

2023-24 SWIM-A-THON INFORMATION PACKAGE

Swim-a-Thon is an annual fundraising program organized by Swimming Canada. 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 through Swimming Canada. 90% of the funds earned are distributed back to the clubs. Swim-a-thon events can take place between October 3rd, 2023, and August 31st, 2024. 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: <https://donate.swimming.ca/>

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

Swimming Canada has moved away from Raise-a-thon and has developed a custom platform to receive donations. There is no upfront cost to clubs setting up a fundraising page, and there is no obligation to host an event if you set up a fundraising page.

As a reminder again this season, there is no longer an ‘umbrella’ structure on the new donation platform – each new ‘personal’ page that is created is bound to a province and a club, so the funds will be attributed to your club when payouts occur, but you don’t need to create a ‘club page’ for your swimmers to start their fundraising. Clubs can determine their overall fundraising by clicking the Fundraising Statistics section found in the footer of the website on any page.

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:

Category	Fundraising window	2023-2024 Season Payout
Age group & masters swim clubs	October 3, 2023 to December 31, 2023	January 2024
Age group & masters swim clubs	January 1, 2024 to February 28, 2024	March 2024
Age group & masters swim clubs	March 1, 2024 to May 31, 2024	June 2024
Age group, masters and summer swim clubs	May 1, 2024 to August 31, 2024	September 2024

Charitable Tax Receipts

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

For more information about Swim-a-thon, check out the [Swimming Canada website](#) or reach out to Swim BC.