

Pacers Fundraising Report for 2009/2010

This report will focus on the Fundscrip which is the new fundraising program that was adopted by the Pacers this year to replace the Loblaws program.

The monies raised through fundraising form a significant part of the Pacers revenue and this is the principal fundraising that we do. The Pacers don't have chocolate bar sales or other similar fundraising activities.

In the past we have had the Loblaws program where members committed to buy a certain amount of Loblaws gift cards from the Pacers. The Pacers purchased these cards from Loblaws who gave us a discount. The program worked very well, as members got dollar for dollar value and the club received the revenue it needed.

For those members who did not want to purchase from Loblaws there was always the Opt Out option where the member made a one time payment of \$160.

It should be pointed out that Fundscrip is not similar to the Loblaws fundraising program. With Loblaws the club administered the program and received their share on the discount received when they bought Loblaws cards. Members were committed to buying a fixed amount of cards.

Now, members contribute their fundraising commitment at registration and the Fundscrip program allows them to earn back this commitment. The majority of the administration is transferred from the club to the member.

Other clubs use the Fundscrip program and have been very happy and successful with it. Fundscrip allows members to use many more merchants than just Loblaws. Rather than buying only Loblaws gift cards, Fundscrip members had a large group of retailers from which to choose.

As this was the first year that the Ottawa Pacers used the Fundscrip fundraising program, there were a couple problems with its implementation but things have been ironed out and the people who use it are happy with it.

Overall the program is good for the club and good for the members. Enrollment has not been great, but then again there has not really been any negative feedback as to this aspect of the program. People are free to use or not use the program. It can be noted that some members who didn't like or use Loblaws program because they didn't shop there and wanted other merchants, have not yet enrolled in Fundscrip

There have been very few complaints about fundscrip and as I talk with folks about why they don't use it, it is not a dissatisfaction issue, but rather, the

member has not gotten around to it, keeps forgetting to use it, or is not interested.

I think that the club has done a good job of finding a program that the members can use in order to recoup their fundraising commitment. Is it up to members to sign up and use the program

There has been some negative feedback, but that feedback is mostly associated with a couple of glitches (shipment stolen) and members coming up the learning curve of the program

Fundscript has advantages and disadvantages. The advantages for the club are way less administration and work; as well as offering the members multiple vendors. The advantages to the members are the multiple vendors with the main disadvantage being that the "rate of earning" is less

With Fundscrip we also have the opportunity for Pacer members able to earn funds year round. This year we are trialing year round distribution and have arranged for pickup every second week at Starbucks in the Pinecrest Shopping Center.

Considering it is the first year of implementation, I think that the program has worked well and would recommend that the club continue with this program.

Some Numbers:

FundScrip raised \$11,523 which is approx \$1,500 under budget. This shortfall correlates to the shortfall in enrollment. Next year, the club is anticipating full enrollment.

Out of a potential of 81 skaters/families; 33 enrolled and used fundscrip (41%)

There were 3 families with no skaters who used Fundscrip. Their rebate was shared 50/50 with the club

Fundscrip returned \$3,118.07 to the club for distribution to members.

The 50/50 portion amounted to \$308.72

A total of 8 members earned back their fundraising commitment.

Colyn Steeves