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## Manta Rays Splash-A-Thon Swimmer / Parent Information

### WHAT IS A SPLASH-A-THON?

A Splash-A-Thon is our annual fundraiser and team-building event put on by the YMCA of Southern Maine's Manta Rays swim team. It will be held on February 4<sup>th</sup>.

Participating swimmers will swim as many laps as they can to raise money for the YMCA of Southern Maine's Financial Assistance program. **Every dollar raised will help young people achieve their potential, empower people of all ages to lead healthier lives, and strengthen the bonds of community in Southern Maine.**

Swimmers are given **pledge envelopes** and are asked to obtain pledges in support of the fundraiser.

For more information on the YMCA of Southern Maine's nonprofit mission and the impact of our financial assistance program, please see our Annual Report:

<http://www.ymcaofsouthernmaine.org/clientuploads/2016%20Annual%20Report.pdf>

### WHAT IS OUR GOAL?

**LET'S RAISE \$6,000.** Some of the other teams in Maine raise as much as \$30,000!!

### WHEN IS THE SPLASH-A-THON?

The Splash-A-Thon will be held on **February 4<sup>th</sup>** from 12-4. Each group will have 1 hour to swim as many laps as they can. Group 4 will be from 12-1, Group 1 from 1-2, Group 3 from 2-3 & Group 2 from 3-4

### WHAT DO PARENTS NEED TO DO & KNOW?

- Help explain our goals for the Splash-A-Thon to your swimmers.
- Assist your swimmers in asking for donations.
- Help swimmers in their efforts to collect money in an organized and safe way, using the provided donor forms.
- **Please get involved... we need you!** Would you be willing to provide refreshments, count laps, provide entertainment, etc? The Splash-A-Thon is a fun family day with the Manta Rays!

### WHO CAN PARTICIPATE?

**All Swim Team members are asked to participate!** Fundraising is an essential part of a healthy program, Y, and community, and we need everyone to participate.

### WHAT DO SWIMMERS NEED TO DO?

You can begin asking for sponsors/donations now! Pledges may be collected from family, friends, teachers, neighbors, business associates, etc... You may speak directly with a donor, call on the phone, or send a letter or an email. Contact your sponsors/donors any time before the Splash-A-Thon.

You may ask donors for a flat donation (i.e. \$20, \$60, etc.) OR you may get a pledge for each lap expected to be swum by each group. Example: if a group expects to swim 40 laps during the Splash-A-Thon and a donor pledges \$1 per lap, that donor's pledge will equal \$40.

**Please collect and turn in ALL checks/money by February 18<sup>th</sup>.**

### **CAN I ASK A BUSINESS?**

The Y asks many businesses for contributions to the annual campaign and we want to be sure we don't ask the same business twice. **Therefore, we ask Splash-A-Thon participants to FIRST check with us PRIOR to approaching a business. Please contact Trevor for approval.** If approved, we have materials to help you approach the business with your ask.

### **WHAT DO I SAY WHEN I ASK FOR DONATIONS?**

Hi, this is \_\_\_\_\_. My swim team is hosting a Splash-A-Thon to help raise money for the YMCA of Southern Maine and our swim team! The money we raise will go towards the Y's financial assistance program to make sure that everybody has access to the Y regardless of the ability to pay. Would you be willing to sponsor me? You can just pledge a flat amount or a per lap amount. I'm planning on swimming \_\_\_\_\_ laps. (Use the approximate lap numbers for your group) Thank you so much!

**\*\*We ask that swimmers do not go door-to-door to solicit donations unless it is under the supervision of the parent\*\***

### **Help support our Swim Team AND get a chance to earn some COOL PRIZES!**

We'll have special prizes for reaching certain fundraising goals!

### **HOW TO MAKE A DONATION.**

Simply complete a pledge envelope for EACH donation and return them to the front desk at the Northern York County YMCA by February 4<sup>th</sup>! Donations can also be made via our TeamUnify site under the Splashathon Event Page. <https://www.teamunify.com/TUMoney.jsp?team=mrnycymr>

### **WHERE WILL THE MONEY GO? IS MY DONATION TAX DEDUCTIBLE?**

Last year alone, YMCA of Southern Maine provided over \$2.1million in Financial Assistance and program support to community members! Supporting our cause helps us minimize financial barriers and ensures that no one is turned away because of an inability to pay.

The YMCA of Southern Maine is a 501(c)3 nonprofit organization. Your donation is tax deductible. A receipt for your donation will be mailed to you at the end of the year by our association.

### **WHO ARE CHECKS MADE PAYABLE TO?**

Checks are made payable to the "YMCA of Southern Maine."

### **WHEN IS THE MONEY TURNED IN?**

Donor forms and money collected are due February 18<sup>th</sup>.

### **ADDITIONAL QUESTIONS?**

Please contact Trevor Edmunds, Head Swim Coach

**tedmunds@ymcaofsouthernmaine.org** or **207-283-0100 x405**

**Go Manta Rays!**