



Swim-A-Thon is a fundraiser used by USA Swimming clubs all over the United States to raise money for their respective club by swimmers receiving pledges and donations from family members, friends, neighbors, and local businesses. FINS Swim Team retains 95% of all funds raised with the remaining 5% going to USA Swimming Foundation and their Swim Lesson Provider Grant Program that brings the gift of learning how to swim to kids across the country. During Swim-A-Thon, swimmers are allowed to swim a maximum of 200 laps or for a period of 2 hours, whichever comes first. And parents, you will be AMAZED at how many laps your young swimmer can swim when surrounded by all of their teammates all working toward the same goal!

Fundraising is part of our overall budget that allows us to maintain our level of quality programming that we provide. Our priority is to keep membership dues low to make the sport of year-round swimming more accessible & affordable. Supplementary fundraising ensures that we are able to meet those needs. Without participation and support from ALL of our members, we cannot meet our goals which will ultimately result in increased dues.

A successful Swim-A-Thon will ensure ongoing, effective, and professionally delivered aquatic programs, growth, and support the operational expenses of the organization. Most importantly it covers short falls in our operating budget, as dues alone will never cover all costs of maintaining pools and running a high-quality swim program. This fundraiser 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 providing top-notch program administration and communication. FINS Swim Team also utilizes funds from the Swim-A-Thon to fund our annual awards banquet, offset coaches travel fees for out-of-town swim meets, provide special team apparel, replacing worn out equipment, and provide fun social events & activities for our team and our community.

Our Team Goal is to have 100% participation AND for each family to raise \$300+ in the Swim-A-Thon.

(registration is not considered participation, but is required)

Important Dates & Deadlines

- March 17 - All registered athletes by the end of this date will be entered to win a backpack!
- March 18 & 20 - All registered athletes on these dates will be entered into a drawing for a \$25 Swim Outlet gift card. The earlier you are signed up, the more entries you will get to the drawing as we will continue to add the full list of names each day. Drawings will take place March 21 to ensure we enter ALL athletes registered.
- March 26 - Corporate Sponsorships due (to be included in banner/t-shirt/web placements). [Purchase a Corporate Sponsorship here](#)
- March 30 - Must purchase an Event shirt by this date for guaranteed delivery at SAT. Each swimmer who raises \$100 receives a shirt. [Purchase shirts here.](#)
- March 31-April 11 - Late Registration; event shirts will be distributed following event.
- April 12 - Swim-A-Thon at Franco's for everyone! Assignments will be made by group.
- April 24 - Deadline to submit funds towards award totals.

Swim-A-Thon Corporate Sponsorships Now Available

We are seeking corporate sponsorships to support this event and help us achieve our fundraising goals. By partnering with local businesses, we can enhance the success of our event while providing valuable exposure and positive brand association for our sponsors.

Four Sponsor Levels are available- limited number of Platinum & Gold level! Must be purchased by March 30 to allow time for design & printing. See details and how to purchase [here](#).

ACTIONS to get started and help make a successful event.

[Register on our SAT website](#)

- **Step 1:** Register each individual for the Event. Even if you cannot attend, please register & support the event! Make up dates will be offered.
- **Step 2:** From there, keep the momentum rolling by creating your personal fundraising page and raising more funds for your team. Send out emails, share on social media, ask in person, send letters, etc! Check for a company matching program!
- **Step 3:** Purchase additional event shirts for parents & fans!
- **Don't Delay!** Each registrant is entered to win Raffle prizes being drawn between March 15-20 AND earn additional prizes through getting on the Top Earners Leaderboard!

100% Tax Deductible

FINS Swim Club Inc, 501(c)(3) is the non-profit arm of FINS Swim Team, it helps us support our community and is a direct support for FINS Swim Team.

FINS Swim Club Inc EIN 72-1515022. **Corporate matching is also available.**

How are funds money raised through the Swim-A-Thon?

- Supporters can provide a direct/flat sponsorship at the time a pledge is made through a secure online donation. Donation checks are payable to FINS Swim Club Inc.
- Supporters can also pledge a dollar amount per lap your child swims at the Swim-A-Thon. Following the event, they can mail check payment OR if "credit card" was selected, SAT admin will process their donation payment following the event.
- Checks and cash donations can be accepted. Rather than the sponsor doing that on your fundraising page, you will collect and add this donation to your personal page before turning in.

Turning in Funds, Prizes, Fundraising Balance Invoices

- Check/Cash donations received can be turned in as they are received prior to the Swim-A-Thon, the day of the event, or by April 24 to be counted toward Prize totals.
- Prizes will be determined based on the funds turned & announced April 28.
- Swim-A-Thon supplements our organizational budget and, with 100% participation, will allow our members and their families to focus on swimming instead of having many smaller level fundraisers each year.

Lap Goals by Group

These are the lap goals set by the coaches for the event. The maximum number of laps is 200. Swimmers can swim more than their group goal laps and are encouraged to do so (unless your group goal is 200!). See coaches for questions about ranges or goals for your swimmer's group.

Group 1	200
Group 2	150-200
Transition Group	120-150
Advanced Dolphins	90-120
Dolphins, 8-11	60-90
Dolphins, 5-7	40-60

What is required?

Each FINS FAMILY will be required to at least meet the \$50.00 registration fee, however this fee will be assessed at the END of the fundraiser to anyone who has not raised at least \$50.00 cumulatively as a family.

Examples:

- If you have 2 children who each raise \$25.00, then you have met your minimum requirement and will not be charged anything additional.
- If you have any number of children who raise a combined total of \$40.00, your account will be charged \$10.00 after the final date donations are due (April 24) to make up the difference.

We strongly encourage each family to participate in the fundraising, beyond the registration fee, in order to make our event the most successful!

Questions: Feel free to reach out directly to Robby or via our Swim-A-Thon email:
fins.swimteam00@gmail.com