



Rules for participation in Swimathon 11 #ONG Help!

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1. History

The first edition of Swimathon, at national level, took place in 2009 in Cluj-Napoca. Initiator and organizer: Cluj Community Foundation. The following editions, also organised by the Cluj Community Foundation, took place in 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2018 and 2019. The 11th edition will take place in 2021.

During this time Swimathon Cluj has managed to raise 789,181 lei for local causes.

2. The framework of Swimathon 11 #ONG Help!

Swimathon is a fundraising platform for local community projects. It is a mechanism built around a swimming event where the community meets, interacts and gets involved to raise funds for projects they consider relevant. This year, exceptionally, we are also giving those who can't swim a chance to do well. Even if we can't meet at the pool like in previous years, we can still get ashore together! So we're organising a swimathon for... non-swimmers!

In this edition we declare any kind of movement valid: gymnastics, running, cycling, hiking, dancing and... whatever comes to mind.

We can no longer swim on 23 October, but we can still exercise from 1 to 23 October inclusive, any day, any time.

We can't see each other at the pool, but we can move anywhere! In the stairwell, in the playground, at the gym, in the park, in the woods!

Also for the first time, we come with a major challenge: we are raising money NOT for NGO projects, but for NGOs to maintain their work. Because we know that without these funds, none of their projects could be implemented. In this way we test the generosity of the donors of Cluj, from whom we expect to understand not only the role of NGOs, but also the way they work.

Who is participating in Swimathon 11 #ONG Help!

This year, **non-swimmers-fundraisers** are taking over from swimmers (hereafter referred to as "non-swimmersF") who can fundraise for a particular organisation through any type of movement of their choice from 1 - 23 October, and their challenge will be to mobilise their social media friends to join the cause, either through movement or a simple donation.

In addition to the swimmers, **fundraising-ambassadors** are also involved in the fundraising process (hereafter called ambassadorF). Without swimming, they act as a link between the organisation and the people who are unable to come to the pool to contribute directly to the fundraising efforts.

The funds raised will be directed by the Cluj Community Foundation to the participating organisations, based on a grant agreement. The grants will be awarded after the fundraising process has been completed, with the final timetable to be agreed with each organisation.

NGO representatives who will participate in Swimathon 11 #ONG Help! apply by filling out an application form on the event's platform, and an external jury, appointed by the Cluj Community Foundation, will choose the participating organizations, and they will appear on the swimathon.fundatiacomunitaracluj.ro platform.

2.1. Individual participation in the organisational costs of Swimathon 11 #ONG Help!

The organiser will retain a percentage out of the total donations raised from each organisation to cover part of the organising costs of the event as follows: For amounts over 15,000 lei, organisations will pay 10% of the total amount raised, and if an organisation fails to generate donations and/or sponsorships of 15,000 lei, the organiser reserves the right to withhold 1,500 lei from the raised amount.

The good news is that this year we are doubling donations over 15,000 lei! Here's how it works: let's take an organisation that manages to raise 15,000 lei from donations and/or sponsorships. From this amount we subtract the 10% for organising the event. The result is 13,500 lei, which the Cluj Community Foundation doubles, so that the NGO finally receives 27,000 lei.

2.2. Participation, as non-swimmer-fundraisers and ambassadors-fundraisers, in Swimathon 11 #ONG Help!

In order to participate in the fundraising campaign and in the pool event, each NGO must ensure that they have the right support: as many non-swimmersF as possible and a mandatory ambassadorF. In order to highlight their role in the event, each registered non-swimmerF will individually pay to the organizer (Cluj Community Foundation) a participation fee/kit of 100 lei, which will be registered in the account of the supported organization.

For more details:

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2.3 Selection criteria

What kind of organisations can enter Swimathon 11 #ONG Help!?

Non-profit organisations, that have:

- a balance sheet for 2020
- status
- completed the application form
- the capacity to run a fundraising campaign that reaches 15.000 lei
- the intention to mobilise as many non-swimmers as possible and a mandatory ambassador.

Registration form

- completed in Romanian by the deadline specified in the official calendar
- All sections fully completed (where a section does not apply, the mention N/A will be made)

We select organisations that:

- do not carry out activities of a political nature
- do not engage in activities or advocate causes which prejudice or discriminate on grounds of ethnicity, race, gender, sexual orientation, religion, physical and/or mental ability or membership of one or more social and/or economic categories
- do not directly or indirectly support terrorist and/or organised criminal activities or organisations
- add value to the local community in which they operate
- addresses diverse groups of beneficiaries in the local community
- stimulates interaction between community members
- provide a clear and realistic budget
- produce concrete, relevant results for the communities in Cluj, and can continue their activities after the end of the funding period
- run projects in Cluj county

2.4 Calendar

- Launch of the call for applications for NGOs: 25 August 2021.
- Deadline for NGO applications: 20 September 2021.
- Judging of registered organisations on the Swimathon 11 #ONG Help! platform, based on the registration form and any additional information requested during the registration phase: 20 - 21 September.
- Announcement of the selected organisations to be registered on the platform and official launch of the Swimathon 11 #ONG Help! platform - 21 September.
- Thematic online meetings (communication and fundraising) with registered organisations: 22 September - 07 October.
- Registration of non-swimmersF and ambassadorsF and launch of individual fundraising campaigns: 01 - 23 October.
- Closing event - handing out kits for those registered and involved in the campaigns, photo opportunity and socialising between participants - as possible: 23 October.
- Pledged donation collection: 25 October - 5 November.
- Grant contracts and payments: 08 - 26 November.

3. Swimathon mechanism-platform - stages, terms and conditions

3.1 Stages

3.1.1 Stage 1 - Registration of organisations:

Organisations will register by filling in the form posted on the website <https://www.fundatiacomunitaracluj.ro>, on the Facebook page of the Cluj Community Foundation, sent by email or by accessing the following link.

Form link:

<https://forms.gle/qeboJsKD1UxWqrg29>

The organisations will appear on the swimathon.fundatiacomunitaracluj.ro platform after the completion of the judging process.

3.1.2 Stage 2 - Judging process:

An external jury nominated by the Cluj Community Foundation, consisting of 3-5 members, will evaluate and select the participating organizations from the total of those who have filled in the Swimathon 11 #ONG Help! registration form.

3.1.3 Step 3 - Announcement of participating organisations:

Cluj Community Foundation will publish the list of selected organizations through its available communication channels and on the swimathon.fundatiacomunitaracluj.ro platform.

3.1.4 Step 4 - Registration of non-swimmersF and ambassadorsF:

To represent and support an organisation on swimathon.fundatiacomunitaracluj.ro, non-swimmersF will register individually, in the following way:

1. Enter the Swimathon platform
2. Choose the organisation they want to support
3. Sign up as a non-swimmer. This means making an initial donation of 100 lei, on which they will also receive the participation kit (T-shirt, diploma, medal), and choosing the form of movement they wish to contribute through
4. After completing the registration they receive an email with instructions on how to invite their friends to join.
5. They have 23 days to do the movement, bearing in mind that the sooner they post on Facebook, the more friends they can mobilise to join them, because if they do the movement every day, they can tag another friend every day.

3.1.5 Step 5 - Donations:

Donors will provide fixed amounts to support the non-swimmer-fundraiser, or favourite organisation (e.g. 50 lei, 100 lei, 200 lei or any other desired amount).

Donors will be attracted through the fundraising campaigns run by non-swimmersF, ambassadorsF and participating organisations.

Donations will be made via the swimathon.fundatiacomunitaracluj.ro platform. Donations and/or sponsorships will be made directly to the Cluj Community Foundation, through the payment methods mentioned in point 4.1.2.

Terms and Conditions of Swimathon 11 #ONG Help!

3.1.6 Organisations selected and participating in Swimathon 11 #ONG Help! will agree to the following:

- Rules for participation in Swimathon 11 #ONG Help!
- The organiser will retain a percentage from the total raised for each organisation to cover part of the costs of organising the event; the percentage is 10% for amounts exceeding 15,000 lei.
- If an organisation fails to raise at least 15,000 lei, the organiser reserves the right to retain, from the amount raised at the Swimathon, a fixed fee of 1,500 lei to cover part of the organisational costs of the event.
- Donations exceeding the amount of 15.000 lei will be doubled by the organizer as follows: from the amount collected, which is equal to or exceeds 15.000 lei, 10% for the organization of the event will be deducted; the resulting amount will be doubled by the Cluj Community Foundation.

- Each registered non-swimmerF will pay, individually, to the organizer (Cluj Community Foundation) a fee/participation kit of 100 lei which will represent the first donation to the organization they support.
- During and/or after the end of the fundraising campaign, the Cluj Community Foundation will make the personal data of the donors available to the organizations only if the organization proves that it holds an authorized certificate for processing confidential data.
- Contact details (non-swimmersF and ambassadorsF) will be kept for the internal use of the Cluj Community Foundation and will not be passed on to a third party without their prior consent.

3.1.7 By registering on the swimathon.fundatiacomunitaracluj.ro platform, swimmersF, non-swimmersF and ambassadorsF will agree to the following:

- Rules for participation in Swimathon 11 #ONG Help!
- Retaining a percentage from the total amount raised as a result of the fundraising campaign, according to the Swimathon 11 #ONG Help! framework
- Payment of a participation fee/kit of 100 lei per non-swimmerF, representing the first donation to the organisation they support.
- Contact details will be kept for the internal use of the Cluj Community Foundation and will not be passed on to a third party without the consent of non-swimmersF and ambassadorsF.

3.1.8 By registering on the swimathon.fundatiacomunitaracluj.ro platform, donors agree to the following:

- Rules for participation in Swimathon 11 #ONG Help!
- The amount donated will be directed in the form of a non-reimbursable grant to the supported organization through Cluj Community Foundation
- Retaining a percentage of the total amount raised from the campaign, according to the Swimathon 11 #ONG Help! framework
- Contact details will be kept for the internal use of the Cluj Community Foundation and will not be passed on to a third party without the donor's consent.

4. Rules on fundraising campaigns/payment methods

4.1 In the pledge, the donor chooses to support with a fixed amount (e.g. 50 lei, 100 lei, 200 lei or any other amount decided by the donor, - no less than 10 lei).

Payments will be made in one of the following ways:

- A. *Online payment - Eu plătesc* on the swimathon.fundatiacomunitaracluj.ro platform

- B. *Bank payment* - bank details: Fundația Comunitară Cluj, CUI 23102190, Account IBAN RO95 BTRL 0130 1205 J303 07XX, Banca Transilvania, Cluj-Napoca branch, with the mention "I support the team/Swimmer name..... organization..... at Swimathon 11 #ONG Help!"
- C. *Payment through POS* - At the Cluj Community Foundation headquarters, str. Țebeș nr. 21, corp C, et. 2, lab 16, Cluj-Napoca, until 05 November 2021 at the latest.
- D. On request, legal entities can get a sponsorship contract.

During and at the end of the campaign, the Cluj Community Foundation will provide an updated statement of the amounts raised and will transfer the donations raised by each organisation by 26 November 2021.

5. Sports regulations - non-swimmersF

6.1 To stimulate the fundraising campaigns and creative support for non-swimmersF they will receive virtual challenges for which they are invited to sign up. Fundraising is not limited and/or in any way dependent on meeting these virtual challenges. Non-swimmersF are encouraged to use methods they see fit to reach their set financial goals, but the Cluj Community Foundation is committed to promoting non-swimmersF who post photos of their chosen activity if they tag the Cluj Community Foundation's Facebook page and use the hashtag #ONGhelp in their description.

The Organiser reserves the right to amend/complete and/or change the Rules, as well as the right to suspend and/or postpone the event, with the condition of prior notice to participants. Any changes will come into force only after all those involved in the event (swimmers, non-swimmers, ambassadors, participating organisations and their teams) have been notified.

The event will be held in compliance with the rules in force and under the conditions laid down by joint order of the Minister for Youth and Sport and the Minister for Health.

