# GENERAL SYNOPSIS (The Big Picture in 3-4 sentences):

# Really good presentation from a coach in Buffalo NY on ways to get D&I (esp low income) swimmers into your program. Focus was on all sorts of ‘alternative’ funding options to go beyond typical fundraising, meets, and program fees.

# Options that he mentioned and that he uses for his club included partnerships with schools/districts, boys and girls clubs, pro sports teams, businesses, religious groups, banks, foundations, community based organizations. Huge emphasis on applying for and receiving different grants.

# HE HAS 100+ LOW INCOME SWIMMERS – NONE PAY A DIME TO SWIM ALL YEAR!POSSIBLE MAIN POINTS OR TAKEAWAYS FOR…

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| LSC Board/Committee MembersThe spring 2018 Swimposium is fairly set, but this guy would be a great future speaker | Teams in WisconsinAll programs in the state, especially any that service lower income swimmers, should explore their community and beyond to see what’s out there…His model of funding is way out there, but grants and other money can still be out there to help with budgets |
| CoachesAll programs in the state, especially any that service lower income swimmers, should explore their community and beyond to see what’s out there…Emphasized importance of getting your team involved in the community. Being a part of the community beyond just competitive swimming. | Officials |
| Athletes | LSC Others |

ADDITIONAL NOTES OR INFORMATION CAN BE ADDED ON FOLLOWING PAGES

Mike from Buffalo

Funding issues: when servicing low economic or diverse populations, there are a lot of groups to help provide funds, can help with fundraising, etc.

Truly ‘outside the box’ thinking for ways to fund a team. (Local schools, boys and girls clubs, police/fire, pro sports team, united way, religious organizations, foundations, banks, community based organizations)

How to get attention of these groups?

* Talk about water safety – have local/regional stats and figures to back you up
* Talk about future aquatics based employment options
* Expand the scope beyond simply ‘competitive swim’

Know you community and it’s statistics (household income, graduation rate, ethnic breakdown, drowning rates, single parent households, obesity rates, youth risk behaviors, etc…)

Be visible (join community organizations, attend city hall meetings, use media, host engagements)

Be ready to answer questions

Have a defined plan and intended outcomes that are sustainable and over multiple years

How to improve your chances at grant approval

* Relationships matter! Don’t just look it up and fill it out, establish connections
* Follow up regardless of success/failure
* Agencies are more likely to give to folks they know
* Knowledge is power – do your research
* Show that you are present in the community
* Be aware of fiscal years and the timing of your asking
* Be on time or eaerly for deadlines – late applications generally don’t even get a look
* Provide evidence, numbers, documentation
* Show off and brag about your organization, show that it can be replicated or expanded
* TAILOR FIT EACH APPLICATION TO THE GRANT, not boilerplate

If you get denied, try to find out why…some possible reasons: (They hadn’t heard of you. They weren’t able to verify you. You didn’t know enough about the grant. Wrong fiscal year or wrong timing. Wrong fit with the grants mission. Application wasn’t sufficiently tailored. You missed a deadline. You had a lack of supporting documents. Made broad statements that can’t be quantified. You had a weak management plan. You weren’t accountable to their reporting or guidelines.

Share your story; what is your program, why is it needed, etc.

Make them feel like they are solving a problem

For profit clubs can establish a non-profit foundation and still seek grants