

### 2023-2024 FUNDRAISING REPORT

2023/2024 GRANT FOCUS: FUNDING THE ADDITIONAL DEVELOPMENT PROGRAMMING									
GRANT SOURCE	TYPE OF GRANT	GRANT REASON	DEADLINE	DATE SENT	DATE APPROVED	\$\$ ASK/GOAL	APPROVE D	DECLINED	EXPIRED
CHRYSLER SPONSORSHIP	corp donation	open funding		Sept 8, 2023		\$9,900.00		DENIED - 10/16	
TIM HORTONS SMILE COOKIE	corp fundraising	open funding		Sept 8, 2023 / Mar 31, 2024		OPEN	considered in 2025		
WESTFOR	GRANT	new signage for every arena		Sept 16, 2023		\$20,000.00			no response
JUMPSTART	GRANT - PROJECT BASED	development programming		Oct 14, 2023		\$13,994.00		DECLINE - 12/7	
KRUGER BIG ASSIST	corp donation	development programming		Oct 27, 2023		OPEN			no response
ACTIVE KIDS/HEALTHY KIDS	GRANT - PROJECT BASED	development programming		Nov 6, 2023		\$10,000.00			the contact that was given to me was wrong, in follow up I was given another email contact, that was wrong too, I was given the correct contact finally but the grant had then expired

SCOTIA HOCKEY	GRANT - PROJECT BASED	development programming		Nov 8, 2023		\$10,000.00			expired
WALMART COMMUNITY GRANT	SPONSORSHIP	open		Dec 11, 2023		\$1,000.00			expired
MIDDLETON ROTARY CLUB	GRANT	u7/u9 goalie gear	Mar 30	Jan 28, 2024		\$2,000.00		DECLINED - 3/30	
NEW SCOTIABANK GRANT	GRANT - PROJECT BASED	development programming		Feb 15, 2024		\$20,000.00			
LIONS KINGSTON	GRANT	replenish coach bags/team first aid kit		Mar 17, 2024		\$1,663.71			
CANADA POST	GRANT - PROJECT BASED	asked board president what to write it for, no response	Mar 1						expired
SPORTFUND	GRANT - UPTO PROJECT UPTO \$5K	need project idea from executive board	Jun 15						
COUNCILLOR GRANTS TO ORGANIZATIONS COUNTY OF KINGS	GRANT - \$7500	asked board executives what project they would like to write for	May, 2024						
ANNAPOLIS HEALTH WEST	GRANT - \$25k intended proposal	funds towards overall operations costs	OPEN						
Spartan Outdoor Music Fest Fundraiser - outdoor music/silent auction/games/kids events/food/drinks	EVENT - goal \$15k	raise funds for overall costs	June 2024						
TIERED BUSINESS SPONSORSHIP	goal - \$20,000	funds towards overall operations costs	Initiate July 2024						
						(\$88,557.71)	\$0.00		\$66,894.00

In the early season before evaluations began, I asked the board what the grant focus was for the season. I was told to cover the costs of the extra development planned with the U7/U9 skating, the goalie development, and the Wildcats Wednesdays.

Grant writing season for 2023-2024 began in early September. The grant season was initiated by a corporate donation to the FCA Canada Sponsorship program (Chrysler) request due to a few of the association member's parents owning dealerships.

*We're in receipt of your proposal in which you solicit FCA Canada's support. There is no question that your proposal offers considerable opportunity for corporate exposure, however, after careful and detailed examination, we have come to the conclusion that we must regrettably decline participation. We sincerely appreciate the opportunity to consider this proposal and extend our best wishes for every success in the future.*

The next grant written was a corporate fundraiser with Tim Hortons Smile Cookie campaign. The request is sent to the corporation and you choose the locations you would like to have support your organization. I chose the Kingston and Greenwood franchise locations. This was early September, was accepted and sent to the location owners. Unbeknownst to me, the owners at that time were selling their locations and did not consider the request. Another request was submitted and we are in consideration for the 2025 fiscal year.

Westfor was the third grant written. Westfor was a successful grantor in the 2022-2023 season. It was proposed to resubmit a request in the 2023-2024 season. The grant request was received but no further decline or inclination of acceptance has been received.

The Jumpstart grant program was the fourth grant written. The grant was written with the focus that was given to me at the beginning of the season, focus on funding the extra development programming. The grant was declined.

*Application does not meet grant eligibility requirements. Jumpstart Community Development Grants prioritize organizations/programs that are selectively recruiting youth from families in financial need or with disabilities. Funds cannot be used to support a subsidy program as outlined in this application. Please encourage your participants in need to apply for our Individual Child Grants if they require financial assistance for registration and/or equipment expenses.*

Kruger Big Assist corporate sponsorship program was the next request. This is an open ask persuading the company to award your hockey Association funds. Our application was accepted but no further acceptance was communicated. There were only 5 hockey associations in all of Canada that received funding in the 2024 granting season for this Kruger initiative.

Active Kids Healthy Kids (AKHK) in the Kingston county area was the next request. I wrote the grant and submitted as the form instructed. I did not hear back and did a follow up. No response. I reached out to another local chapter of the AKHK and they gave me a contact email to forward our grant request. That contact then wrote back responding that they had nothing to do with the Kings county AKHK programming and forwarded me to an entirely different email for the previous two. Their response was unfortunately the grant deadline was not met and they will let us know when the new grant season begins. Note, if you apply in the Fall, it is awarded in the following months. My intention, now that I have the proper contact, is to keep my eye out for when the grant opens again and apply accordingly.

Sorry for the late reply, our AKHK funding had been awarded to the successful applicants for our fall round of funding.

Scotia bank had a new hockey focused grant this year. We were successful last year with their ScotiaRise grant program. I wrote the long and detailed grant, submitted, received confirmation, but received no further acceptance or communication. I resubmitted in February again, grant request pending.

Walmart corporate sponsorship was the next initiated. It was a \$1000 sponsorship application. The application was accepted but no further acceptance or communication was received. Ask expired.

The Canada Post grant was due March 1 2024. I reached out to our Association President to ask what programming was a priority, as the extra programming I had been writing grants for had been declined multiple times. I received no response. Grant submission deadline expired. Will apply again when the grant reopens.

Middleton Rotary Club was the next request. This was a request for equipment. After a discussion with Adam Pearson, it was noted that goalie equipment, especially in the early years, was a need. I asked to support two full sets of u7/u9 goalie gear. The request was discussed but ultimately declined.

I regret to inform you that, after much discussion at the Committee, Director, and membership levels, the Club has decided against granting your funding request.

There are outstanding grant and fundraising events being planned to wrap up the 2023-2024 season prior to the 2024-2025 season initiating. These grants are listed in the above spreadsheet.

Active Fundraising to initiate the 2024/2025 season will be:

- 1st Annual Valley Music Fest & Silent Auction fundraiser for Western Valley Minor Hockey. This event will be at the Lunn's Mill outdoor stage and surrounding greenspace. Silent auction will take place during the day of the event. Silent auction items will be gathered in the weeks leading up to the event. There will be tickets sold for the event. There will be fun games for kids, activities along with the music for adults, food, and drinks. This event will be a one day event from early afternoon to later evening. The bids for the silent auction items will close when the music is completed. All proceeds from ticket sales and successful bids on Silent auction items will go towards fundraising additional costs projected for the upcoming season in regards to energy costs etc.
- Tiered Sponsorship. This campaign will have four tiers: Recognized Association Supporter (any donation of \$100-999), Honorable Sponsorship (\$1000-2499), Executive Sponsorship (\$2500-4999), and Platinum Sponsorship (\$5000+). The three later levels have a component that all businesses can write (tax) off their contribution as advertising up to \$5000. The President of the association will need

to draft a letter in request of the Association. This letter will be mailed out by the Association, or personally delivered, to business and supporter prospects along with the Sponsorship flyer seen below. The Association can capture the list of contributors we had from the 2022-2023 season in our Jersey Procurement campaign.

# WESTERN VALLEY MINOR HOCKEY ASSOCIATION

## SPONSORSHIP LEVELS



### RECOGNIZED ASSOCIATION SUPPORTER LEVEL \$100-\$999

Your business contribution will help fund operational costs including ever increasing power costs directly effecting cost of ice to the Association.

Your contribution will ensure registration costs for our youth members will not increase.

Your business will be announced in our pre-evaluation communications.

### HONORABLE SPONSORSHIP LEVEL \$1000-\$2499

Your business contribution will help fund operational costs including ever increasing power costs directly effecting cost of ice to the Association.

Your contribution will ensure registration costs for our youth members will not increase.

The Association will ensure your business is advertised on our website in exchange for your sponsorship support.

### EXECUTIVE SPONSORSHIP LEVEL \$2500-\$4999

At this level of support your sponsorship will encapsulate the previous levels of support and include the following:

- Advertisement on the Association website by placement of your business logo and name
- Recognition by placement of your business logo and name on all printed materials for the Association



### PLATINUM SPONSORSHIP LEVEL \$5000 +

At this level of support your sponsorship will encapsulate the previous levels of support and include the following:

- Advertisement on the Association website by placement of your business logo and name
- Recognition by placement of your business logo and name on all printed materials for the Association
- 2x3 business logo on the boards at one arena

Rafflebox report:

August - 2,636

September - 4,898

October - 5,509

November - 3,359

December - 2,746

January - 1,953

February - 1,416

Total tickets sold: **22,517**

Total income for the Association - \$1424.00

- 50% of ticket sale income - 50/50 winner
- 30% of ticket sale income - individual player ticket sales
- % of income is fees to Rafflebox
- Remaining balance is income for the Association

Lesley Hodder

Fundraising Chairperson

April 14, 2024

