
WE USED WHEN WE
CREATED THEM
-Albert Einstein



OUR PROBLEM



- Skate Canada is perceived to be primarily about figure skating competition at the highest level (Team Canada)
- The brand needs to be repositioned to include both excellence and community (Learn-to-skate)
- People think we don't need money
- Donors not cultivated/tracked or recognized/thanked



OUR SOLUTION

- Appoint a fund development manager
- Enlist a committed internal team
- Develop a fund development strategy/plan
- Form a fund development committee and an alumni committee
- Set realistic goals
- Develop evergreen tools
- Make a long term commitment



LESSONS LEARNED



**KEEP
CALM
AND
LEARN WITH
YOUR MISTAKES**



LESSONS LEARNED

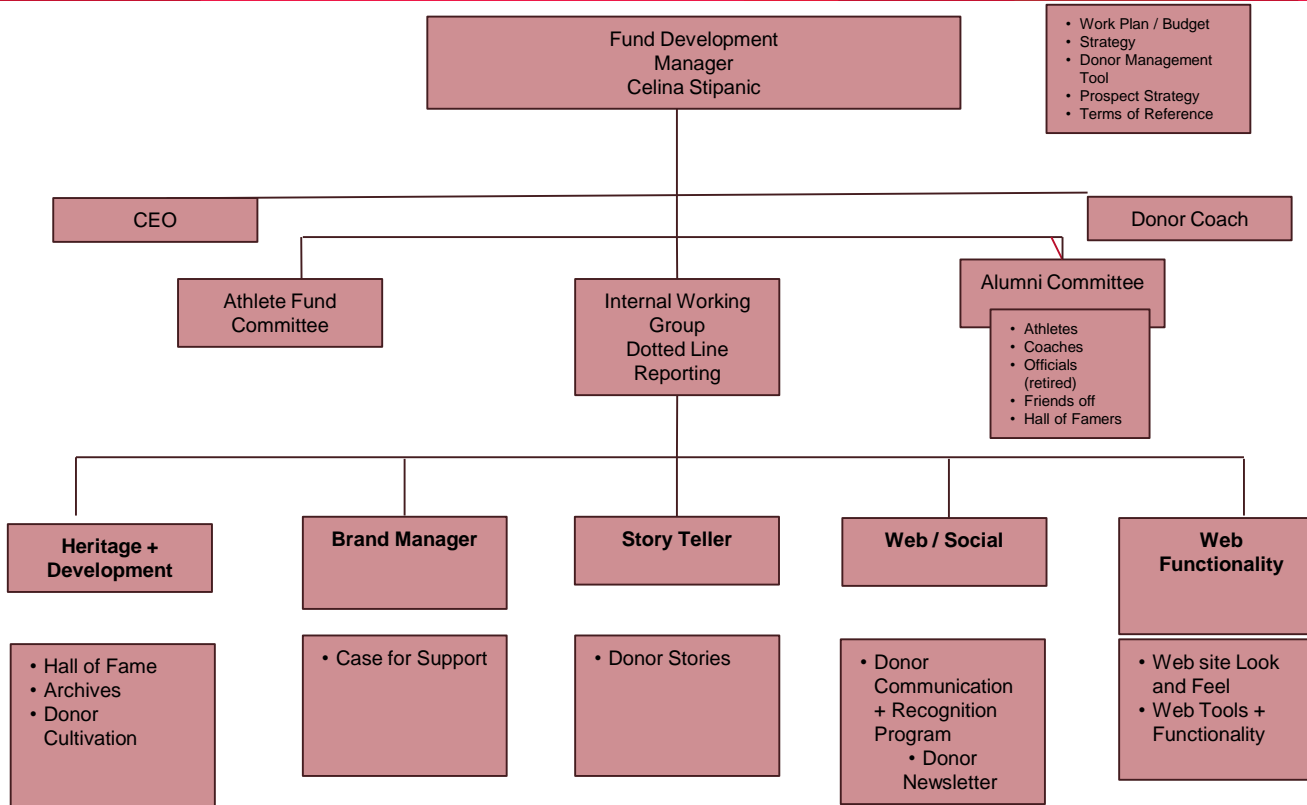
- Didn't appoint an internal champion fast enough
- Started with a consultant – needed a coach
- Started with Brand – needed to start with “what we want to do with the funds”
- Initiative wasn't directly connected to our Strategic Plan so it became a force fit.
- Became CEO's pet project--Tough getting internal support without the solid plan



LESSONS LEARNED

- Can't ask for money until you have credibility – have to build the relationship/trust
- Creating a donor culture takes time and requires everyone to be prepared to give (staff, board /members /volunteers/ fans)
- Each ask needs to be customized based on a consultative approach.
- Don't be afraid to make an ask!
- It's the right thing to do for the long run.

LESSONS LEARNED



- It's a big investment – resources, time, money

LESSONS LEARNED (TARGETS)



INTERNAL FAMILY

Alumni
Champions
Coaches
Officials
Club Members
Staff
Board

EXTERNAL AUDIENCES

Users	Fan Base	Supporters	Sponsors/Partners
Beginners and Parents	Casual	Internal Family	Corporate
Skills Development Skaters and Parents	Enthusiasts	Major Gift Prospects	Media
Pathway Athletes and Parents		Fan Base	School Boards
New Citizens		General Public	Sports Associations
Non-Skaters		Corporate/CSR	
Physically Challenged			

THE OUTCOME SO FAR



- Raised about \$65,000 (behind plan)
- We have the right structure and approach
- We have a plan
- We have dedicated staff
- The plan is funded
- We have refocused our goals over a longer term
- We are building evergreen tools
- We have many assets

WE BELIEVE



- Fund development is the right thing to do
- Have the right structure, people and assets to succeed
- Have the proper vision to engage donors
- Donors will embrace our vision