



November 29, 2018

To: All Provincial Sections & Swim Clubs

From: Ahmed El-Awadi, Chief Executive Officer

Subject: 2019 SWIM-A-THON



In preparing for the 2019 Swim-a-thon we are pleased to provide you with the information below as we prepare for another successful season.

The 2018 Swim-a-thon was a tremendous success, thank you for your participation!

Our top fundraising team was the **VANCOUVER PACIFIC SWIM CLUB** with a whopping \$60,675.

Our top team per registered swimmer was the **CRESCENT TOWN SWIM TEAM** with \$16,704 for a total of \$334.10 per swimmer!

The \$3,500 travel credit Grand Prize goes to **Dunya Ishola** from the CHENA SWIM CLUB who raised the awesome amount of \$4,165!

The 2018 Swim-a-thon injected 1.134 million dollars into the 118 participating Canadian Swim Clubs!

Key Information you need to know about the 2019 Swim-a-thon:

Seeing the success of the 2018 Swim-a-thon without charitable receipts, having just had our charitable status reinstated by CRA, and knowing the CRA will have a zero tolerance policy for any issue we have in the future, we have decided to continue this model for at least one more year. If the program can continue to be successful for our clubs while not putting Swimming Canada's charitable status at risk, that is the best scenario possible.



In light of this decision, we will also review how we can make future Swim-a-thon campaigns more dynamic and exciting. This may be even more possible without CRA regulations to worry about. We will however re-evaluate this decision again in one year.

Club Participation in Swim-a-thon Program:

In order to host a Swim-a-thon, swim clubs and their swimmers must be registered members of Swimming Canada and their affiliated Provincial Section and comply with all Swimming Canada Rules and Procedures governing Swim-a-thon. Swim clubs must register and participate through Swimming Canada's official online Swim-a-thon system platform only. **Swim-a-thon is a registered trademark of Swimming Canada.**

Club Grants:

Clubs will receive a grant for 90% of the amount raised through Swim-a-thon. These grants are only to be used for club operations as outlined in the affidavit that must be signed by the club upon registration for Swim-a-thon, in order to receive their grant.

For-profit clubs:

For-profit clubs as identified by their Provincial section may not participate in Swim-a-thon, nor can their affiliated parent booster clubs.

2019 Swim-a-thon dates:

Swim-a-thon campaigns must take place between January 1, 2019 and May 31, 2019.

We will continue to make adjustments and improvements to the Swim-a-thon program to ensure the program continues to flourish well into the future.

Kind regards,

Ahmed El-Awadi
CEO, Swimming Canada