



August 21, 2020

To: All Provincial Sections & Swim Clubs  
From: Ahmed El-Awadi, Chief Executive Officer

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Subject: 2021 SWIM-A-THON



In preparing for the 2021 Swim-A-thon we are pleased to provide you with the information below as we prepare for another successful season. Despite experiencing a global pandemic, the 2020 Swim-A-Thon was a success, thank you for your participation!

This year's top individual fundraiser winner, raising a grand total of \$1,600 is **Mark Duggan** from the Kingston Blue Marlin Swim Club (KBM). For his efforts, Mark's grand prize includes a \$3,500 travel credit to take his family on a trip anywhere they choose. This can be spent on airfares, hotel nights, on one trip or three.

The runner-up, raising a total of \$1,500 is **Ziming Wang** of the Vancouver Pacific Swim Club (VPSC). Ziming wins a \$1,000 travel credit.

The top fundraising club overall winner, raising a grand total of \$22,645 is **Whitby Swimming** (WS) from Ontario.

The top fundraising club per registered competitive swimmer participant is **Crest Swimming** (CREST) from Ontario. Crest raised \$9,805.00 with 29 swimmer participants out of 50 registered competitive swimmers (58% participation). The club raised an average of \$338.10 per swimmer.

Each of these winning swim clubs will receive a visit from a member of our National Team, which may be done virtually through Zoom. These visits will take place in the fall of 2020 and will be a great way for the team to celebrate their success.

The 2020 Swim-A-Thon injected nearly \$260,000 into the 86 participating Canadian Swim Clubs!

Check out a full video on our YouTube page to see the entire list of this year's winners, including the Speedo Grand Prizes and All Tides Bonus Prizes ([www.youtube.com/swimmingcanada](http://www.youtube.com/swimmingcanada)).



**Key Information you need to know about the 2021 Swim-A-Thon:**

After reviewing the success of the 2019 and 2020 Swim-A-Thon Program without charitable tax receipts, we have decided to continue this model for the 2021 Swim-A-Thon. Our swim clubs have shown that the program can continue to be successful while not putting Swimming Canada’s charitable status at risk which is the best scenario possible. In light of this decision, our Marketing team continues to work towards making 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.

**2021 Swim-A-Thon dates:**

In response to the survey feedback from clubs across the country, Swim-A-Thon campaigns can now take place between October 1, 2020 and August 31, 2021 as outlined below under the fundraising windows.

**2021 Swim-A-Thon fundraising window and 2020/2021 season payout schedule:**

As a result of the newly introduced year-round fundraising opportunities, we will provide four payout windows as follows:

Category	Fundraising window	2020/2021 Season Payout
Age group & masters swim clubs	October 1, 2020 to December 31, 2020	January 2021
Age group & masters swim clubs	January 1, 2021 to February 28, 2021	March 2021
Age group & masters swim clubs	March 1, 2021 to May 31, 2021	June 2021
Summer swim clubs	May 1, 2021 to August 31, 2021	September 2021

**Club participation in Swim-a-Thon program:**

Swim-A-thon is a registered trademark of Swimming Canada. 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.

**Club grants:**

Clubs will receive a grant for 90% of the gross 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.

Of the 10% retained by Swimming Canada: the Provincial Section is given a 4% grant which Provincial Sections use to support Swim-a-Thon; 3-4% is for PayPal processing fees, updates to the Swim-A-Thon online system, and pricing; and the balance of 1-2% goes towards National swimming programs.



## 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.

## 2021 Swim-A-Thon tips and tools:

In the spirit of sharing knowledge and best practices amongst our swimming community, Swimming Canada will be hosting a webinar educating clubs with tips and tools on how to maximize your Swim-A-Thon fundraising efforts. We will highlight a panel of top fundraising clubs who will share their experiences and how they successfully raise thousands of dollars year over year through Swim-A-Thon. This is a great opportunity to learn from the best and an open forum to share and ask questions. We will also discuss new examples of ways to fundraise outside of the pool, as pool time is sure to be at a premium this season. We will be releasing registration information for this exciting session on our Swim-A-Thon website and social media channels beginning in September, with hopes of running the webinar in early October.

Swimming Canada is also working on updating a 2021 Swim-a-Thon Marketing Toolkit with tips and tools to assist swim clubs (and their swimmers) with their fundraising efforts. This document will be available online through the Swim-a-Thon website beginning in early October, 2020.

## 2021 Swim-A-Thon prizing:

Again this year, raise \$1 and Speedo will send you a Speedo keychain! For every \$25 you raise, you are rewarded with entries to win one of five Speedo Grand Prizes and one of five All Tides Bonus Prizes. Raise \$50, you have 2 entries into each draw. \$75, 3 entries into each. \$100, 4 entries into each. Raise \$500, you are rewarded with 20 entries into each of the Grand Prize and Bonus Prize draws. Not to mention the top fundraising prizes our swimming community has grown to love, this year valued at over \$20,000.00!

The prizing below will be drawn in June, 2021 and is for age group and masters swim clubs who ran a Swim-A-Thon campaign between October 1, 2020 and May 31, 2021. There is also a new category and prizing from Vichy for top fundraising club 'summer', which will be awarded in September, 2021.

Partner	Prize Level*	Qty	Details
Speedo	<b>Grand Prize</b>	5	Each Grand Prize (valued at \$1,000 each) includes: <ol style="list-style-type: none"> <li>1. Elite suit of your choice</li> <li>2. Backpack</li> <li>3. 2 pairs of goggles</li> <li>4. 2 caps</li> <li>5. 2 training suits</li> </ol>
All Tides	<b>Bonus Prize</b>	5	Each Bonus Prize includes: <ol style="list-style-type: none"> <li>1. \$500 Spending Spree at AllTides.com</li> </ol>
Marriott	<b>Top Individual Fundraiser 'Masters'</b>	1	Prize includes: 150,000 Marriott Bonvoy Points (value dependent on redemption) to be confirmed September, 2020.



Swimming Canada	Top Individual Fundraiser 'Age Group'	2	Top Prize includes: \$3,500 travel credit Runner-Up Prize includes: \$1,000 travel credit
	Top Fundraising Club 'Overall'	1	Prize includes: National Team Member visit
	Top Fundraising Club 'PRS'	1	Prize includes: National Team Member visit
Vichy	Top Fundraising Club 'Overall Summer'	1	Prize includes: \$1,000 of Vichy sunscreen and suncare products  *Prize draw: September 1, 2021

*\*Prizing Rules and Regulations*

*Opens October 1, 2020 and closes May 31, 2021 (excluding summer prizing which opens May 1, 2021 and closes August 31, 2021).*

*Odds of winning are dependant on number of eligible entrants for each prize level.*

*Maximum of 6,000 keychains are available.*

*All keychains earned by swimmers will be shipped directly to their swim clubs at the end of the Swim-a-Thon season for distribution.*

*Per registered swimmer (PRS) is calculated as the total amount raised divided by the total number of registered competitive swimmers participating in the club's Swim-a-Thon.*

We are looking forward to another successful fundraising season.

Kind regards,

Ahmed El-Awadi  
CEO, Swimming Canada