

2022 SWIM-A-THON INFORMATION PACKAGE

Swim-a-Thon is an annual fundraising program organized by Swimming Canada and Raise-a-thon. It is an in-pool fundraiser where swimmers earn pledges to swim a set number of lengths or participate in a fun and challenging swimming event. Each club can personalize their Swim-a-Thon event to match their club and swimmer needs.

All donations are collected online through a personalized website created by Raise-a-Thon. 90% of the funds earned are distributed back to the clubs. Swim-a-thon events can take place between November 1st, 2021, and August 31st, 2022. To be eligible to register for Swim-a-thon, your club needs to be a Not-for-Profit organization and be fully registered with Swim BC.

BC Clubs can register online for Swim-a-thon here: <http://www.bcswimathon.ca/register-club/>

Swim-a-thon Grant

Clubs will receive a grant for 90% of the gross amount raised through Swim-a-Thon. Of the 10% retained by Swimming Canada, the funds are distributed as follows:

- Swim BC receives 4% to help support Swim-a-thon programs
- Swimming Canada receives 1% to 2% for National programming
- The remaining 3% to 4% goes towards Paypal processing fees and prizing

Website Build Cost

Swim BC will invoice clubs for the cost of the personalized website build. The cost ranges from \$300 to \$450 based on how many individual swimmer pages are required for your event.

Fundraising Window

Clubs will receive the funds raised based on the fundraising window the Swim-a-thon event took place during. The payout schedule is as follows:

Fundraising Window	2021-2022 Season Payout
Nov 1 st , 2021, to Dec 31 st , 2021	January 2022
Jan 1 st , 2022 to Feb 28 th , 2022	March 2022
March 1 st , 2022 to May 31 st , 2022	June 2022
June 1 st , 2022 to August 31 st , 2022	September 2022

Charitable Tax Receipts

Similar to previous seasons, Swimming Canada will not be offering charitable tax receipts for Swim-a-thon donations.

More Information



For more information about Swim-a-thon, check out the [Swimming Canada website](#) or reach out to Sam Thoms (sam.thoms@swimbc.ca).