



Swim-a-Thon 2016

All funds raised count towards the swimmer's annual fundraising obligation!!

- Saturday June 4th at Harbor High School for all groups
 - Seniors, JO Group, A Team: 7:30-9:30am
 - IMReady, Intro to Strokes, Basic Balance: 9:30-11:00am
 - Donations Collected: April 25th to June 30th, 2016
- Tax deductible donations to Santa CRUZ Swimming nonprofit, EIN: 23-7440150

In 2015 we raised over \$18,200 in our Swim-a-thon. This year we are asking every swimmer to raise \$300 (\$500 per family). **This fundraiser is critical for our team's stability.**

Swim as many laps as possible in 2 hours (200 lap max). How many of your friends can claim they swam 3 miles in 2 hours?

Earn great prizes!

(Earn prize for each level, plus all team prizes for lower levels, plus earn 1 level of USA Swimming prizes)

- All participants = CRUZ Swim-a-Thon Wrist Band
- \$100+ = CRUZ Water Bottle
- \$200+ = CRUZ Water Fight & Ice Cream Party Invitation
- \$300+ = CRUZ Knee-High Socks
- \$400+ = CRUZ Mesh Bag
- \$500+ = CRUZ Towel
- \$800+ = 40 minute Private Lesson with CRUZ Coach (of your choice)
- Swimmer who raises the most Overall = Santa Cruz Beach Boardwalk Season Pass plus a Boogie Board

USA Swimming is also providing (can only receive one level):

- \$400-\$599.99 = USA Swim-a-Thon™ Swim Cap!
- \$600-\$799.99 = USA Swim-a-Thon™ T-Shirt!
- \$800-\$1199.99 = USA Swim-a-Thon™ Hoodie!
- \$1,200 or more = USA Swim-a-Thon™ Duffle Bag!

We frequently hear from parents that our swim team has made a very positive impact in their child's lives at the pool and when away from the pool. We are able to offer high quality programs for such economical prices because of effective fundraising. Thank you for your help.

How do I raise money for Santa CRUZ Swimming and fulfill my annual fundraising obligation?

- 1) Sign in to your family account at CRUZswimming.org
- 2) Pick the swimmer profile you wish to create/edit. (clicking on the Swim-a-thon promo will also lead to profiles). There is a brief "HELP VIDEO" on Profile page to help families set up a successful effort.
- 3) Write an email (or use the provided outline) for your profile and send to your supporters.
- 4) Come swim on June 4th.
- 5) Submit all funds raised by June 30th.

How pledges are collected:

- Supporters may visit CRUZswimming.org from the link they receive via your email invite, or they may visit the website and select "Swim-a-thon" promo from main page. Then pick "participants" tab and search for swimmer by name. Once at your swimmer's profile page they may choose to make a donation via our website processing system.
- Supporters may also pay cash/check. Checks should be made out to SCCA. Collect payment from supporters and register the donation with your online profile as a "cash" donation. Be sure to get full contact and email from supporter so that receipt can be sent to them by the online system. Turn payments in to the Team's Treasurer.

Common Questions:

Are we getting pledges per lap?

No. **We have found that supporters prefer to make a flat rate donation.** Please collect the donation immediately.

When / where should we turn in funds?

Please submit all funds to Claude Henry (Team Treasurer). He will assure your account is credited. You may put funds in the treasurer folder in the CRUZ Admin Box. Make sure it is well marked as to who it came from and which swimmer is receiving credit for it. You will still need to go to your profile and register the donation before turning it into Mr. Henry or leaving it in the Treasurer folder.

Can we get donations after the swim?

Yes we can accept donations until June 30th. Families will still receive credit towards their fundraising obligation.

We want to help support the team, but we don't want to participate, can we make a donation?

Yes. All donations are appreciated and will receive equal treatment. Many families chose to simply make a donation to help the team reach its goal of \$300 per swimmer (\$500 per family).

What if we cannot make it to the pool on the day of 'The Swim'?

Swimmers are not required to do the swim to participate in this fundraiser. A make-up swim will be scheduled, and /or you can still collect donations and help your team, and earn prizes.

Can parents, friends, supporters, and family attend the event?

Yes! The more the merrier, we love positive support. Only swimmers will be in the water.

How many lengths is enough? How long should they plan to swim?

The swimmer will be encouraged to have a goal appropriate to their age and ability. Swimmers have 1.5 to 2 hours to get as many laps as they can. If a swimmer gets tired and needs a break, they are permitted to do so. However, it counts as part of their 2 hours. Many younger (7&under) and novice swimmers chose to go for 100 or 1 hour. Most swimmers complete the 200 within 2 hours if they have been with the team for more than a year (in their 2nd swim-a-thon). Once a swimmer has achieved 200 lengths we will note how many minutes it took to do the swim, they are done and must exit the pool