



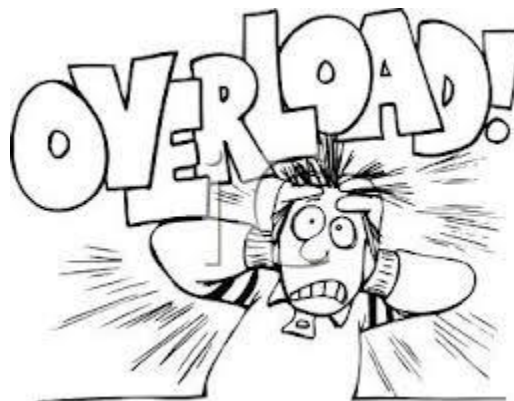
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FUNDING YOUR FUTURE

Amy Dearden & Natalie O'Leary

November 7TH, 2015

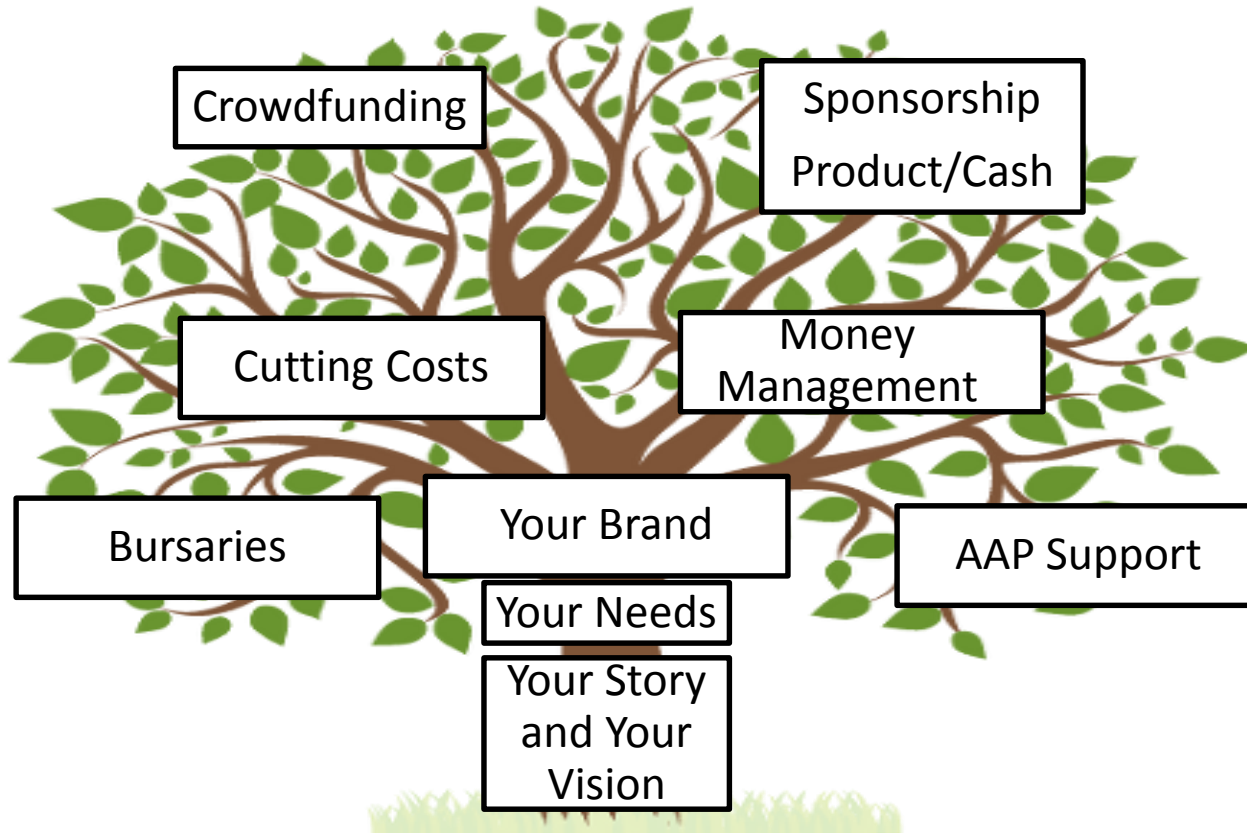


MAKING 'CENTS'



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WHERE TO START?



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Set the foundation



Identify Gap areas



Identify how much
time and energy
you want to invest.



Identify who your
current contacts
are

BURSARIES & GRANTS



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CANADIAN
SPORT
INSTITUTE



INSTITUT
CANADIEN
DU SPORT

GRANTS & BURSARIES

GUIDE

Many organizations stretching coast to coast provide funding opportunities for Canadian athletes, teams, and coaches on their journey to success. Financial situations can get tight and we want to make sure those in the categories below are aware of the various support options they have.

30
CANADIAN ORGANIZATIONS
PROVIDE FUNDING OPPORTUNITIES FOR

ATHLETES COACHES TEAMS
IN THIS DOCUMENT ALONE!

CHOOSE YOUR CATEGORY:



...or continue scrolling to view all categories!

Know your strengths

Research all possible bursaries/AAP options that you would be eligible for – shake the trees!

Have a ‘template’ that you can use to have the info readily accessible when the application comes up, and know your audience

Apply!

Send a thank you card

“Something that seems routine to you might be extraordinary to someone else.”

Scholarshipscanada.com

DID YOU KNOW?



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Sport Canada

Athlete Assistance Program

Policies and Procedures

PAA-AAP_00P01 2012-09-23-eng

Canada

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Special Needs Assistance is available to Eligible Athletes in the following situations:

- Excellence living and training allowance
- Excellence child dependent allowance
- Training and competition allowance for athletes with a disability
- Relocation assistance
- Child care assistance
- Retirement assistance

AAP@PCH.GC.CA

STRETCHING YOUR DOLLARS



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BUSINESS MENTALITY



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\$: Sole Proprietor

\$\$: Corporation

**\$\$\$: Amateur
Athlete
Trust**



documentation
partnership
liability
tax
control^{income}
regulations business
responsibility

SPONSORSHIPS



Current Opportunities



Other Opportunities



PARTNERSHIP NEGOTIATIONS



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YOUR VALUE:

- Athletic experience
- Athletic accomplishments (medals, Olympics, etc.)
- Specific event/partnership requirements (sponsor requirements; appearances, speaking engagements, travel, etc.)
- Length of event/partnership
- Experience in the area they are requesting (whether it is speaking fees/ speaking experience)
- Your relationship with the business/company
- **There may be someone else who will do it for cheaper!**

PARTNERSHIP NEGOTIATIONS



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TIPS:

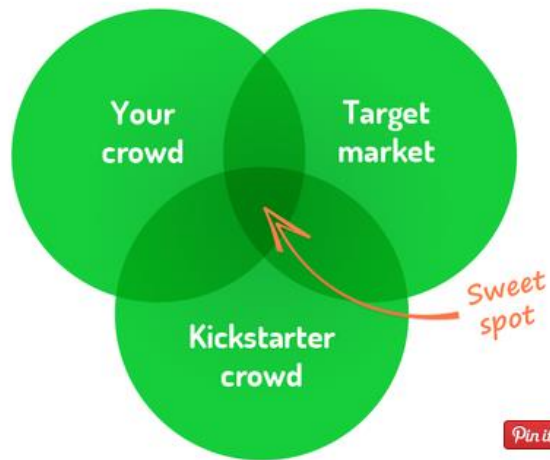
- Research your potential partner
- Put yourself out there
- View all interactions as partnerships
- Have business cards, profile summary, resume, etc.
- Get any and all agreements/details in writing
- Networking can do wonders!

CROWDFUNDING



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PROS:

- Access to large # of people
- Easily monitored
- Mobile friendly
- Driving donors to a site increases chances of funds
- One site/campaign is better than multiple

CONS:

- Does not mean easy money
- Platforms do not bring in crowds
- Costs money
- Requires interaction/maintenance

Make A ChampGo Fund MeChimpPursu.itRally MeSport Funder

<u>Requirements</u>	Website Video PayPal Account	Video Raise minimum of \$500	Must be associated with a charitable organization Video	Video Defined goal	Video PayPal account (donations in USD)	PayPal Account Duration
<u>General Fees</u>	12% reached goals 15% goals not reached	5% per donation	0%	<u>15% ALL</u>	5%	5%
<u>Processing Fees</u>	2.9% + .30	2.9% + .30	2.8% credit \$25 cheque	<u>INCLUSIVE</u>	2.9% + .30	3%
<u>Money Retrieval</u>	PayPal (money received when campaign done)	Request cheque or bank transfer	Transfer to charitable organization then they deposit to you	?	PayPal	PayPal
<u>Interactive Components</u>	Blog-like updates Statistics/data Email Promotion	Facebook connected Email Promotion Thank you notes	Blog/activity feed Notifications	Bonuses/rewards	Updates Texts Givebacks Thank you emails	Facebook connected Thank you emails
<u>Tax Receipts Provided</u>	No	No	YES	No	Not direct BUT if you are charitable organization they will notify donor that they can claim	No
<u>Customer Service</u>	24/7	5 minute response guaranteed	Live support	Team to help set up account	Team to help set up account	Email – Headquarters in NZ

\$10,140.00
PLEGGED OF \$25,000.00 GOAL

31
DAYS TO GO

70
BACKERS



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RICHMOND HILL, ONTARIO CANADA

SNOWBOARDING

My name is Megan. I am an alpine snowboard racer and have recently been selected to be a member of Canada's National Team as the only female athlete for my discipline. Racing is my full time job with the goal of a podium finish at the 2018 Olympic games. I am asking for your support to help me get there.

While I am honoured to represent Canada, snowboarding is a very costly sport. It comes as a surprise to most people to learn that the support from Canada Snowboard only accounts for 25% of my total expenses. The National Team program includes training camps and races around the globe. I am required to spend several months in Europe, and travel to Japan, Russia, the Yukon and elsewhere. I am working in a lab in the off-season earning as much as I can. My expenses will be in excess of \$50,000.

SHARE THIS CAMPAIGN



WOULD YOU LIKE TO SUPPORT OR SELECT A GIVEBACK?

SUPPORT

SELECT GIVEBACK

CAMPAIGN BONUSES

JOIN ME ON MY QUEST FOR GOLD!

You have contributed to my success as an Olympic hopeful! I owe you a big hug and thank you when I see you.

\$25.00

8 contributors

I WANT THIS GIVEBACK

STAY COZY

Stay safe with Canada Snowboard and Intuition Liner's official beer cozies!

\$50.00

0 contributors

I WANT THIS GIVEBACK

Please consider adding an extra 5-10\$ onto this order to contribute to shipping. This gift package will be shipped directly to your door from me.

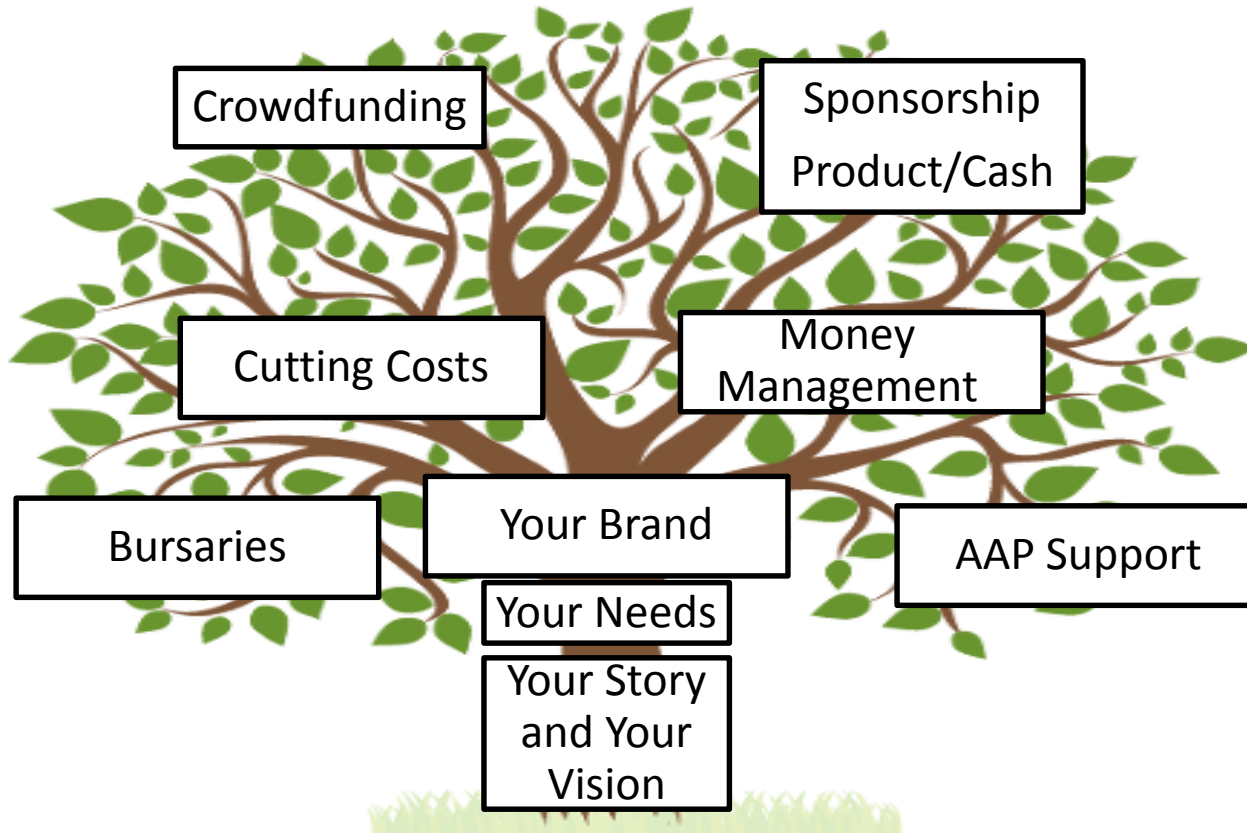
MEDIA SHOUT OUT

Your contribution deserves to be recognized! I will thank you on my Facebook fan page for your help throughout this process.

\$50.00

7 contributors

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