

Bay Dip

Rotary Club of Kapuskasing

- Started as a way to get the Rotary name known in the community, is now the club's largest fundraiser
- Participants jump into a hole cut in the Kapuskasing River
- Register for free with commitment to fundraise for charity of choice, or \$50 with no fundraising obligation
- Capped at 40 participants for 2022
- 50% of fundraising goes to participant's charity of choice, 25% goes to Rotary, and 25% of all pledges goes to the highest pledge raiser's charity
- Helps out a number of different charities and a great way to get small charities involved
- Promoted on social media, local radio stations, word of mouth, signage, and Rotary website
- Costumes encouraged, best costume wins a prize

Event Date: February 2022

Location: Kapuskasing

Financial Summary:

Revenue: \$31,000
- \$7,000 to Rotary
- \$24,00 to participant charities

Expenses: \$2,000 (jumper bag items, generator fuel, professional live feed to Facebook)

Partnerships:

- Town (event approval and snow removal)
- Fire & EMS (on-site support)
- Indian Friendship Centre for opening ceremonies

Additional Information:

Don McInnis: donmcinnis61@gmail.com, 705-347-1558

- [Facebook Page](#)
- [Promotional poster](#)

Volunteer need: 20

- Volunteers required for day of event: jumper check-in, escorting jumpers, change tent supervision, distribution of jumper bags

Lessons Learned / Critical Success Factors:

- Beneficial for attracting new club members (especially young members)
- Time management to fit all jumpers in during daylight (event runs from 12 - 4 pm)
- MC is important to create a fun event and promote various charities
- Expenses generally offset by 50/50 raffle and Tim Horton's donation