

## Vision 2020



October 5, 2016

In 1976, I joined the inaugural year of T-ball. Since this was the first introduction of the sport to our community supplies were limited; so to pay for the equipment we had to fundraise by selling popcorn. To this very day, the term fundraise brings me back to door-to-door sales pulling a wagon loaded with popcorn stammering through my presentation and trying to devise a better way to reach my goal of selling 100 orders of a product a person could purchase more cheaply at the grocery store. Now, as a parent, my two eldest sons have been asked to fundraise for activities they are involved in. They have been tasked with selling items door-to-door, and they are REALLY excited because of the potential prizes. So last Saturday, we had a V-Team meeting in which the boys practiced their presentation and then headed out into our neighborhood; THEY DID GREAT! They met their person goal, engaged adults in conversation, and faced rejection. We learned valuable lessons through fundraising, and I gained more insights into my sons.

Our club is engaged in a fundraiser; a Service-A-Thon. What is a Service-A-Thon? Well, it is similar to a swim, bike, run, or dance-a-thon, but we will serve others in our community and in return people will donate make a donation to our club.

### **American Energy Swim Club is committed to.....**

- Promoting Honor, Integrity, Discipline, and Excellence through community development, team unity and family.
- Insuring our athletes are taught by fully certified instructors committed to life-long learning.
- Creating an environment where champions are inevitable.

Funds raised go towards:

- I. Promoting Honor, Integrity, Discipline, and Excellence through community development, team unity and family.* Funds will go towards team functions and programs in which we build community within our team, our families, and the greater Edmond/OKC area.
- II. Insuring our athletes are taught by fully certified instructors committed to life-long learning.* Our coaches must maintain Lifesaving, CPR, AED, and First Aid certifications, professional development through American Swim Coaches Association and USA Swimming which comes both through printed materials and conferences. Involvement in these organizations helps promote the sport and gives AESC a voice on the national scene. In addition, coaches need to have access to the latest research which comes with a price. As our team continues to

develop, we are in need of greater development of our current staff and expanding our staff to accommodate our team's growth and success.

- III. *Creating an environment where champions are inevitable.* I envision our facilities as classrooms and currently we have white boards. Video, and visual cues, are powerful learning tools which swimmers of all ages benefit from. In addition, opportunities to further develop our strength and conditioning program.

As you can see, every child will benefit from success in our fundraising plan. The lessons they learn through this experience will have far a reaching impact. Please go to <https://www.crowdrise.com/american-energy-swim-club-service-a-thon/fundraiser/american-energy-swim-club> for more information and join the team!

SDG,

Coach Van Sloten