



*The Cedar Area Select Soccer Association is an organization that provides a high quality learning environment for both developmental and skilled soccer players throughout Northern Kent County, Michigan, including extending such opportunities to children and families who are financially unable to provide their own funds to participate. We strive to instill positive attitudes, great sportsmanship, and overall passion to play the game of soccer.*

## **FUNDRAISING AND SPONSORSHIP POLICY**

(REVISED 01/26/2012)

### **1. Purpose**

As a non-profit organization, the Cedar Area Select Soccer Association (“CASSA”) relies on fundraising and sponsorship to raise funds to cover the expenses of the program, provide a means to fund capital improvements to program facilities/fields/equipment, fund special team events, and further the overall mission. In order to benefit as many teams as possible, fundraisers shall be club wide. However, we recognize that at times this may require significant club organization, therefore, if the CASSA is not already raising funds for a specific purpose, individual teams may raise funds on their own to cover various team costs including, but not limited to, additional tournament fees, travel expenses, team apparel, and/or equipment. The CASSA may allow this, so long as any team fundraiser does not interfere or overlap with an existing club wide fundraiser.

All fundraising activities shall be carried out in an ethical and professional manner that benefits the CASSA and its teams, and must be kept within the 501(c)(3) non-profit status of the CASSA. At no time will fundraising be deemed a requirement for or participation with the CASSA.

### **2. Procedure**

- A. All club wide and individual team fundraisers must be approved by the Board of Directors before they are advertised and prior to the commencement of that fundraising activity.
- B. Parents shall be notified of the proposed fundraising activity by the Fundraising Coordinator or a CASSA Board member in charge of the fundraising event prior to the activity commencing. Information on the activity must include; the goals of the fundraising event, authenticity of the fundraising activity and details on how the activity will be carried out. A follow-up communication after the activity should include how much money was raised and how the money will be used.
- C. The Fundraising Coordinator shall coordinate fundraising activities and assist the CASSA and/or individual teams choose the best type of fundraisers to hold. Permitted fundraising activities may include, but are not limited to:
  - i. Alcohol related events are permitted for members, parents and supporters over 18 years of age only. All tickets for events or liquor related events must be sold by persons over 18 years of age.
  - ii. Bottle drives are permitted.
  - iii. Raffles for cash, services or items is allowed.
  - iv. Dances must be supervised by a minimum ratio of 1 adult per 20 children. Adult must be a parent/guardian of child on team(s) involved in the fundraising activity.

- v. Selling, cookies, candy, chocolate, cinnamon buns, pizzas, beef jerky, cookie dough, pasta and any other food item.
- D. The Fundraising Coordinator shall promptly turn over to the Treasurer all monies collected from club wide fundraisers, which shall always be payable to the CASSA, never to a specific individual. All income and expenses from an individual team fundraiser must be promptly turned over to the Treasurer for proper accounting. Each team will have an individual account in the club budget and funds will be directly tracked.
- E. Certain types of fundraisers may be prohibited by state or federal law. Where required, proper permits must be obtained.
- F. All charitable gaming activities (e.g., bingo games, millionaire parties/Texas Hold'em, raffles, charity game tickets) involving the general public must be licensed through the Michigan Charitable Gaming Division.
- G. Player safety is the core underlying value in all fundraising activities. An adult (18 years of age or older) shall accompany players on fundraising activities which require door to door canvassing.
- H. All fundraising advertisement/literature must indicate that the fundraiser is for a CASSA team, by including 'CASSA' and/or the CASSA club logo, and must not bring the club into disrepute.
- I. Team officials, parents, players and members shall take full responsibility for any fundraising activity and any consequences thereof.
- J. Any team fundraiser which overlaps with or is expected to interfere with a club wide fundraiser or event may be denied. It is strongly encouraged that teams communicate with the Fundraising Coordinator early in the planning process to avoid this issue.
- K. Teams are responsible for all up-front costs related to an individual team fundraiser including advertising costs and the purchase of items to be sold and items needed to hold the fundraiser.
- L. Funds received from individual team fundraisers must be used for activities directly related to the team, and shall always be payable to the CASSA, never to a specific individual. Any request for funds from a team account must be accompanied by an explanation of what the funds will be used for. The Treasurer reserves the right to deny a disbursement request with the approval of the Board of Directors.
- M. Direct solicitation of area businesses is considered fundraising by the CASSA and is subject to this policy. Fundraisers which are deemed to conflict with an existing club sponsor will not be allowed. The Board of Directors will be responsible for this determination.

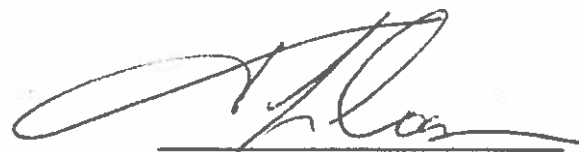
- N. Funds and/or donations that are tied to a specific team will follow the team if more than 50% of the players remain together from year to year. If a team folds (more than 50% of the players stop playing or move separately to other teams), any remaining fundraising money will go into the CASSA fundraising account. Any donations of merchandise/equipment must be cataloged and reported to the Treasurer.
- O. To encourage team/player participation, prizes may be awarded to the top three (3) team fundraisers. The first place team shall have first prize selection, followed by the second place team with the third place team receiving the remaining prize.
- P. Teams are encouraged to obtain a copy of the CASSA's non-profit designation letter from the IRS when soliciting donations so that business or individuals can have records for tax purposes. If a business or individual requests a copy of CASSA's non-profit designation letter, and/or requires a receipt for large donations, contact the Treasurer.

*Adopted at a meeting of the Board of Directors by a majority vote on January 26, 2012 and is effective immediately.*

For the Board of Directors,



By: Timothy S. Hinton  
Its: President



By: Tim Coons  
Its: Secretary