



Swim Camp Funding Guide

- Prepare a swim camp budget. Use the 'Swim Camp Budget Template' found on the iCan Swim Host page under the 'Planning' drop down menu.
- 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. 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.