



Welcome to the Swim-A-Thon!

The Swim-A-Thon is a fundraising event that NKB holds every year. As a non-profit organization, our fundraising events help us to keep our registration fees down. The funds raised by this event let us afford access to pool time and quality coaching. The funds also allow us to improve and maintain our equipment, thereby creating an environment in which we can become successful as a team.

All swimmers will swim for 2 hours or 200 lengths of a 25m pool; whichever comes first. This is equivalent to swimming 5 kilometres! Now you may think that it is a lot to ask especially of the Junior groups, but you will be greatly surprised at what the swimmers can accomplish. They have improved so much since the beginning of the season.

Event details:

Saturday, April 29: 5:30-7:30 AM - ALL Age Group Swimmers
7:30-9:30 AM - ALL Junior Swimmers
Breakfast to follow each swim in the hospitality room

Sunday, April 30: 3:30-5:30 PM - ALL Senior Swimmers
“Breakfast for Dinner” to follow in the hospitality room

Fundraising Fees

Please see the table below for the minimum fundraising target that is required for each swimmer for the 2016-2017 season:

Junior Green / Kanata	Junior Black	Age Group White	Age Group Green / Kanata	Age Group Black	Senior	Family Maximum
\$180	\$180	\$270	\$270	\$300	\$300	\$600

The fundraising fees on the above chart reflect the remainder of your fundraising commitment as we have already collected the \$100 for your calendar commitment. For the parents who opted to purchase more than the minimum of 10 calendars, their fundraising requirements will be reduced accordingly.

Participating in the Swim-A-Thon

If you paid your minimum fundraising fee in full at registration, you may be wondering why you should fundraise. We encourage all NKB families to fundraise as part of the Swim-A-Thon to help our team. It can also relieve some of the financial burden of paying the minimum fundraising fee yourself. Using the online donation tool, you can raise enough money in donations to recover some (or the entire) fundraising fee



assigned to your swimmer. In fact many families raise more than their goal amount! The more you raise, the more we all benefit. Let's all try and reach our club fundraising goal of \$40,000.

Please note that you are always responsible for the full fundraising fee. For example, if your minimum fundraising target is \$400 and you paid \$100 for calendars, and you raise \$100 in donations, you are responsible for contributing the other \$200 to make up your total target of \$400.

Swim Ontario policy is that donations are not eligible for tax receipts.

For families who paid their fundraising fee in full at registration:

- The amount you raise in online donations will be credit to your NKB account, paid out to you by cheque, or refunded to your credit card (at your option). The maximum amount refunded to you will be the amount of your fundraising fee paid in advance.

For families who paid their fundraising fee with a post-dated cheque:

- If you were able to raise your full fundraising target in online donations, your post-dated cheque will be returned to you.
- If you were only able to raise part of your total fundraising target in online donations, you will need to write a new cheque to NKB at the end of the season for the remaining amount or ask that the remaining amount be added to your NKB account balance. The NKB office will then return your original post-dated cheque.

Online Donation System

Swimming Canada has partnered with RaiseAThon to provide us with our online donation system that has shown to increase donations by up to 100%! No more pledge forms, no more door-to-door canvassing in the cold weather, and no more handling of cash and cheques!

You can get setup in two easy steps:

1. Go to our club link and register your swimmer
www.ontarioswimathon.ca/nkb
2. Email your personal Swim-A-Thon page link to possible sponsors and/or post it on social networking sites.

It's that easy!

The NKB Team Swim-A-Thon website is live now! This means you can start fundraising right away by going online and registering your swimmer. You can add a picture of your swimmer if you like, and their fundraising goals. Once the swimmer



profile has been created, you will receive a link to your profile page from RaiseAThon. You can then send this link to family, friends, neighbours, work colleagues, and businesses. You can even post it to your social media accounts, such as Facebook, Twitter, and MySpace. Sponsors can donate directly online and can also attach a personal message to their donations that will be displayed on your swimmer's profile page.

Swimmer Profiles: Swimmer profiles can be created for each individual swimmer. However, one profile can be created for families with multiple swimmers.

Payment Options: Sponsors can donate online using their credit card or their PayPal account. PayPal is being used to process all payments. As a international company, PayPal will accept credit cards from various countries. Therefore, international sponsors are welcome to donate using our online system.

Tax Receipts: Swimming Canada has rules around eligibility for receipts. Under no circumstance is a Parent/Legal Guardian or Parent's company eligible for a charitable tax receipt.

Cash or Cheque Donations to Swimmer's Family: If a sponsor only wants to give cash or a cheque made out to your family, you will need to deposit the payment from the sponsor and use your personal credit card or your PayPal account to enter the donations in the online system.

Cheque Donations Made out to NKB: If a sponsor only wants to make a cheque out to NKB, bring the cheque to the office (as soon as possible) and the Office Manager will enter the donation to your swimmer's profile page.

I hope this document has helped answer your questions about the Swim-A-Thon. If you have any other questions or concerns, please feel free to contact me.

Heather Roberts
gettheroberts@gmail.com
NKB Swim-A-Thon Coordinator