



Fundraising & Advertising Committee Call-to-Action

Athletics Ontario's vision is to be the sport of choice for Ontario and is committed to providing value to our members. As we know, there are increasing demands on Government dollars and membership fees, historically the primary funding sources of funding for Athletics Ontario. We anticipate these pressures will continue and are looking to identify opportunities to allow us to alleviate our reliance on government and membership fees for funding.

We have conducted a series of questionnaires to determine how Athletics Ontario can provide additional value to members and their families. Some key findings are:

- Lower meet entry fees
- More events for U12 age groups
- Hold more events outside Toronto area

As a result, we are forming a committee to identify opportunities to support findings. Revenue and benefits will be directed into a number of areas, for example:

1. Athletics Ontario Programming – supporting enhanced AO specific programs
2. Special Purpose Programs – Volunteer and Officials needs, Awards Gala, Branding Activities, Clubs in need etc.
3. Operations – Equipment purchase, storage, rental, software programs etc.
4. Membership benefits – to provide membership benefits in areas of need such as lower meet fees, travel, accommodation, nutrition, clothing etc

We are looking for support from members who have some experience in either fundraising, program development or have networks/connections with parties and organizations that may be able to support us in these efforts.

We are reaching out to AO members for any support you may be able to offer – more specifically:

- Do you have any expertise/experience that you would be willing and able to provide?
- Do you know of any organisations who might be willing to support Athletics Ontario in any way – sponsorships, grants, partnerships?
- Do you have any ideas that you would be willing to share with us?

We are extremely proud of what our athletes have done and can achieve. We believe that many organizations would also be proud to stand with us as a sponsor or partner.

If you are interested in joining this committee, please contact Paul Osland at paul.osland@athleticsontario.ca