



CAIRNS SAINTS FOOTBALL AND NETBALL CLUB FUNDRAISING

Purpose

Fundraising is the art of attracting funds via donations in return for goods and/or services for specific projects or club activities. The Cairns Saints Australian Football and Netball Club would cease to exist without additional financial assistance gained through fundraising. The club is committed to performing every task possible to ensure the club is financially viable.

Planning

The Cairns Saints Australian Football and Netball Club must plan a fundraising strategy prior to each season aimed at convincing funding sources such as the public, private companies (sponsorship) and the agencies that handle grant monies, that it is an efficient and worthy organisation which will use funds wisely. It is vital to ensure the club is promoted in a positive light to attract sponsorship and grant funding. Part of the planning process is establishing links between the various components of the strategic plan and proposed fundraising strategies.

The committee responsible for fundraising and sponsorship should be aware of and involved in the development of the club's strategic plan so it can relate its own needs to their committee.

Establishing the funding needs

Each season the committee must complete a budget to identify any areas of the club's activities that require financial assistance. Once this has been determined, the committee must then incorporate solutions to maximise fundraising opportunities and goals to ensure the club continues to be financially viable.

The club must:

- Have a specific goal or activity in mind
- Be accurate in determining what the money will purchase
- Make sure everyone involved in the club knows why the money is being raised

Major projects

If the club is undertaking major projects that require major corporate sponsors, a detailed proposal is necessary. The proposal will be the responsibility of the fundraising team and/or Management Committee. Applications for grant funding will also require business documentation as per the individual funding application guidelines.

Guidelines

1. Set goals - establishing aims will help you recruit a work force and make it easier to approach members of the public.
2. Make long range plans - how are you going to achieve your goal? How can you help your club over a long period?
3. Budget - how much money will you need?
4. Assess the resources you have already - people, property, money, commitment.
5. Develop a strategy - how will you raise the required funds?
6. Work out a series of steps over an appropriate period.

Donations and charity fundraising events

On occasion, the club will conduct fund raising events that go towards raising money for a local, national or an international charity organisation. Prior to these events, the fund-raising committee will need to determine a set amount of funds that will be donated to the nominated charity. All monies raised above and beyond this set amount will go back to the club to put towards the costs of hosting the event. The fund-raising committee appointed for each event will need to submit their proposal for the event including the target funds for donation and the nominated charity to the Management Committee for final approval approximately one month before conducting the event.

Date of policy: 17th of October 2013

Review date: 17th of October 2017



Cairns Saints Australian Football Club Inc