

SWAT SAA TEAM UPDATE

2018 SWAT SAA Team Captains:

Emma Schwartz

schwartzemmac@gmail.com

My name is Emma Schwartz and I swim at the Roswell location in the Select group. This is my third year as a Swim Atlanta captain for Swim Across America and my second year as part of the Swim Across America Junior Advisory Board. I am excited about helping Swim Atlanta meet our goal of raising \$60,000 this year. One of my personal goals this year is to get all the Swim Atlanta coaches to participate in the open water swim, especially Coach Andy!

Sarah-Grace Thompson
sgraceswim@gmail.com

I currently swim at the Sugarloaf location in the Select group. This is my 2nd year participating in SAA and serving on the Junior Advisory board. My favorite part of SAA is getting to work with so many people that are passionate about swimming and helping others.

***ALL SWIMMERS (except Duck Splash swimmers)
MUST MEET THEIR REQUIRED \$200 FUNDRAISING GOAL!***

SWIM ACROSS AMERICA IS NEXT MONTH!

Registration for Swim Across America Atlanta is almost FULL! The Atlanta event will be held at Lake Lanier Islands on September 22nd! The cost to register is \$100 (and then swimmers 18 and under must raise an additional \$100 to meet your \$200 fundraising goal)! This event did sell out last year so we encourage everyone to register NOW! Swim Across America is an open water event (with LOTS of distance options for every swimmer and non swimmer) that raises money for pediatric cancer research being conducted at Children's Healthcare of Atlanta! Last year Swim Atlanta raised over \$50,000, the most money of any SAA Atlanta team and we were listed in the top 20 teams in the country! This year we want to raise \$60,000!

SAA is an amazing event where our swimmers not only get the unique experience of swimming in open water, but they also get to meet Olympians and they get to give back to kids their age battling cancer here at our own Children's Healthcare of Atlanta! There are several race options for this event which include a ½ mile, 1 mile, a 5K, a 2 mile Team Relay (1/2 mile loop for up to 4 swimmers) and a Duck Splash (a short distance for less experienced open water swimmers only \$50). There are also opportunities for swimmers and parents to volunteer!

Each participant (excluding the Duck Splash) has a fundraising minimum they are expected to meet (for individuals under 18 that is \$200 and for individuals over 18 that is \$400). Your registration fee goes towards that minimum fundraising goal.

Please make sure when you sign your swimmer up they join the Swim Atlanta team! Visit our SWAT SAA team page ([click here](#)) and click on the Join Team button. Click Join as a New Participant if you or your swimmer have never participated. If you have participated in SAA before simply login into your account. From there you will select the distance you wish to swim and if you are over 18 or under 18. Once you have signed up make sure to visit your own personal page, add a picture of yourself, explain why you are participating in the SAA event, maybe someone you know battling cancer or someone you are swimming in memory of! And then post your page on social media and send to friends and families inviting them to either support you or join you in making waves to fight cancer!

SWIM ATLANTA'S SWIM ACROSS AMERICA TEAM UPDATE

Make your Fundraising Easy with Facebook

Facebook has recently upgraded their fundraising app with Swim Across America. You can now easily link your personal page to Facebook. We've seen huge success from several of our swimmers just by their parents sharing this on their Facebook page ONCE! Emma Schwartz raised over **\$500**, Sarah-Grace Thompson raised over **\$1100**, Abby McCulloh raised over **\$2,600** all from **ONE** Facebook post by their parents! To seamlessly link your page to Facebook, log into your Participant Center. Look for the button "connect Your Fundraiser to Facebook"! Click the button and you are done!! Make sure you thank each of your donors with a comment on your post!

Flamingo Flock

In April's newsletter we highlighted Payton Nabors and his fundraising efforts. One of his ideas that raised almost \$2,000 was hosting a Flamingo Flock. Neighbors pay to flock each other's yards with Flamingos, pay to move them out of their yard or pay insurance to keep them from turning up in their yard!

Payton is done with this fundraiser and has graciously offered to loan his flamingos out to anyone who may want to set up a Flamingo Flock in their neighborhood. If you or interested or have questions about how it worked, please email Payton at payton.nabors@gmail.com.

*****Spotlight Swimmer for July – Abby McCulloh*****

This month's spotlight swimmer is Abby McCulloh! Abby swims out of the Sugarloaf location in the Select group. Abby has participated in SAA on behalf of Swim Atlanta for the past 3 years and has raised approximately \$8,000 over the course of these 3 years. Abby won the women's SAA 5K race last year! Abby said she loves SAA for so many reasons. The first reason being that the atmosphere at the event is so upbeat and exciting! She loves being able to swim open water in Lake Lanier and be on the beach before the swim. She says another great thing about the event is that the volunteer crew and other athletes are so kind and positive, and this makes the event extremely enjoyable. But the best thing about this event to Abby is that it supports such an amazing foundation through a sport and activity that she enjoys so much.

This year Abby surpassed her goal of \$2,000 and has raised over \$5,000 so far. She credits this success to the generosity of so many of her kind friends and family members. Abby says most of her individual fundraising success has come from Instagram and Facebook posts asking for her friends and family members to consider donating to her SAA page. She noted another way that she has been successful in raising money for SAA was with the help of her two teammates Sarah Grace Thompson and Emma Schwartz. They put together a fundraising silent auction and asked her to assist with the event and raise money along side them. Abby suggests swimmers use the power of social media to their advantage in meeting their fundraising goal. If swimmers, their parents, and any other family members post things on social networking sites, their fundraising audience dramatically increases.

Each month we will be selecting a "spotlight" swimmer to feature in our Swim Atlanta Swim Across America Newsletter! Make sure you update your personal SAA page with your photo and why you are participating in SAA! List anyone you are swimming in honor of or in memory of on your team page!

SWIM ATLANTA'S SWIM ACROSS AMERICA TEAM UPDATE

SPOTLIGHT ON SPONSORS

SWAT would like to thank the following companies and businesses who generously donated to our Silent Auction! SWAT's 40th Anniversary raised over \$5,000!

- *Aurora Theatre
- * Hebenstriet Art
- *Maggie Matthews Art Piece
- * High Museum of Art
- * Morgan Stanley
- * Alternative Apparel
- * Kendra Scott
- *Hand & Stone Spa
- * The Woodhouse Day Spa
- * Avalon Hotel* Athleta
- * Sephora
- *Atlanta Athletic Club
- * TPC Sugarloaf
- * Good Foods Kitchen
- * UGA Football
- * Falcons Football
- * Georgia Swarm
- * Atlanta Braves
- * Tracy Collett Swim
- * Owl Ridge Equestrian
- * Athletic Artt
- * Atlanta Zoo
- * Center for Puppetry Arts
- * Fernbank* Georgia Aquarium
- * World of Coke* Sky Zone
- * Skyline Park* Movie Tavern*
- Breakout Room

SWIM ACROSS AMERICA EVENT SCHEDULE: ***Saturday, September 22nd at Lake Lanier Islands***

- 5:30 am: Volunteers Arrive/Register*
- 7:00 – 8:45 am: Swimmer Registration*
- 8:30 am: 5K Swim Begins*
- 9:00 am: 2 Mile Relay Begins*
- 9:15 am: Duck Splash Begins*
- 9:45 am: 1 Mile Swim Begins*
- 10:00 am: 1/2 Mile Swim Begins*
- 10:30 am: Awards Ceremony*

Enroll in the Kroger Community Rewards Program and Support Swim Across America

How to enroll:

1. Go to krogercommunityrewards.com (keep Kroger Plus Card handy)
2. Click on Sign In/Register
3. Follow the instructions to sign up for a Kroger Rewards Account
4. Click on My Account and use your email and password to proceed to the next step.
5. Click on Edit Kroger Community Rewards information and input your Kroger Plus card number. Then update or confirm your information.
6. Enter the NPO 64034 or Swim Across America and select the organization (Swim Across America) then click confirm.
7. Once enrolled you will be able to see Swim Across America on the right side of the information page.
8. Use your Kroger Plus card and a portion of what you purchased will go to Swim Across America.