



### **Swim Camp Funding Guide**

- Prepare a swim camp budget. Use the 'Swim Camp Budget Template' found on the Host page <https://icanshine.org/download/swim-camp-budget-template/>
- Determine the registration fee you will charge for each swimmer. Swimmer registration fees generally range between \$100-\$150. Consideration should be given to:
  - Your mission and budget
  - What your local demographic can support
  - Your expectations for fundraising
  - Number of maximum swimmers permitted for your camp (based on allocated pool space)
- Compile a list of organizations and individuals to target. This may be your regular clients, supporters, business partners, community leaders, local businesses, churches, families and friends. Some ideas to consider:
  - Kiwanis (also a great source for volunteers) and Rotary clubs
  - Businesses that your board members are affiliated with
  - Individuals or organizations that are known for supporting community events
  - Restaurants – some will host a night for your event with a percentage of proceeds donated to your program. Others will gladly donate lunch for one or more days of your camp week.

- Ask your friends, family, coworkers and neighbors for ideas on potential partners. Ideas of what to ask for:
  - Financial support
  - Lodging for iCan Shine staff for 7 days. Most hotels have a 'friends & family' discount rate they may extend.
  - Sponsor t-shirts
  - Scholarship for a swimmer(s)
  - Sponsor awards (trophies, certificates, medals)
- Visit local organizations and businesses. Meet with someone if possible or leave a brochure <https://icanshine.org/download/ican-swim-tri-fold-color-brochure-print-ready-format/>. Mention the person that referred you.
- Apply for grants with foundations and organizations.
- Consider opportunities for employer matching contributions.
- Consider asking volunteers to raise X dollars to fund the registration fee for X swimmer(s). You may set up online fundraising such as <https://www.facebook.com/fundraisers/>, <https://www.gofundme.com/> or <https://www.firstgiving.com/>.
- Order and sell additional camp t-shirts to parents and volunteers. Include this option of your registration forms and/or at camp.