



Swim-a-thon 2022



Informational Slideshow



Who is WEST
Coast Aquatics?



ABOUT US:

WEST Coast Aquatics (WEST) was formed in 2001 as a 501(c)3 non-profit sports organization. WEST began operations as a youth swim team and has since grown to include ownership of the facility in Mill Creek, Washington.

Mission Statement: Instilling life lessons through the pursuit of excellence and perseverance in the sport of swimming.

Vision Statement: Providing a nurturing, yet demanding environment for athletes to develop into strong and successful adults.

WEST Coast Aquatics is a USA Swimming Make-a-Splash partner promoting diversity in swimming and youth swim lessons.

Programs at our facility include:

- Youth Swim Team (ages 6-18)
- Youth and Adult Swim Lessons
- Senior Water Aerobic Classes
- Masters Swim Team (ages 19+)
- Lifeguard Certification Classes
- Taekwondo Lessons (ages 5+)
- Summer Swim Team
- Open and Lap Swim
- Special Swim Events

WHAT IS SWIM-A-THON?

And why is it important?

- How it directly helps us as a swim club
 - How we make an impact nationally
-

About

1. Swim-a-Thon is a USA Swimming registered fundraising event where swimmers receive donations for completing the most laps in 2 hours.
2. Donations can be collected either as a pledge per length or as a lump sum.
3. The Swim-A-Thon is our main fundraiser of the year and helps offset operation costs associated with the ownership and management of our own facility. This helps keep training fees and program costs down while making sure we continue to aim for the greatest long-term success with our programs.



About

1. In the past, WEST has been ranked in the Top 10 teams nationally and was the #1 ranked team for clubs our size in 2016!
2. Proceeds from previous years have contributed to major renovations such as the pool resurfacing, new starting blocks and timing system, energy efficient upgrades and replacement of essential equipment.
3. Owning our pool has significant benefits, however it comes at a cost which we aim to offset through our fundraising efforts.



How Swimathon
has helped WEST
directly...



Why do we do Swimathon?

In the past, the Swim-a-Thon fundraiser has provided our team with improved equipment, swimmer scholarships, and facility maintenance. Here are some projects completed due to Swimathon fundraisers:

- In 2010 the WEST family raised \$80,000 to resurface the pool. Completed in August 2010, the resurfacing brought a much needed facelift to the facility, enhancing the swimming experience for team and community users alike.
- A successful 2011 Swim-a-Thon paid for a small amount owed from the 2010 resurface, new dryland equipment, and several swim team scholarships.



Why do we do Swimathon? (cont)

- The 2012 Swim-a-Thon raised nearly \$35,000 allowing critically needed roof and structural wall repairs to be completed and funding the purchase and replacement of lesson and team program equipment.
- In 2013 and 2014, WEST swimmers raised over \$70,000 which went towards long overdue renovations to our locker rooms.
- In 2015 and 2016, over \$50,000 was raised each year; these funds were put toward replacing our starting blocks, installing a state of the art timing system, and replacing the front water fountain for all members to use.



Why do we do Swimathon? (cont)

- Just this past few years, fundraising helped replace our pool area lights with energy efficient ones.
- In addition to being used by WEST's lessons program and competitive swim team, the WEST facility is the home pool for several high school swim teams. (Jackson High School, Archbishop Murphy, North Creek) Any remaining funds will be used to replace worn out facility equipment and provide need-based scholarships for swim lesson and swim team participants.



Goals for this Year:

- Air Handler Replacement (\$200,000 - \$300,000)
- Replacement of surrounding grounds trees
 - Estimated around \$400 - 500 per tree, labor included
- WEST Renovation Project
 - Remodel and restructure of facility
 - Multi-year plan
 - Architect & contractor





Future Projects

How To Set Up Your Swimmer's Swimathon Profile

How to Set-up and Promote Your Swim-a-Thon™ Donation Page

Follow these instructions to set up an individual profile page for Swim-a-Thon fundraising and promote it via email or social media.

- Login to your WEST account.
- Click on the Swim-a-Thon logo. This will take you to your swimmer's template page.
- Click on the "Set-up" tab.
- Enter text in the window. Upload a profile photo from your computer/device. From the dropdown menu, select whether you would like your swimmer's full name or just first name to appear. You may also set "Fundraising Goal" and "Goal Laps".
- Click on the "Save" button.
- If you have multiple swimmers you can create a personal profile page for each of them following the steps above. All swimmers associated with your account will have their own template page.
- Click on the "Promote" tab. You may promote your swimmer's page using email or social media.

How to Donate (continued)

[Click here to the Team Unify Participant Setup Guide](#)

How to contact people:

- 1) Mail
- 2) Email
- 3) Social media
- 4) Promotional Email through team platform (see 'promotion' in the link)

[Click here for WEST Sample Email from website](#)

Who to contact?

- 1) Neighbors
- 2) Local businesses
- 3) Friends, family, teachers

Remember to explain why this is important to you. Every pledge and donation counts!

WEST is a 501 (c) 3 non-profit sports organization and all donations contributed to the Swim-a-Thon are tax deductible. (TIN 91-1314447)

Please turn in donations either by mail OR through the online website. All pledges are due by May 28th

Corporate Donation Matching

Some corporations will match individual employee contributions!

Please email tim@westswimteam.com for any corporate matching and include information on how WEST accepts the donation match. Corporate matching donations will count towards each family's fundraising total.

Each family has a fundraising minimum as outlined in the informational packet. For multiple siblings on team, the requirement is to the oldest sibling's requirement NOT both of them combined.

Practice Group Required Fundraising:

Embark \$200

Explorer \$225

Discover \$250

Challenge \$275

Accelerate \$300

Senior \$325

Prize Structure

Prize: Swim-a-Thon bag tag
Requirement: Swim 100-200 lengths



Prize: Swim-a-Thon silicone cap
Requirement: Raise \$400-\$599.99

Prize: Swim-a-Thon dry bag
Requirement: Raise \$600-\$799.99



Prize: Swim-a-Thon water bottle
Requirement: Raise \$800-\$1,199.99



Prize: Swim-a-Thon speaker
Requirement: Raise \$1,200+



Prize Structure

Top 3 Earners will also receive an Arena goody bag that includes:

- Arena Backpack
- Goggle Case
- Kickboard
- Buoy

We will also raffle smaller items on the day of the Swimathon!



How we make an impact nationally

The USA Swimming Foundation aims to provide the opportunity for every child in the U.S. to learn to swim. Through an annual grant program and by partnering with swim lesson providers and water safety advocates across the country, we help to support swimming lessons, and educate children and their families on the importance of learning how to swim. 5% of what we donate will be going back to USA Swimming to help provide this much needed service!

[Click here to learn more about the USA Swimming Foundation](#)



Thank you!

