

2023 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, 2022, and August 31st, 2023. 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 set up a fundraising 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:

Fundraising Window	2022-2023 Season Payout
Oct 1 st , 2022, to Dec 31 st , 2022	January 2023
Jan 1 st , 2023 to Feb 28 th , 2023	March 2023
March 1 st , 2023 to May 31 st , 2023	June 2023
May 1 st , 2023 to August 31 st , 2023	September 2023

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 Tracy Gardner (tracy.gardner@swimbc.ca).

