



Swim-A-Thon is a fundraiser used by USA Swimming clubs all over the United States to raise money for their respective club. To raise money for Swim-A-Thon, swimmers receive pledges and donations from family members, friends, neighbors, and local businesses. Crawfish Aquatics keeps 95% of all funds raised with the remaining 5% going to USA Swimming, the governing body for swimming in the United States. During Swim-A-Thon, swimmers are allowed to swim a maximum of 200 laps or for a period of 2 hours, whichever comes first.

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.

100% Tax Deductible

Crawfish Agape International (EIN 47-3606520) 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.

Important Dates and Deadlines

- February 23- RSVP Deadline for the Swim-A-thon (guarantee date for event swim cap)
- April 16- Deadline to submit funds towards award totals
- April 30- Prize winners announced

RSVP for the Swim-A-Thon <http://www.crawfishaquatics.com/swim-a-thon>



All Participants: Swim-A-Thon Swim Cap
RSVP by February 23 to secure an event swim cap.

Top 3 Raisers in Each Division

- 1st - \$75 account credit
- 2nd - \$50 account credit
- 3rd - \$25 account credit



Top Individual & Top Family: Lunch with a friend and coaches of your choice.

Gold Level Wall of Fame Raisers: Entered in drawing for 1 year of FREE dues!



The Swim-A-Thon Wall of Fame was created in 2006 to recognize our top fundraisers for this event. Each year a banner will be posted following the event to highlight those families that raise funds qualifying for the Wall of Fame. The banner will hang for the full year at the pool, until the next Swim-A-Thon event the following year.

Gold: \$1200+

Silver: \$900-\$1199

Bronze: \$600-\$899



How is the money raised?

- Some of your sponsors may pledge a dollar amount per lap your child swims at the Swim-A-Thon; you would then report back to them following the event to collect the funds. Other sponsors may provide a direct sponsorship at the time a pledge is made.
- A sample letter is available on the CA website along with event graphics for use on social media or in an email or letter.

Secure Online Donations: <http://www.crawfishaquatics.com/swim-a-thon>

- Share the link on social media or through emails to family and friends for easy and secure donating!
- Make donation checks to Crawfish Agape International.

Turning in Funds and Qualifying for Prizes

- Families may split funds raised between multiple swimmers to qualify for Division prizes.
- Crawfish Aquatics will credit all funds towards the family total, divided among each swimmer unless amounts are specified per swimmer for each donation.
- Funds can be turned in to your Crawfish Aquatics location prior to the Swim-A-Thon, the day of the event, or by April 16 to be counted toward Prize totals.
- Prizes will be determined based on the funds turned in by April 16, however you may turn in funds after this date to be applied to your fundraising obligation. The first half of 2018 fundraising obligation will be due by the May 1 invoice.
- Swim-A-Thon supplements our organizational budget and allows participating families to cover all or part of their fundraising obligation (once a member beyond 6 months). For more information regarding fundraising obligations please see the Crawfish Aquatics Parent Handbook.

By the Numbers

Donations and financial sponsorship help us to maintain the range and level of quality programming that we provide. Dues alone will never cover all costs of running a quality swim program!

Below are ranges (depending on the year and current needs) that represent percentages of SAT funds and fundraising obligation used to cover budget shortfalls:

- 25-35% Dues
- 5-15% Hosted Meets
- 10-15% Meet Travel
- 20-40% Facility Upgrades
- 10-30% Charitable acts— scholarships, sponsored lessons, community outreach, etc.