



POLICY #12: VMHA FUNDRAISING POLICY

VERSION: 1

EFFECTIVE DATE: December 2025

1. Introduction

The Vancouver Minor Hockey Association (VMHA) supports our team and league efforts to reduce hockey participation costs for families. This policy establishes clear guidelines and expectations for all fundraising activities within VMHA to ensure transparency, fairness, accountability and compliance with laws and regulations. VMHA relies on fundraising to help offset the costs associated with hockey programming, including but not limited to player development, equipment, coaching development, facilities and league administration.

2. Reflective of Youth Sport and VMHA Values

Certain industries are not permitted to market directly to children, who make up a majority of our membership. While tobacco and cannabis are explicitly restricted from sponsoring sport events and teams in Canada, alcohol does not have such a restriction. However, VMHA will restrict any alcoholic brand or pub/bar name from appearing on any social media, banner, or website associated with the Association. This includes any advertising of items donated as part of a fundraiser.

3. Gaming Licenses

Any fundraising activity involving payment, a prize, and an element of chance — such as 50/50 draws, raffles, or scratch-ticket style fundraisers — is considered a gaming event under the BC Gaming Policy and Enforcement Branch (GPEB). These activities must be submitted for board approval and must have a valid Gaming Event Licence as required. **Gaming licenses must be obtained through the VMHA Fundraising Coordinator**, and all related rules must be strictly followed by the team. These licenses are tied to VMHA's annual Gaming Grant, which significantly lowers registration fees for all players. Non-compliance could impact the Association's ability to receive this funding in the future. Therefore, any team fundraising involving gaming activities must be coordinated with the Association in advance.

To receive permission for these types of fundraisers, the following steps must be followed:

1. [Complete the Gaming license request form](#)
2. **Wait for approval** before proceeding with any planning or promotion. The Association will apply for the Gaming License on the team's behalf.
3. **Ensure all team members understand and comply** with the rules and conditions set by the Association and the Gaming License.
4. **Maintain accurate records** of all funds raised and how they are used.
5. **Report back to the Fundraising Coordinator** with final fundraising results and documentation as required.

4. League Fundraising

League fundraising initiatives benefit the entire Association, including all teams and divisions. These fundraising activities are typically organized by the VMHA Fundraising Committee and include large-scale events such as the annual shoot-a-thon, raffles, or community sponsorships.

4.1. Overview of the Fundraising Committee

The fundraising committee is responsible for overseeing all league fundraising activities. This committee is composed of VMHA Board members and league volunteers. All league-wide fundraising events must be submitted to the Fundraising Committee for approval prior to execution. This includes raffles and other large-scale initiatives outside of the Annual Charity Tournament that is organized by the Tournament Committee. The Fundraising Committee evaluates fundraising proposals based on their potential to raise funds and their positive community impact. Once approved, the committee will provide guidance on logistics, budgeting, and promotion.

4.2. Budget Transparency, Collection and Disbursement of Funds

The Fundraising Committee will provide the VMHA Board with a detailed plan and budget for each league-wide fundraising event. Budgets will outline expected revenue and expenses. A summary of the budget and final financial report will be made available to the VMHA Board after the event.

All funds raised through league-wide initiatives must be collected and tracked by the Fundraising Committee. Fundraising activities that involve cash or cheque donations must be processed through official VMHA channels working closely with the VMHA treasurer. For events that allow online donations, the fundraising committee will provide a recommendation to the VMHA Board on the appropriate platforms and tools to use and work with the treasurer to

ensure funds are deposited directly to VMHA accounts. Fundraising initiatives that require a Gaming License will strictly adhere to the rules and guidance defined by BC Gaming Policy and Enforcement Branch (GPEB).

Funds raised through league-wide initiatives will be allocated to support the Association's programs, at the direction of the VMHA Board of Directors.

4.3. Participation in League Wide Fundraising Initiatives

All families will be required to contribute to certain mandatory league-wide fundraising initiatives, such as the Shoot-a-Thon. For the Shoot-a-Thon, a mandatory fee of \$25 per player (*excluding U21 players*) will be added to registration fees. The \$25 fee is credited towards the player's participation and eligibility to win prizes at the event. Players are encouraged to solicit additional donations as part of the Shoot-a-Thon event on top of the mandatory fee. Additional participation in other league-wide fundraising efforts is encouraged but not mandatory.

4.4. Privacy Policy for Donors

VMHA is committed to protecting the privacy of all donors. Personal information collected for fundraising purposes will be used solely for the purpose of processing donations, issuing receipts, and providing updates on fundraising progress. VMHA will never sell or share donor information with third parties without explicit consent.

5. Association Level Sponsorship

Sponsorships are managed through the Fundraising Committee, opening discussions with potential partners with the [predefined sponsorship packages](#) created prior to the start of each year. These packages outline various sponsorship levels, each with specific benefits and requirements designed to meet the needs of both the sponsor and VMHA. When a potential sponsor expresses interest, the Fundraising Committee will review their request in accordance with established criteria to ensure alignment with VMHA's core values and fundraising goals. The committee then works closely with the sponsor to finalize the details. This process helps streamline sponsorship acquisition while maintaining consistency and fairness across all sponsors.

6. Gifts in Kind & Corporate Team Fund Disbursement

Donations of goods or services (Gifts in Kind) are welcomed by the VMHA, and will be used to offset costs of league programs or be redistributed to teams for specific needs. Gifts in Kind

must be properly documented, and the VMHA Board of Directors will ensure their fair use and equitable distribution.

Certain corporations, like Scotiabank, provide the league with funds to be used to offset eligible team activities. In these cases, the league will follow the process outlined below to allocate funds to teams.

6.1. Eligibility Requirements

To be eligible for fund disbursements, teams must:

- Use the funds exclusively for:
 - Tournament entry fees.
 - Additional team development initiatives (e.g., skills clinics, training sessions, additional ice time).
- Ensure that funds are not used for:
 - Team parties or social events.
 - Gifts for coaches or team staff.

6.2. Selection Criteria

Applications by team to use funds will be evaluated based on the following criteria:

- **Alignment with Sponsorship Goals:**
 - Does the proposed use of funds enhance team development or support participation in tournaments?
- **Impact:**
 - Will the sponsorship have a meaningful impact on the team's experience this season?
- **Clarity of Proposed Use:**
 - Does the application clearly outline how the funds will be used?

6.3. Selection Process

The selection process for teams to receive funds will consist in general of the following steps:

- A committee will review all applications.
- A predetermined max number of teams will be selected to receive funding. (with a prorated amount of rep teams)
- Funding will be divided equally across selected teams.
- Successful applicants will be notified by an announced date

6.4 Post-Award Requirements

Teams that receive sponsorship funds will be required to:

- Submit a brief report outlining how the funds were used. (Important to note: Not submitting or misuse of funds will preclude the applicant from applying for future VMHA sponsorships)
- Provide photos or testimonials (if possible) for the sponsor and VMHA promotional purposes.

6.5 Important Additional Notes

Additional considerations:

- Only one application per team will be considered.
- Funds are awarded on a one-time basis and must be used within the current season.
- VMHA reserves the right to request additional information or clarification during the selection process.
- Failure to comply with the outlined rules may result in ineligibility for future funding applications.

7. Team Fundraising

Team fundraising initiatives are organized and managed by individual teams within the Association. These fundraising activities support team-specific needs such as tournament fees, travel costs, or equipment upgrades.

The only contributions to a team's budget which are not considered as fundraising are direct contributions made by parents. Fundraising must be conducted in such a manner as to cover actual expenses, or anticipated expenses only. In no case, shall any member or team be permitted to engage in fundraising where it is not anticipated those funds will be used to cover team expenses as set forth in an approved team budget. Fundraising limits on each team is determined by the required team budget.

7.1 Guidelines for Team-Specific Fundraising

Teams within VMHA are encouraged to engage in fundraising activities that directly support their team needs, such as tournament fees, travel costs, or equipment purchases. However, all team-specific fundraising must adhere to the following guidelines:

- **Approval Requirement:** Team fundraising activities, including event planning, promotions, and fundraising campaigns, must be approved by both the Team Manager and the Head Coach (HC) before being posted on TeamSnap or other communication platforms.
- **Raffles, Scratch Tickets & 50/50 draws:** These types of fundraising initiatives require gaming licenses. Anything requiring a Gaming event license must go through the fundraising committee to ensure compliance. Refer to section 3 of this policy for gaming license procedures.
- **Transparency:** Teams are expected to maintain transparency in all financial dealings related to fundraising. All funds raised must be properly documented, and the intended use of the funds must be clearly communicated in writing to parents and players of the team.
- **Fairness:** Unless specifically agreed upon prior to the fundraising campaign, funds raised by teams must be divided equally amongst all players, no matter the amount raised by each player.

7.2 Marketing Guidelines for Team Fundraising Initiatives

To maintain the integrity of VMHA's brand and values, all marketing materials related to team-specific fundraising must be approved by both the Team Manager and the Head Coach prior to dissemination. Any fundraising initiatives involving a gaming license must display the license number on all marketing materials. This includes:

- Posting on TeamSnap
- Soliciting for donations or sponsorships
- Flyers, banners, or other promotional materials

As a reminder, alcohol cannot be marketed for team fundraising initiatives.

7.3 Jersey Sponsorship

VMHA prohibits team level jersey sponsorships on all player jerseys by external businesses or individuals. While teams may seek other forms of sponsorship (*such as event sponsorships or other apparel*), no sponsor logos or advertisements will be permitted on player jerseys.

The one exception to logos on jerseys are league sponsors whose logo(s) will appear on league-wide practice jerseys when vetted and approved by the Fundraising Committee in accordance with the sponsorship guidelines.

7.4 Soliciting from VMHA Sponsors

Individual teams shall not approach any existing VMHA league wide sponsor for fundraising or sponsorship at any time UNLESS the business is connected to a parent who is wanting to support the team as a parent in addition to the association. Current sponsors are listed on the VMHA or can be confirmed by reaching out to fundraising@vmha.com.

7.5 Fundraising in Excess of all Team Costs

Any refunds to parents are not to exceed the amount of cash contributed to the team by the individual parent or player. In other words, there is to be absolutely no fundraising for individual gain.

Registration fees paid to the association are NOT to be included in the overall consideration of refunds to families. Team fees over and above registration fees are deemed to be the eligible amount that can be refunded.

In the event a team's fundraising raises more funds than the team fees paid by all families, the team shall donate any remaining funds to a registered charity and provide proof of such payment to the VMHA Treasurer.

8. Compliance

Failure to comply with this policy may result in:

- Cancellation of fundraising activities
- Loss of fundraising privileges
- Disciplinary action by VMHA

9. Conclusion

The Vancouver Minor Hockey Association is committed to fostering an environment of transparency, fairness, and inclusivity in all of its fundraising activities. By adhering to this policy, we aim to support the long-term sustainability of our programs while maintaining the trust of our families, donors, and community partners.

All members of VMHA are expected to follow these guidelines and work collaboratively to ensure the success of our fundraising initiatives.

For questions or further clarification regarding this policy, please contact the Fundraising Director at fundraising@vmha.com.

10.Document Control

Version	Date	Author	Policy Owner
1.0	December 2025	Policy Review Committee, Fundraising Coordinator	Fundraising Coordinator