CJHHA Fundraising Policy

General Policy

The purpose of this policy is to ensure that the Carolina Junior Hurricanes Hockey Association (CJHHA) players, team managers, coaches, and parents understand its fundraising policies and authorized activities.

CJHHA is recognized by the Internal Revenue Service as a 501(c)(3) nonprofit organization; therefore, it is vital to strictly adhere to IRS guidelines to protect this designation and continue to provide tax-deductible opportunities for its donors.

CJHHA conducts only voluntary fundraising.

Any unauthorized fundraising activities are strictly prohibited.

Program fundraising: Organizational fundraisers are held to support our overall sports programs within CJHHA. Funds received from these events help defray costs incurred in the regular program fees such as uniforms & equipment, player development, etc. The CJHHA Board of Directors and Finance Committee plans for these events as part of the annual budget and program planning process (Annual Golf Tournament for example). The designated event leader is responsible for administering these events.

Team Fundraising: Individual teams or groups of teams may raise money to support their team expenses. These expenses typically cover things such as additional tournaments, additional practices/games, additional off-ice, or any other program related events/functions or technology that would be in addition to those covered in regular program fees. These funds may also be used to defray the costs of regular fees associated with the team provided the team chooses not to add additional

events/functions, etc.. A coach or a team manager or representative usually administers these events.

Team Charity Fundraising: Individuals, teams, or groups raising funds for charities or external organizations are not subject to this policy. However, any fundraising that uses CJHHA's name or is conducted as a team must still go through the fundraising approval process.

Donations: Organizational donations may be made directly to the program and are NOT subject to the approval process. Donations are sent directly to the Bookkeeper who can be contacted at Ashley.willis@juniorhurricanes.org. A tax letter will be provided for any such donations.

Fundraising Committee

The CJHHA President shall appoint a committee of at least three individuals who shall comprise the Fundraising Committee. These individuals may include members of the Board of Directors, CJHHA staff or CJHHA members but in all cases must have at least one Board or staff member on the Committee. This Committee will oversee all categories of CJHHA fundraising.

Fundraising Applications

All team fundraising activities conducted must be preapproved by the CJHHA Fundraising Committee. The Committee will review and approve all activity applications and respond within five (5) business days of receipt.

Applications can be submitted via the CJHHA website or filled out and sent to a member of the Fundraising Committee. This application must include description of the requested activity in detail, dates of raise, purpose/need, contact info/lead person in charge of fundraiser.

Team Fundraising Policy

The individual travel teams within CJHHA may conduct fundraising activities under the following conditions:

- Funds raised shall be used for tournament fees, additional practices/games, professional off-ice instruction or related program expenses for CJHHA rostered teams.
- Fundraising must consist of the sale of a tangible product or service.
- Per 501(c)(3) rules, fundraising must be done for an organization, segment of the organization or designated unit within (for instance a team). For tax deductibility, fundraising cannot be designated to benefit a specific member, members or segment of those groups.
- Group exclusivity is prohibited. If another team wishes to run a fundraiser in similar fashion, it is permitted to do so. If a function is held at a CJHHA site/event, other teams must be allowed to participate for the same benefit.
- All fundraising activities must have prior approval from the CJHHA Fundraising Committee. Teams or team representatives must complete an application for each fundraising endeavor and submit to the fundraising Committee for approval.
- Application must include purpose of fundraiser, materials used to distribute to parents/children for fundraiser and anticipated proceeds expected. Once an application is approved, any material changes to the fundraiser must be subsequently approved by the Committee or the fundraiser will be deemed in violation of policy.
- Optional tournaments are eligible for fundraising approval; however, if funds raised fall short, tournament deposits or travel costs lost are not refundable by CJHHA. This risk must be clearly explained and fully understood by parents and fundraiser participants.
- In general, service providers may be used in connection with fundraising activities (such as speakers, performers, caterers, etc.). Particulars (name of service provider, rates) should be identified in the submitted fundraising application for approval.
- Individual teams cannot sell unauthorized Junior Hurricanes branded products. Fundraising will not be approved for CJHHA uniforms, alternative game wear or non-essential equipment.
- All team or organization sponsorships from individual businesses or organizations must be approved by the Fundraising Chairperson and comply with the established sponsorship policy.
- Additionally, the following are strictly prohibited:
    - Sale or use of alcoholic, nicotine, tobacco or any other age-restricted products

    - Gambling
    - The sale of homemade food items
    - Selling physical items (such as apparel, merchandise, or printed goods) that feature photographs of CJHHA players, coaches, or members to protect privacy and likeness rights.
- Teams may use photos for social media, sponsorship, and promotional purposes. Sponsor logos may appear on team photos for these digital or promotional activities, provided all content follows social media and branding guidelines. For example, a fundraising post featuring a team photo that promotes ice cream at Goodberry's, with a portion of proceeds benefiting the team, is permitted.
- Funds raised shall be given to the CJHHA finance director (or other designated person) for deposit into the CJHHA fundraising/donations account for distribution. Checks should be made out to the Carolina Junior Hurricanes Hockey Association. At no point ever shall a personal or non-CJHHA bank account be used to collect CJHHA team funds. Cash received should be submitted in a timely fashion to the CJHHA bookkeeper or held with a team designee, as approved by the Fundraising Committee.
- Funds will be distributed to the team(s) from the fundraiser with a check request or invoice to directly pay for amounts up to the total amount raised by the team. Any deficits to the total expense will need to be paid directly by the program participants or other individuals. Those out-of-pocket amounts are not donations or tax deductions.
- In no case will CJHHA advance funds for team fundraising activities.
- Fundraising lead (or designee) must report back to committee within 30 days of fundraiser closing date with details of total amount raised and coordinate distribution or close-out with fundraising committee.
- Funds raised but not distributed against designated expenses at the end of the playing season will be returned to the members of the team and evenly distributed.
- Donations made to CJHHA will be tax-deductible for donations in excess of fair market value of item(s) received, and in accordance with IRS 501(c)(3) regulations. CJHHA will distribute tax deductible letters at the commencement of the fundraiser, or in no case later than 12/31 of the applicable tax year.
- Per IRS rules, raffles may be held but are not tax-deductible.
- CJHHA, depending on expected coordination, monitoring and execution of fundraising activities, may at its discretion charge a 10% administration fee.

- CJHHA will not assume responsibility for any loss, damages, claims or expenses of any kind whatsoever sustained or incurred by any individual resulting from or related to any fundraising activities, whether approved or unapproved.

Fundraising Payments & Team Campaigns

To ensure appropriate financial oversight, transparency, and consistency across the organization, teams are not permitted to establish or use individual team Venmo accounts or other team-controlled electronic payment accounts for fundraising activities.

The organization has selected Zeffy as the approved platform for team fundraising campaigns.

When a team receives approval for a fundraising activity, the organization will establish a fundraising campaign within Zeffy and provide the team with a link to its approved campaign.

Through the approved Zeffy campaign, teams will be able to:

- Create and customize their own team fundraising page within the designated campaign.
- Generate QR codes and links that can be distributed to families, supporters, and potential donors.
- Direct all electronic fundraising contributions through the approved Zeffy campaign.
- Keep the campaign active for the approved fundraising period or, when authorized, for the duration of the team's season.
- Track fundraising activity associated with their campaign.

All funds collected through a Zeffy campaign remain subject to the organization's financial controls, accounting procedures, and fundraising policies.

Teams may not establish separate Venmo, PayPal, Cash App, Zelle, bank, or similar payment accounts for the purpose of collecting or holding team fundraising proceeds unless specifically authorized in writing by the organization.

The purpose of this process is to provide teams with a simple and effective fundraising tool while ensuring that fundraising activity is properly documented, transparent, and administered consistently across all teams.

Campaign Approval Process

Before beginning a fundraising campaign, teams must submit their fundraising request through the organization's established approval process. Once approved:

- The organization will establish the appropriate campaign within Zeffy.
- The team will receive a link providing access to its campaign.
- The team may create its team page, fundraising messaging, links, and QR codes within the approved campaign.
- The campaign may remain open for the approved fundraising period or season.
- All fundraising proceeds must be collected and administered through the approved organizational process.

Teams should not begin collecting electronic donations or publish fundraising links or QR codes until the fundraising request has been approved and the team's Zeffy campaign has been established.

Please keep in mind that the intent for allowing team fundraising is to provide members with an opportunity for cost-defrayment or team experiences beyond the scheduled program offering. The spirit of any fundraiser should be for the benefit of the CJHHA players towards development, team experience and fun.

This fundraising policy may be modified from time-to-time as the CJHHA board sees fit and also reserves the right to change or eliminate this policy at any time. CJHHA will not tolerate violations or abuse. Violations of this policy will result in reprimand including, but not limited to, loss of funds raised or member expulsion from the Organization.