Hello CAC Swimmers & Families!

First, congratulations to all who participated in the swimming portion of our SWIM-A-THON® 2014. The day was a great success and your performance is a credit to our team. The important news is that ***the fundraising portion of this endeavor is not over***. There are existing pledges to be honored & collected and, moreover, there are still opportunities out there by which to raise money and help defray the costs of maintaining the top-flight organization that is CAC.

***We have until July 31 to make this thing huge.***

It is very important that we concentrate and maximize our efforts to raise the equivalent of $200 per swimmer. (I.e. $10,000 — we’re about halfway there.) As multiple-swimmer households may be unduly challenged by the individual goal, we’re asking *everyone* to do the best they can to go above & beyond this target figure. The more dollars, the merrier!

You will find attached three documents. The first is an introductory letter to potential donors & sponsors. The second is a “do not call” list of contributors who’ve already been accounted for. The third is an overview of our website’s donation tool, which can be invaluable to your efforts.

The object is to raise money by obtaining support from local businesses (e.g., doctors, dentists, grocers, retailers, etc.) to sponsor your swimmer(s). Upon obtaining a pledge, you will remain, in essence, assigned to that particular contributor going forward. This is to prevent the unintended peskiness of multiple solicitations to the same donor, which can work to our disadvantage. The team maintains a list of all contributors and the swimmers to whom they are assigned. Please refer to the attached “do not call” list to avoid donors who have already been acquired.

In return for their donation, and in addition to our gratitude, the names of contributing businesses will (with their permission) be proudly & prominently acknowledged on CAC’s team website.

Many businesses are eager to “match pledges” to non-profit organizations. You may assure any inquiries along those lines that CAC’s “501(c)(3)” status is expected to be current by year’s end.

To assist in obtaining pledges & maintaining our donor/contact list, supplementary forms will be made available for use in requesting business donations. The CAC website provides for an efficient way to process donations & reduce such paperwork. Donors contributing with credit cards should be directed to the SWIM-A-THON® banner on the left side of our website (be sure they have your name.) You can manage your fundraising account on the same page.

Remember: “On-Line” = Credit Cards. “Off-Line” = checks & cash. “Approved” = monies that have been collected & remitted to the team. “Unapproved” = monies that have not.

Questions? Problems? Please review the attached docs, and/or drop me a line or give me a call.

Regards,

Mark Sullivan

**unclesmedley@gmail.com** **/ 415.264.6490**

19 June 2014

Dear Friends and Family,

Connecticut Aquatic Club (CAC) is pleased to announce that its 2014 SWIM-A-THON® is well under way — *and we’re not done yet.*

This fundraising event, which was launched in early June, is undertaken to support the growth & education of some of Southeastern Connecticut & Southern Rhode Island’s most accomplished & promising athletes — and the mission continues through July 31, 2014.

Based out of the University of Connecticut’s Avery Point campus at Groton, CAC is coached by a talented staff under the leadership of Head Coach Jon Caswell, and recognized by USA Swimming (the National Governing Body for the sport) as a Level 2 swim program. The team is dedicated to the athletic & personal development of fifty+ swimmers aged <8-19, who routinely swim up to *20 miles per week*, in order to compete with distinction, year-round, locally, regionally & throughout the nation.

CAC is hosting this event in conjunction with USA Swimming, primarily to help defray our team’s preeminent expense: *pool rental fees*. The great success of last year’s *Swim-A-Thon*® came, in large part, on account of the generosity of local businesses like yours. This year, our athletes are relying on your support — once again, or for the first time — and asking that you become a business sponsor for a local organization that keeps getting better & more successful every year.

Your sponsorship of CAC will yield visibility for your business and considerable goodwill amongst a demographically attractive, local community of swimmers, their families & supporters. Donations are tax deductible\* and all sponsors will be prominently featured on the CAC team website.

You can mail your donation with the attached Sponsor Pledge Form, or take advantage of the quick & easy, secure online payment feature on our website: Simply go to [***www.cacswim.net***](http://www.cacswim.net), click the SWIM-A-THON® banner on the left, indicate the swimmer(s) for whom you’d like to donate, enter contact & payment info and you’re done!

Want to reach more customers with your contribution? Become an Event Sponsor with *TeamUnify*, and reap the benefits of exposure—not only to the CAC community, but to the teams with which CAC competes, as well.

Visit the team website for more info, or contact the Swim-A-Thon Chair at ***cacswim@gmail.com***.

Sincerely,

Douglas Rea

President, CAC Board of Directors

*\*CAC’s 501(c)(3) 2014 status renewal is expected by the end of the fiscal year.*

PLEASE **DO NOT CALL** UPON THE FOLLOWING BUSINESSES

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| Angie's Pizza – Mystic CTBayberry Insurance — Groton CTBrustolon Buick-Pontiac — Mystic CTCharter Oak FCU — Groton CTDavis Standard — Pawcatuck CTDominion Power — Waterford CT |
| Faulkner & Graves, P.C. — New London CTGold Star Pediatrics — Groton CTIndependence Physical Therapy — Mystic CTLPL Financial of Westerly — Westerly RILawrence & Memorial Hospital — New London CT  |
| Supreme Pizza — Waterford CT Thamesport Marina — New London CT The Pizza Lady — Pawcatuck CT |
| Thorpe & Trainer — Westerly RIUrso & Co — Westerly RI Valenti Ford — Mystic CT |
| Valenti Toyota — Westerly RI Valenti Subaru — Westerly RI |
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