

# THE POINT AFTER CLUB

ALUMNI, FAMILY & FRIENDS OF X-MEN FOOTBALL



**FOOTBALL**  
POINT AFTER CLUB

ONE TEAM. STRONGER TOGETHER.



# MISSION

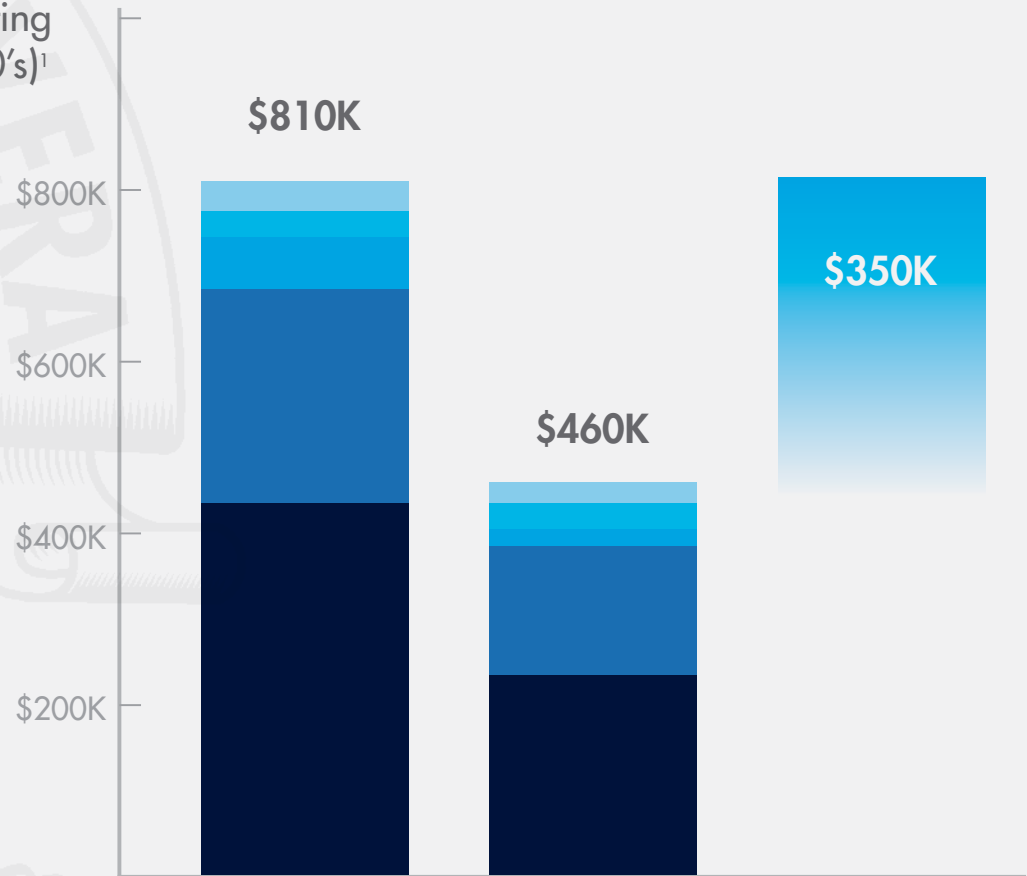
To engage alumni, family and friends in a life-long relationship of support for StFX University and X-Men Football.

# OBJECTIVE

To provide meaningful and sustainable financial support to StFX University and the X-Men Football program. Our primary objective is to narrow the annual operating budget gap that exists vis-à-vis other successful mid-size, student-athlete focussed U SPORTS football programs, ensuring that our student-athletes, coaches and staff are equipped to maximize their potential on the field, in the classroom and in their communities.

# BY THE NUMBERS

2019 Operating Budget (\$000's)<sup>1</sup>



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<sup>1</sup>Excludes costs captured in Athletic Department budgets for training camps, game-day travel and therapy.

<sup>2</sup>Benchmarked against a mid-tier Ontario University Athletics program.

<sup>3</sup>Full-time coaching staff of 5 at OUA mid-tier vs. 3 at SIFX.





# NARROWING THE GAP

The mid-term goal of the Point After Club is to raise in excess of \$150k per annum in support of the StFX University and X-Men Football

- Will require broad-based financial support from Alumni, Family & Friends
- Donor friendly
  - Opportunities to participate at different levels
  - Flexible payment options
- Tax efficient
  - Receive up to a 50% tax credit (based on provincial residence)
  - There is no better way to give





# USE OF PROCEEDS

With the collaboration and support of the University, the Point After Club has determined the most effective use of funds raised to be:

- **40% for additional student-athlete scholarships and bursaries**  
*More opportunities for the best and the brightest to attend StFX and play for the X-Men*
- **20% for leadership and development**  
*More resources for coaching honorariums and development, including academic support for student-athletes*
- **20% for recruiting and communications**  
*Extended reach and greater ability to fund campus visits  
Enhanced donor communications, reporting and stewardship*
- **20% for campus-wide restoration and heritage projects**  
*Incremental funds to be directed towards deferred-maintenance projects, honouring our obligation and commitment to support StFX*





# BENEFITS TO STFX

- A more engaged alumni and donor base
- Increased investment and cost-certainty with respect to the football operating budget moving forward
- Incremental dollars for deferred-maintenance projects, providing much needed operating budget relief for the University
- Higher quality student-athletes and a more competitive football program
- An economic support model for other varsity teams to emulate

# JOIN THE POINT AFTER CLUB

## Tax Benefit

Up to a 50% tax credit  
(based on provincial residence)

## Donor Recognition

All donors will be recognized  
on the website and in the  
annual stewardship report  
of the POINT AFTER CLUB

Annual financial support and recognition levels for everyone.

President's Table	\$5,000+
Coaches' Circle	\$2,500 – 4,999
Honorary Captain	\$1,500 – 2,499
Honorary Starter	\$1,000 – 1,499
Special Teams Player	\$500 – 999
Patron	\$250 – 499
Young Alumni	\$100 – 249

**PLEDGE YOUR  
SUPPORT**



**FOOTBALL**  
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A special thanks to these X-Men Football alumni, family & friends who have  
already joined the POINT AFTER CLUB.

**2021 DONOR RECOGNITION**