**COC Webinar | February 7th 2019 | Sport Philanthropy**

**Host:**  Samantha Rogers | co-founder, [Relate Social Capital](http://www.relatesocialcapital.com) samantha@relatesocialcapital.com

To view the webinar, please click [**HERE**](file:///G%3A%5CTeam%20Drives%5C1-System%20Excellence%5CNSF%20Services%5CNSF%20Services%2021103%5CWebinars%5CFundraising%5CCOC%20Fundraising%20Webinar%20Jan%202019_Medium.mp4)

**Overview:** Sport philanthropy is unique, so your fund development and engagement strategy should be too. While the number of charities continues to grow in Canada, as a Registered Canadian Amateur Athletic Association (RCAAA), you offer something no one else does – your sport. You come with built in stakeholders, passion and reach. Building a solid philanthropic program requires patience and focus, but if you are willing to invest time and effort into diversifying your revenue, you will see a sustainable outcome. Together we are going to review practical steps to take to grow a fund development and engagement strategy that will have two main objectives:

1. Grow the culture of philanthropy within, and around your organization by engaging your community of alumni, fans, friends and families
2. Diversify your current revenue model through investing in philanthropy for long-term sustainable growth and success

**Resources:** My Blog Posts

* [How to Engage Alumni](https://www.relatesocialcapital.com/single-post/2018/11/07/How-to-Engage-Alumni)
* [How to Write a Case for Support](https://www.relatesocialcapital.com/single-post/2018/03/29/how-to-write-a-case-for-support) (Examples of cases at bottom of post)
* [Powered by the People: the Magic of Crowdfunding in Sport](https://sirc.ca/blog/powered-people-magic-crowdfunding-sport)

Canada Revenue Agency

* [More Information on RCAAAs](https://www.canada.ca/en/revenue-agency/services/charities-giving/other-organizations-that-issue-donation-receipts-qualified-donees/canadian-amateur-athletic-associations.html)
* [CRA Policy on Gift of Services](https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/policies-guidance/policy-commentary-017-gifts-services.html)
* [Cheque Exchange](https://www.canadiancharitylaw.ca/blog/using_a_cheque_exchange_to_turn_a_donation_of_services_into_a_gift_that_can) (donation of services into a gift that can be receipted)

**Questions:** Q: What is the best tactic / approach to ask for planned gifts?

 A: Here are some follow up [resources](https://www.cagp-acpdp.org/resource-library) on planned giving from Canadian Association of Gift Planners

Q: But if you evenly distribute crowdfunding funds among a number of individual athletes that's OK for tax receipting?

A: When crowdfunding, and any time you are fundraising, it has to be explicitly clear that all money raised is going to you, the federation. It can be for a specific program, but not one individual can benefit, and as an RCAAA, it is 100% your responsibility to maintain what the CRA calls ‘[Direction and Control](https://www.canadiancharitylaw.ca/blog/what_is_direction_and_control_for_a_canadian_charity_when_using_intermediar)’ over where the donations go – if you do not, you risk losing your status. Therefore, you cannot have a crowdfunding campaign for athletes where the expectation is that whatever funds raised will just be split up and given to athletes (this is seen as a [conduit activity](https://www.canadiancharitylaw.ca/blog/what_is_a_conduit_under_cras_guidance_on_registered_charities_using_an_inte)), BUT you can have a campaign to raise money for training camps or competitions etc. of which athletes will benefit.

*Bottom line: this is complex and best spoken about, so I’m happy to discuss further on how to execute*

Q: What are your thoughts on NSOs seeking funding from Foundations? Do you know if this would be a worthwhile target donor to pursue?

A: Yes! The more you diversify your revenue, the more sustainable you will become! Here are some examples of [Government Funding Programs](https://charityvillage.com/cms/knowledge-centre/fundraising/funder-directory/government-funding-programs) and [Corporate Funding Programs](https://charityvillage.com/cms/knowledge-centre/fundraising/funder-directory/corporate-funding-programs)

**Follow Up:** Sport philanthropy is still very new and building out a fund development and engagement program can be complex, but that should not stop you! Samantha is offering one-hour consultation calls to get you started, so please feel free to send Samantha an email to book some time to discuss.

