



Team Fundraising Guidelines

We understand at times individual teams want to solicit funds for their entire team's benefit (e.g., additional equipment, tournament expenses, travel, etc.). The following are guidelines that the Capital Area Soccer League (CASL) has put in place in regards to fundraising for teams. Any CASL team or member not following these guidelines may become subject to sanctions as deemed necessary by CASL.

CASL and your TEAM are separate legal entities. Therefore, in your fundraising efforts, do not inadvertently mislead people who may be donating to your team. They are not donating to CASL, but they are donating to your TEAM. As such, donations to your team are NOT tax deductible. Only funds raised through CASL directly are tax deductible in accordance with the law.

This policy includes important information about your team's fundraising. Because CASL and your TEAM are separate legal entities, we are not responsible for any mishandling or loss of funds. It is up to you to show discretion in which events you choose to use for fundraising. We encourage you to select events that are in line with your values as parents and our values as a club. Some team fundraising suggestions are listed below, but this list is not exhaustive. We strongly advise against certain fundraising events and urge you to consider other options when fundraising options may be inappropriate.

Specific guidelines are outlined below for any TEAM that hopes to fund raise at WRAL Soccer Center or any other CASL rented facility. CASL is responsible for fields we own (WRAL Soccer Center) and those we rent. Because we (CASL and your TEAM) are separate entities, you must apply just like any other outside vendor to raise funds at any facility in our system. Please allow for at least 10 business days for a response. Failure to receive approval may result in event cancellation and, in extreme or repeat cases, other sanctions as deemed necessary by CASL.

I. Definitions

- **CASL Facilities:** any physical location owned or rented by CASL, such as buildings or fields.
- **Fundraising:** "Fundraising" is defined as an authorized activity involving labor and effort to raise money. Examples of fundraising events include such things as car washes, bake sales, and selling promotional items such as candy bars. Fundraising events should have the involvement of a substantial number of the members (and parents) of a team.
- **Donations:** "Donations" are defined as solicited or unsolicited contributions from individuals, businesses, or other entities without exchange of services. Because CASL and your TEAM are separate legal entities, you are responsible for soliciting your own donations. Be reminded that you are not asking for donations to support CASL. This is a clear distinction that needs to be made to through your solicitation. Individuals should not engage in soliciting donations at any CASL facility, whether owned or rented by CASL, without first contacting CASL through the formal application process (attached to the end of this document).

II. Fundraising at CASL Facilities

Individual team fundraising at WRAL Soccer Center or any facility rented by CASL will be reviewed through a special application process. The reason is simple. CASL's general operating budget which supports ALL teams is supported through events at our facilities. Any of type of team fundraising could hinder the club fundraising activities (i.e., concessions, vending machines, tournament merchandise sales, etc.) and would therefore hurt other teams in the club. We also have to reserve vendor space for our sponsors who support all of CASL's programs. We also outsource our concessions at WRAL Soccer Center, so with food centered fundraising proposals, we have to be sensitive to the contract with our contracted concessionaire. Other product fundraising at WRAL Soccer Center or rented facilities must also be reviewed.

III. Team Sponsorships

Team sponsorships can only come in the form of a donation. Only sponsorships at the Club level will give a sponsor access to sponsor benefits including logo representation on CASL products. If a company is interested in a sponsorship, please direct them to the CASL office. We can work with them to create an appropriate, official sponsorship that would support your team/division/league. If a company wants to "sponsor" your travel or fundraising efforts directly, they will not receive brand exposure benefits.

IV. Individual Team Fundraising

- Teams cannot use CASL's TAX ID for team donations. Only the club can accept tax deductible donations, not the teams.
- Please be aware of the club's current sponsors: you may NOT ask our current sponsors for donations and you must respect any prospect's right to say no.
- CASL staff is unable to manage the collection and disbursement of funds raised. A team parent must keep written records of funds received and disbursed and must present such documentation upon request of a parent or other concerned party. We want to protect you from accusations of mishandling funds, and the only sure protection is documentation.
- Correspondence with possible donors cannot be on CASL letterhead.
- Teams may not use CASL logos, marks, or other identity for team gain.
- Form letters or fundraising materials must include the following information. information that all donations are:
 - All donations are for the benefit of a specific CASL team – do not misrepresent CASL or where your funds will be going – you are not raising money for CASL; you are raising money for your TEAM
 - The specific name of the team
 - Donations are NOT tax deductible
- No team is allowed to host a Raffle on behalf of CASL: non-profits are limited by law in our allotted raffles each year. We must reserve these for raffles that benefit our entire club. **Be advised that the state regulates raffles tightly. If your team chooses to do a raffle, you need to consult state law.**
- CASL prohibits any fundraising event that is centered around alcohol (e.g., wine tasting, beer tasting). For many events like this, groups must go through a permitting process with the ABC Board.
- CASL will not provide access to our database (e.g., email, addresses, team packets) for your individual team fundraisers or solicitation.

V. Suggested Fundraisers

These fundraisers do not need to go through a formal application process with CASL. Please refer back to Section IV for policies and guidelines for how to manage your fundraiser. Remember, you are holding these fundraisers for your TEAM, not for CASL. If you have questions whether or not your fundraiser needs approval, please email Katharine Kelley (katharine.kelley@caslnc.com)

- Car Wash
- Bake Sales (not on CASL facility property)
- Third party fundraising vendors (e.g., Aspire Fundraising, GoPlaySave) to sell products like food, wrapping paper, coupon books, or other products where your TEAM receives a portion of proceeds
- Sales at local arenas by parent volunteers (e.g., NC State Carter Finley Stadium, PNC Arena, Time Warner Cable Pavilion)
- Restaurant approved fundraisers that are not centered around alcohol (e.g., Applebee's Flapjack Fundraiser)
- Approved travel partners who provide fundraising assistance (e.g., Adidas Soccer Travel)

The only events that need prior approval from CASL are any fundraising activities that would like to be hosted at any CASL facility, whether owned or rented. If you are approved to fund raise at CASL facilities, this only gives you permission to operate at the approved, particular event. We accept no legal liability for your actions, or for fundraising proceeds or accounting for security of such proceeds, and you are responsible for your own operations. We are only granting you access to the people that use our facility on your approved date(s).

VI. Use of Funds

Money earned via fundraising activities will be kept in your team account and must be used for soccer related expenses such as Club Registration Fee, uniforms, team camp, monthly club dues, travel expenses, etc. Payments made to any individuals must be documented with receipts that support the payment for the soccer related expense. Receipts should be submitted to the team treasurer.



Fundraising Application Form for CASL Facility Use

Submit this completed application form to CASL's Director of Relations (Katharine Kelley) via email (Katharine.kelley@caslinc.com) or by sending a hard copy to 3300 Woman's Club Drive, Raleigh, NC 27612. Please allow for 10 business days for review and a response about your fundraising request.

Application date ____/____/2013

Team Name: _____

Division: _____

Age Group: _____

If single day event, please list the

Date: _____ Day of Week: _____

Start time: _____ End Time: _____

If this is a long term fundraising effort, please list the

Start date: _____ and End date: _____

Applying Team Representative:

Name: _____ Phone: () _____-_____ Email: _____

Event Location: _____

Are you hoping to sell food? ____yes ____no

Do you agree to abide by CASL's Team Fundraising Guidelines, set forth above? ____yes ____no

Event or Fundraising Details:

Please include the **purpose** and **benefit** derived from the fundraising activity, a brief description of the fundraising activity, and any solicitation methods to be used. Be as specific as possible to expedite your approval process. If you are hoping to sell food, provide ample detail about how you will do this. *Note: CASL's concessions are open on the weekends and this may limit what you are able to do with food sales.*

Fundraising Goal: \$_____

Approved by:

(print)

(signature) Capital Area Soccer League

Date: _____