

**GVBA Eagles  
High Performance Committee (“HPC”)  
Media Guide Fundraising Policy**

November 17, 2010

**Rationale**

The HPC has decided to bring more structure, clarity, fairness and uniformity to the Eagles Media Guide fundraising program. In the past, the distribution of funds raised from the sale of ads in the Media Guide was decided by the parents of each Eagles team, a decision in which the HPC played no part. As a result, the treatment of the money raised differed from team to team and from year to year. Some teams put all funds into the general team account to help defray the expenses of all the parents regardless of whether or not they sold any ads. Other teams split the revenue with a percentage going to the team account and the balance paid to the family selling the ad.

The HPC believes more structure and guidelines will help the parents and players, especially those new to Eagles baseball, understand their team roles and responsibilities. As well, a uniform policy followed by all four teams will foster greater continuity for the parents and players as they progress through the Eagles program. The members of the HPC believe increased consistency and cooperation between the teams will enhance our organization’s cohesiveness and ultimately improve the on-field experience. Finally, the HPC decision calls for a split of the ad revenues between individual families and a GVBA Eagles account. The fact that the funds are raised under the name of Eagles Baseball justifies some of the money being used to improve Eagles Baseball. For example, these funds might be used to purchase practice equipment or to help a player whose family lacks the ability to pay the costs of the program. The HPC will make these decisions and manage the funds in the GVBA Eagles account.

**Policies**

**Media Guide Committee:** A Media Guide Committee will be formed composed of at least one parent representative from each Eagles team and one member of the HPC. The team representative is responsible for collecting all the completed ad forms, artwork and money from that team’s parents. The team representative will also resolve any deficiencies in the forms, artwork and payment and any disputes over which family should be credited for an ad sale. The Committee will also oversee and coordinate the production and the printing of the Media Guide.

**Division of Media Guide Revenues:** All funds from the sale of ads will be deposited into a GVBA Eagles account set up for this purpose. Seventy percent of these funds will be credited to the account of the player whose family sold the ad. Thirty percent of the funds will remain with the Eagles organization. This split will be reviewed annually. The production and printing costs of the Media Guide will be paid from the money retained by the Eagles. However, in the event that these costs exceed the revenues kept in the Eagles account, the HPC will adjust the 70/30 split to cover the shortfall.

**Ad Sponsors:** Sponsors “belong” to the family that first signs them up. If a player graduates from or leaves the Eagles and has no sibling in the program, those sponsors “belonging” to that family will be regarded as free to be approached by any other Eagles family.

**Player Accounts:** Funds credited to a player’s account will be used solely to offset that player’s costs of participating in the Eagles program. If there is a surplus in a player’s account at the end of the baseball season, the balance will be carried over to the next season. Money in the account of a graduating player may, at the discretion of the HPC, be used to offset the costs of that player participating in a college baseball program. If a player leaves the Eagles to play in a non-GVBA program, any money in his account will revert to the GVBA Eagles account. Similarly, if a graduating player does not pursue baseball at the college level and has no sibling in the Eagles program, any monies in his account will revert to the GVBA Eagles account. Money in a player’s account will only be paid out as a cheque against a third party invoice.