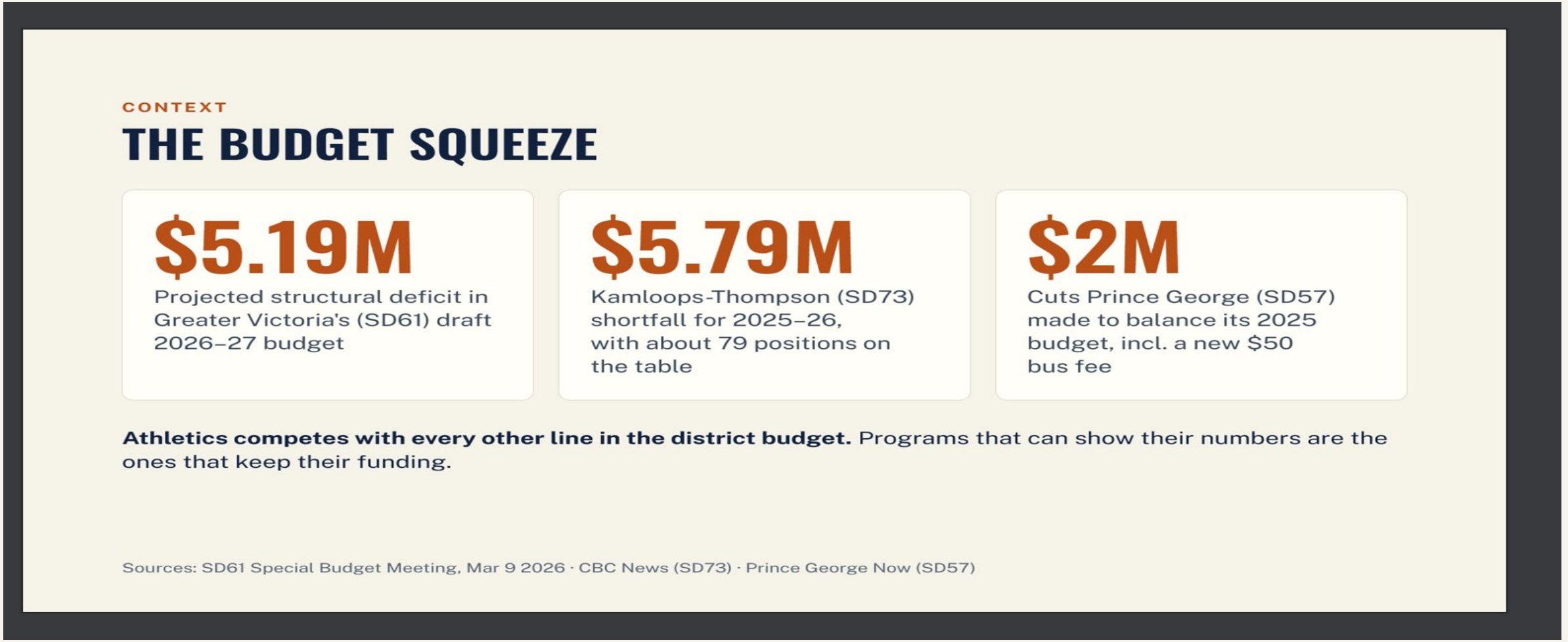
BC SCHOOL SPORTS/ ELEVATE CONFERENCE

FUNDING THE FUTURE

Budgeting & Fundraising for School Athletics in British Columbia

Jake Mouritzen | Athletic Director, G.W. Graham Secondary | October 23, 2026

THE BUDGET SQUEEZE



Illustrative district examples • Source details shown in supplied slide

THE BIG IDEA

DON’T LET BARRIERS SHUT DOWN GOOD IDEAS

How do we ensure funding doesn’t restrict student-athlete opportunities?

Start with the opportunity. Then build the plan to fund it.

WHAT WE'VE LEARNED AT G.W. GRAHAM

- 20 years of growing athletic opportunities since 2006
- A large, multi-sport program brings significant ongoing costs
- Funding is not one fundraiser — it is a year-round system
- The goal is participation, development and long-term sustainability

RELATIONSHIPS

BUILD A TEAM BEFORE YOU RAISE A DOLLAR

A large multi-sport program cannot depend on one person - Create a supportive environment of good people.

INTERNAL

Business manager • school administration • district staff

PROGRAM

Teachers • coaches • team managers • families

COMMUNITY

Fundraising leads • alumni • local businesses • service clubs

Make relationships before you need to ask for support.

BE ORGANIZED: BUILD YOUR SYSTEM

- 2026 funding structure review: district-initiated, challenging, but useful
- Clarify operations accounts versus trust-account financials
- Make balances, responsibilities and spending decisions transparent
- Choose a system that your school business office can maintain

Operations vs. trust accounts

A simple account map prevents team money and program-wide obligations from becoming blurred.

PROGRAM-WIDE ACCOUNTS

Transportation
Athletics banquet
Equipment
Uniforms
Athletics fundraising

TEAM TRUST ACCOUNTS

One account for each team

Track team-specific revenue, expenses and carryover

CONTROL QUESTIONS

Who can approve spending?
What is restricted?
What rolls over?
How often is it reported?

2026–27 ATHLETIC FEES

CATEGORY	FEE	SPORTS
1	$135	Curling, swimming, cross country, mountain biking, ultimate
2	$150	Golf, track & field, soccer, field hockey
3	$175	Basketball, volleyball, rugby, hockey
4	$475	Football

Additional golf green fees may apply. Basketball/volleyball fees exclude some overnight travel and tournaments.

TRANSPARENCY

WHERE THE ATHLETIC FEE GOES

TEAM TRUST ACCOUNTS	**40%**
UNIFORMS	**15%**
GENERAL EQUIPMENT	**15%**
TRANSPORTATION	**15%**
ATHLETICS BANQUET	**$20 / athlete**

The banquet allocation is a fixed $20; other allocations are percentages of the fee.

COLLECT FEES WITHOUT CREATING BARRIERS

Clear expectations work best when families can also see realistic paths to support.

COMMUNICATE

Publish amounts, inclusions, exclusions and deadlines before the season.

FLEX

Offer payment plans and confidential conversations.

CONNECT

Refer families to KidSport, Jumpstart and local foundations.

BACKSTOP

Maintain a hardship fund with a clear, private process.

DIVERSIFY THE FUNDING MIX

SCHOOL

Athletic fees • PAC support • school events

COMMUNITY

Local sponsors • Lions / Rotary • alumni

PROGRAMS

BCSS subsidies / grants • eligible community grants

Check current eligibility and application deadlines before building them into a budget.

DIVERSIFY REVENUE

Build a funding portfolio

No single source should carry the entire program.



TURN COMMUNITY SUPPORT INTO A PROGRAM



- Create clear, repeatable sponsorship levels
- Offer meaningful visibility at games, events and online
- Make renewal and recognition part of the annual calendar
- Fund overall program development, not only one team

A REAL EXAMPLE

GW GRAHAM SPONSORSHIP TIERS

$2,500

NAVY
Uniform logo, major event signage, livestream and social media

$1,000

SILVER
Major event signage, livestream and social media

$500

WHITE
Smaller event signage, livestream and social media

See the full sponsorship one-pager in the appendix.

STRATEGY

DON’T LET FUNDRAISING OVERWHELM YOUR TEAM

Choose fewer activities that fit your relationships, energy and calendar.

BUILD FROM CONNECTIONS

Start where families, alumni and staff already have trust.

FOLLOW PASSIONS

Match the activity to volunteers who want to lead it.

FUND BIG EXPERIENCES

Use campaigns for clearly defined opportunities, not vague shortfalls.

GW GRAHAM EXAMPLES

- **Chilliwack Fair parking**
- **Christmas fundraiser**
- **Vertical Raise**
- **Community bottle account**

BIG EXPERIENCES. REAL REVENUE.

COMMUNITY

Chilliwack Fair parking • community bottle-drive account

SEASONAL

Christmas fundraiser • annual campaigns

CAMPAIGNS

Vertical Raise and other structured team campaigns

For each event: revenue − costs − volunteer time = is it worth repeating?

Raise money while building culture

Home events can create student experience, school spirit and community visibility at the same time.



Evaluate the full return: dollars, participation, volunteer load, community reach and repeatability.

Plan beyond the season

A one-program philosophy turns carryover into an intentional resource, not forgotten money.

1. **SEASON-END MEETING** — Review each team with coaching staff
2. **NEEDS vs. WANTS** — Separate safety and essentials from upgrades
3. **PROGRAM PRIORITIES** — Balance individual teams with shared assets
4. **ROLLOVER PLAN** — Document commitments entering next year

OTHER LEVERS

SPEND SMARTER, NOT JUST LESS

Money raised matters. Money preserved matters too.

TRAVEL REWARDS

Develop an approved approach for eligible program travel.

EQUIPMENT PLAN

Forecast high-cost items across multiple years.

TRANSPORTATION

Coordinate schedules and shared options where practical.

VENDOR PARTNERS

Value service, consistency and total cost, not only the lowest quote.

UNIFORM CYCLE

Replace on a planned rotation instead of by crisis.

START MONDAY

A 90-day funding reset

Choose progress that creates visibility and momentum.

DAYS 1–30

- Map accounts and costs and current funding sources
- Meet key partners
- List deadlines and commitments

DAYS 31–60

- Build a small funding team
  Publish fee structure
- Build support referral list
- Identify 2–3 priorities

DAYS 61–90

- Launch one repeatable revenue initiative
- Launch sponsor outreach
- Set reporting rhythm
- Book season-end reviews

One system. One team. One next step.

DISCUSSION

WHAT WILL YOU TRY FIRST?

What is one funding barrier you can turn into an opportunity this year?

Share an idea • Ask a question • Connect with another AD

FUNDING IS NOT THE END GOAL.

Opportunity is.

Build the team.
Build the system.
Build the partnerships.
Keep kids in the game.

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TAKE-HOME RESOURCE

APPENDIX: 2026–27 SPONSORSHIP ONE-PAGER

