

# Annual Club Fundraiser

## *A Fundraiser Aimed at Raising \$500,000 for Club Projects*

### What is the Annual Club Fundraiser?

At Nordiq Canada, our mission is to get more Canadians on skis and more athletes on podiums.

Just like a good ski starts with a good solid base, growing the sport of cross-country skiing in Canada begins at the club level. Supporting local clubs has a huge impact on our community and elevating our sport across Canada. The Annual Club Fundraiser is your chance to raise funds to support projects at the club level.

Last year we celebrated over \$375,000 raised for our annual club fundraiser. The goal of this year's campaign is to raise \$500,000 in support of cross-country skiing across Canada by the close of March 20, 2022. The campaign aims to bring all Nordiq Canada clubs together to fundraise with a joint message to elevate our sport across Canada.

### How does it work?

Let's start with the most important part: **94% of the funds your club raises are YOURS**.

Though this is a completely optional initiative, we hope that you are as excited as we are!

We want to work together and we want to make it easy for you.

Nordiq Canada will:

- manage the online donation platform
- issue tax receipts to donors
- disburse funds to clubs monthly

We simply ask that clubs share the campaign with club members and encourage all to make a donation. Nordiq Canada will retain 6% of funds raised to cover expenses like credit card processing fees.

### Why should my club participate?

- **It's easy** – Nordiq Canada provides the platform for receiving donations.
- **It's better for donors** – as a registered charity, Nordiq Canada can issue tax receipts to your donors, which serves as a huge incentive for many to donate.
- **It builds our community** – by fundraising together with a joint message, we can better unite our skiing community from the local to the national level!
- **It will raise more \$\$\$** - a joint campaign broadens our reach and allows us all to raise more for our skiing community.

### Ready to get started?

Please complete and email two attached forms, attached, to [fund@nordiqcanada.ca](mailto:fund@nordiqcanada.ca):

- Application to Participate in the Annual Club Fundraiser

- Electronic Funds Transfer, providing your club's banking information so we can disburse funds to you in April

Within a week of submitting your forms, you will receive an email from the CanadaHelps fundraising platform asking you to sign up as a "Participant." Doing so will add your club to the fundraising platform. Please use your club name as your page name. Provide a personalized description and images of what you are fundraising for – the messaging around this is up to you.

When your page is set up, you can share this fundraising link with your community and start raising money: <https://www.canadahelps.org/en/charities/cross-country-ski-de-fond-canada/p2p/Annual-Club-Fundraiser-22>

Questions? Please email Krista at [fund@nordiqcanada.ca](mailto:fund@nordiqcanada.ca).