



October 1, 2025

To: All Provincial Sections & Swim Clubs

From: Suzanne Paulins, Chief Executive Officer

Subject: 2026 SWIM-A-THON



We are proud to share that the 2024–2025 fundraising season marked another record-breaking year for Swimming Canada’s community fundraising program. Thanks to the energy, dedication, and commitment of our swimmers, families, and clubs, total fundraising reached **\$1,252,168** - a **12.5% increase** over last season.

This success is even more meaningful when you consider that we are only three seasons into the transition to our custom Swimming Canada–owned fundraising platform. Together our community has embraced the platform, proven it works, and shown that it is fueling vital funds for our sport at a critical time.

In just three seasons, the cumulative impact has been outstanding:

- **\$3.26M raised nationwide** (3-season total) - fundraising increased +39.6% from 2022–2023 (\$896,770) to 2024–2025 (\$1,252,168)
- **10,759 fundraising pages** (3-season total) - pages increased +41.6% from 2022–2023 (2,917) to 2024–2025 (4,131)
- **54,988 total donations** (3-season total) - donations increased +28.4% from 2022–2023 (15,861) to 2024–2025 (20,363)
- **100+ different clubs engaged** (3-season total) - clubs increased +9.0% from 2022–2023 (89) to 2024–2025 (97)



We are only three seasons into this new platform, yet the results already speak for themselves. Our swimmers, families, and clubs have taken on change, adapted, and made it a resounding success. This platform has become a cornerstone of Swimming Canada's future because of your trust, your commitment, and your drive to make fundraising easier and more impactful than ever before.

Important update: In the past, clubs were required to sign an affidavit confirming that their 90% grant allocation would only be used for club operations. Beginning this season, that affidavit requirement has been removed. With no CRA implications attached (as tax receipts are not issued), clubs now have far more flexibility in how Swim-a-Thon funds can be used. This means **Swim-a-thon fundraising may now be applied toward a family's annual fundraising minimums, at the discretion of each club in accordance with its own policies and guidelines.** It opens the door for Swim-a-Thon to be a turnkey solution supporting clubs and families in meeting their targets and strengthening engagement through a fun, community-based event. Simply put, Swim-a-Thon is now an even more powerful tool to make swimming accessible and sustainable across Canada.

Key reminders for our fundraising community:

- All of last year's pages will be archived, please instruct your club membership to create new fundraising pages each year as to avoid confusion when issuing payouts. Fundraising totals will only be calculated on pages created between September 1, 2025 and August 30th 2026.
- Please do NOT create "club" pages. Again, there is no longer an "umbrella" structure on the new donation platform - each new 'personal' page that is created is bound to a province and a club, so the funds will be attributed to your club when payouts occur. Clubs can determine their overall fundraising by clicking the Fundraising Statistics section found in the footer of the website on any page.
- The donation platform clearly informs donors that no tax receipts will be issued before they proceed to payment. Our swim clubs have successfully run the program without jeopardizing Swimming Canada's charitable status. After reviewing past Swim-a-Thon programs where tax receipts were not provided, we will continue with this approach.
- Offline donations can be processed on the donation platform by entering any donor's name before using a credit card (which can be in a different name than the donor name).



For a second year in a row, the Top Individual Fundraiser 'Age Group' winner, raising a grand total of \$13,875 is Addison Richards of Uxbridge Swim Club (USC) in Ontario. For their efforts, Addison's prize includes a \$3,500 travel credit to take their family on a trip anywhere they choose. The Top Individual Fundraiser 'Age Group' runner-up, raising a total of \$5,550, is Julie Nolan-McCarthy of the Halifax Trojan Aquatic Club (HTAC) in Nova Scotia. Julie wins a \$1,000 travel credit!

Once again, the Top Fundraising Club 'Overall', raising a grand total of \$98,111, is the Toronto Swim Club (TSC) in Ontario (272 active fundraising pages). The Top Fundraising Club 'Per Registered Swimmer' (PRS) is the Uxbridge Swim Club (USC) in Ontario. USC raised \$31,356 with 126 registered competitive swimmers - an average of \$249 per swimmer. Both clubs will receive a memorable visit from a current or alumni member of our National Team! Speedo Grand Prize winners will be contacted individually in October. Once all winners have been contacted, a full list will be posted on the [Swim-a-Thon website](#).

2025 Swim-a-Thon fundraising windows and season payout schedule: As we continue to offer year-round fundraising opportunities, we will provide four payout windows as follows:

Category	Fundraising window	2025-2026 Season Payout
Age group & masters swim clubs	October 1, 2025 to December 31, 2025	January 2026
Age group & masters swim clubs	January 1, 2026 to February 28, 2026	March 2026
Age group & masters swim clubs	March 1, 2026 to May 31, 2026	June 2026
Age group, masters and summer swim clubs	May 1, 2025 to August 31, 2026	September 2026



Swim-a-Thon prizing: All Age Group, Masters and Summer clubs, including their swimmers, who participate in Swim-a-Thon between October 1, 2025 and August 31, 2026 are eligible for prizing. Again this year, for every \$25 an individual raises, they are rewarded with entries to win one of five Speedo Grand Prizes. Raise \$50, they have 2 entries into each draw. Raise \$500, they are rewarded with 20 entries into the Grand Prize draw.

Partner	Prize Level*	Qty	Details
Speedo	Grand Prize	5	Each Grand Prize includes: 1. 1 teamster backpack 2. 2 training suits 3. 2 pairs of goggles 4. 1 mesh bag
Swimming Canada	Top Individual Fundraiser 'Age Group'	2	Top Prize includes: \$3,500 travel credit Runner-Up Prize includes: \$1,000 travel credit
	Top Fundraising Club 'Overall'	1	Prize includes: National Team Member visit (current or Alumni)
	Top Fundraising Club 'PRS'	1	Prize includes: National Team Member visit (current or Alumni)

**Prizing Rules and Regulations*

Opens October 1, 2025 and closes August 31, 2026

There are no returns or exchanges on the Speedo Grand Prize items.

Odds of winning are dependent on number of eligible entrants for each prize level.

Per registered swimmer (PRS) is calculated as the total amount raised divided by the total number of registered competitive swimmers.



Club participation in Swim-a-Thon program: Swim-a-Thon is a registered trademark of Swimming Canada. In order to host a Swim-a-Thon, swim clubs and their swimmers must be registered members of Swimming Canada and their affiliated Provincial Section and comply with all Swimming Canada Rules and Procedures governing Swim-a-Thon. Swim clubs must register and participate through Swimming Canada's official online Swim-a-Thon system platform only. Funds raised will not be released to a swim club if it is not registered and in good standing with their respective Provincial section.

Club grants: Clubs will still receive a 90% grant of gross funds raised through Swim-a-Thon, with the remaining 10% distributed as before (4% to Provincial Sections, 3–4% for processing/system/prizing, and 1–2% to national programs). However, the affidavit requirement has been removed, giving clubs flexibility in how funds are used. With no CRA/tax receipt restrictions, it opens the door for Swim-a-Thon to be a turnkey solution supporting clubs and families in meeting their targets and strengthening engagement through a fun, community-based event.

For-profit clubs: For-profit clubs as identified by their Provincial section may not participate in Swim-a-Thon, nor can their affiliated parent booster clubs.

We are looking forward to another successful fundraising season.

Kind regards,

Suzanne Paulins
Chief Executive Officer, Swimming Canada