



COVID Member Club Funding

The Opportunity

The Ontario government is investing \$30 million to help support Ontario's sport and recreation sector recovery from the COVID-19 pandemic - **\$20 million of that went directly to provincial sport organizations** to distribute to their **Member clubs**.

Ontario Artistic Swimming will be distributing the artistic swimming share to member clubs - you!

Requirements to the Ministry

Ministry funding required the following for a club to qualify:

- Increased operating costs directly related to the pandemic (e.g., the costs of purchasing personal protective equipment)
- Reduction of members and membership revenue during the pandemic
- Increased facility costs required to comply with the Reopening Ontario Act, 2020 and its regulations
- Operating deficits to maintain programming for fewer participants

In addition, OAS was required to submit a plan outlining how funding would be distributed no later than March 21st (today)

Where are We Today

OAS has **certified** to the Ministry the following:

- a. A detailed review of our membership registration numbers indicated a material loss in athlete registration either in the competitive or recreational streams (or both) for 18 out of 21 member clubs. The overall number of athletes in the sport was down 33% in the first year of COVID; it has rebounded slightly this year but remains 15% below historical norms.
- b. All member clubs have seen substantially increased facility costs - as a water-based sport, we attested that across the board, the per-member facility costs were up for our member clubs.

The Plan

Guiding Principles

- Clubs will be required to **apply for funding**.
- **All clubs** who apply **will receive funding**, however the amount of funding will vary by club based on their identified needs and strength of their plan.
- OAS will not penalize clubs that have successfully managed their finances through the pandemic, nor would OAS reward clubs that failed to make tough decisions to manage their finances.

What Qualifies?

- **Governance and Infrastructure:** Building out systems for compliance with evolving policies around health and wellness and/or investment in deferred capital costs that were deferred as a result of COVID.
- **Coach Development:** Investment in the development of new or existing coaches.
- **Membership Recruitment:** Regrowing the base membership in the sport.
- **Officials Development:** Investments that help develop a bench of officials is encouraged.



We're looking for the best plans

How to Apply

The Application Form

Tell us:

- **How much** money you are able to invest
- What **your plan** for that investment is
- What you expect to get in **return for the investment**

Application forms will be sent out this week to the board of directors for each club.

Other Requirements

1. **Apply** to get funding
2. Meet the requirements outlined in the **Club Operations Policy**
3. Have a **plan**
4. For ministry reporting, clubs are required to provide their contact information and the contact information for a club contact.
5. Successful clubs must thank both the Ministry and OAS on social media
6. Use of Ministry and OAS logos on any promotional materials, social media, websites, etc.

Where & When

Submit a completed application (see below) to

- cfoster@ontarioartisticswimming.com AND
- mdwyer@ontarioartisticswimming.com

by **April 30th.**

Questions?

