



Cross Country
Ski Ontario

Fund Development Report Fall 2018 – Spring 2019

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Preamble

Cross Country Ski Ontario Board of Directors launched a Fund Development program in the fall of 2018 with the intention of increasing overall revenues within the next five years.

The intention of the Fund Development program is to:

- Increase opportunities for athlete development;
- Promote greater participation of the sport;
- Cultivate programs for new Canadians and First Nation communities.

Successes to date...

- Successful fall workshop including key stakeholders
- Hired part-time Fund Development Manager
- Creation of XCSO promotional poster/Call to Action circulated to all member clubs both in hard and electronic copy
- Design and implementation of Donate/Shop page
<http://xcskiontario.ca/about/donations/>
- Membership with Sport4Ontario providing a tax receipt option to donors - <http://www.sport4ontario.ca/donations-overview.html>

Successes to date cont.

- Discussion of promoting a provincial, annual cross country ski event to both raise the profile of the sport and generate funds. (i.e. Celebrate Cross country skiing on World Snow Day).
- Development of a Fund Development Tool Kit accessible from the XCSO website
- Development of a provincial Sport4Ontario program along with assisting local clubs design and submit projects requiring a tax receipt.
- Terms of Reference development for the program and the Fund Development committee
- Initial conversations with Spirit North discussing a partnership opportunity with the intent of creating cross country skiing programs for indigenous youth in northern Ontario.



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Next steps...

- Firm up Sport4Ontario projects
- Firm up Fund Development committee members. Any interested parties please contact Cathy at fund@xcskiontario.ca.
- Confirm relationship with Spirit North and develop a pilot project in northern Ontario.
- Reach out to local clubs providing support for specific projects.
- Create an annual “Cross country ski awareness/donor day” for all member clubs participation.
- Development of a 1/4ly Donor newsletter
- Based on need identify local and provincial sponsors