

September 21, 2013

Seals Swimming

Dear Seals Family:

Please find attached a Fundraising Timeline for the 2013-14 swim season. As you will notice from the timeline, the majority of the fundraising activities will occur over the next several months. We ask for everyone's support in kicking off our fundraising year with a strong start. The Seals Board has made a conscientious effort to shift the fundraising financial burden from our Seals families' pockets to events that target a broader scope of Seals supporters in the community. Please feel free to share our fundraising events with family, friends, co-workers, neighbors, etc. Spread the word through your social media and/or email accounts!

Some history...

Westbrook Seals is a non-profit organization. Yearly fundraising goals are established to cover team expenses not covered by the monthly swimmer dues (pool rental, trophies, awards, ribbons, senior swimmer gifts, team banquet, coaching salaries, etc.). Successful fundraising is essential to help keep swimmer dues as low as possible and to help ensure the team continues to have a dedicated and highly qualified coaching staff.

In past years, the team has been able to count on concessions revenue from two major USA swim meets; Bowdoin Open in December and Winter Champs in March. This is not the case for 2013-14. We must bid on hosting the concessions at *each* of these meets. To put it into perspective, we raised over \$8,000 with these two meets alone; over half of our 2012-13 fundraising goal of \$15,000. Moving forward, our fundraising efforts will be adjusted to not rely as heavily on two events which are not a given from year to year.

Fundraising Goals for 2013-14:

To meet the fundraising goal of \$20,000 for the 2013-14 year, the Seals Board has established three primary fundraising objectives:

- Foster Seals community spirit by supporting swimmer retention and recruitment efforts.
- Develop local/non-profit partnerships & solicit annual corporate sponsorships, including in-kind donations.
- Promote proven profitable events (revenue of \$1,000+).

The 2013-14 fundraising year will be a challenge. It will take the entire Seals community to work together to meet our goal of \$20,000. I have no doubt that with lots of Seals Spirit; we will achieve our fundraising goal.

Best,

Victoria Renshaw Caron
Seals Fundraising Chair

*Interested in joining the FUNdraising Committee? No experience necessary!
Contact information: victoriacaron4@gmail.com*