



Dear Crawfish Aquatics Families,

The *Crawfish 200...race to \$100,000* is on Saturday, March 17! Swim-a-thon is a unique event involving every swimmer and is a *pledge per length* swimming fundraiser. Swimmers can get pledges from neighbors, family, and businesses prior to swimming and raise money for Crawfish Aquatics by swimming up to 200 laps within a 2-hour period. Pledges can be received as flat donation amount or per lap swum.

Parents with younger swimmers may think that up to 200 laps in 2 hours is unattainable, but we assure you, it is not! Each year this event serves to challenge our children and recognize their efforts in the pool.

**Every stroke counts, every dollar counts.**

#### ***Swim-A-Thon Organizational Goals***

- Raise \$100,000
- 100% participation by all members
- Family goal of \$250+ per family

#### ***Why Fundraising? Why a Swim-A-Thon?***

Fundraising is part of our overall budget and business plan. A successful Swim-A-Thon will ensure ongoing, effective, and professionally delivered aquatic programs, expansion and support the operational expenses of the organization. Funds raised through SAT are used to purchase swim meet equipment (touchpads, timing systems, stop watches, etc.) and make Facility Upgrades but most importantly it covers short falls in our operating budget. Successful fundraising is critical to making up the difference from actual dues and swim meet income compared with the high cost of operating pools and facilities year round, coaching/teaching and travel for staff to competitions.

#### ***By the Numbers***

Below are ranges that represent percentages of SAT funds and fundraising obligation used to cover budget short falls and provide financial support ensuring long-term viability of the organization.

25-35% Dues

5-15% Hosted Meets

10-15% Meet Travel

20-40% Facility Upgrades & Maintenance

10-30% Charitable acts- scholarships, etc.

***100% Tax Deductible:*** Crawfish Agape International functions as the non-profit arm of Crawfish Aquatics as a 501(c)(3) status. Agape also supports our community outreach efforts by providing funds for outreach lessons, free water safety presentations and education in schools in addition to Crawfish Aquatics programs.

***Convenient & Secure Online Donations:*** The online link and additional resources are posted on the Swim-A-Thon page: [www.crawfishaquatics.com/swim-a-thon](http://www.crawfishaquatics.com/swim-a-thon).

***Start your engines!*** With your help, this will be the most successful Swim-A-Thon in Crawfish Aquatics history. Crawfish Aquatics is a community within itself and we need everyone's ongoing support for us to maintain this legacy!

Thank you in advance for your support!