



“Swimathon” Charity Fundraiser Information

Goals:

To develop an event that raises funds for local charities, benefits the Naperville community, promotes health and fitness, enables NSC swimmers of all ages to get involved with local charitable organizations, and that becomes an annual event with the league and teams.

In 2014, the inaugural year, \$10,000 is an achievable fundraising goal.

What is the NSC Swimathon and how will it work?

The Swimathon will take advantage of the NSC’s size and infrastructure as one of the largest and oldest swim leagues in the US with more than 20 teams and 3000+ swimmers. All teams and all swimmers will be invited to participate.

Each participant will be furnished with a NSC Swimathon Fundraising Form and they will ask friends, family members, neighbors, co-workers, etc... to sponsor them for a certain dollar amount per lap that they will swim during the Swimathon. So for example, a 10-year old swimmer might be sponsored for \$.50 per lap and swim 25 laps and earn \$12.50 for the charity. Perhaps a high school age swimmer would receive \$.20/lap and swim 50 laps and receive \$10.

In the first year to make scheduling easier, each team should be asked to select the date that best works for their team for the Swimathon. In future years, perhaps it will be possible to select the same date for all teams so everyone is doing it together. On the day of the Swimathon rather than a normal practice day, each team will do the Swimathon instead. All age groups can swim at their normal practice times so the impact on the daily schedule will be minimal.

Logistics:

Prior to the start of the season, the “Swimathon administrator” will email all the NSC teams and provide information on the Swimathon along with the Fundraiser Forms. Each team can decide if they want to participate, select a date and send out the information/forms to the team. Prior to the Swimathon, swimmers will get sponsors and then after the Swimathon they will collect money from sponsors. All moneys could be collected by each team and then turned in to the NSC. Suggestion -- All moneys should be checks payable to the NSC. The NSC can then present a check to the chosen charity. Suggested Charity -- Loaves & Fishes.