

# NORTHWESTERN SWIM & FITNESS



ANNUAL REPORT  
FOR 2021



# NARRATIVE

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In our goal to build a community pool, Northwestern Swim & Fitness is currently raising funds for a feasibility study, estimated to cost about \$65,000. The study will determine the best location and right size for the pool, and the features to be included. If you as a community member are approached for your input, be ready to share what you think will best serve the needs of all age groups in northwestern Lehigh County!

We thank all who have contributed from the beginning of our project! Names of our 2021 donors are listed in this report, except for those who prefer to remain anonymous. In 2021 we mailed a letter soliciting support from 100 businesses. Three local businesses responded, and we thank you! All funds raised so far, including a \$2000 grant from the Lions-Follweiler Foundation in 2020, will go toward the feasibility study.

Many thanks to board members and others who have given in-kind donations to cover all our operating costs (about \$3000-\$4000 annually). Through your generosity, we have a logo, a web page and tech support, and we were able to rent and staff a booth at the Night in the Country (August 2021) local evening celebration. You have helped with a new letterhead layout and distributing brochures. Due to these selfless donations of time and expertise, almost 100% of each donation goes to our growing fund for a feasibility study and purchase of land. These in-kind revenues keep NWS&F functioning and reaching out to new audiences. The only expense we've had is the fee our online donation platforms (DonorBox, Stripe, PayPal) charge for each individual donation.

This year we celebrate the inclusion of PayPal/Venmo as an option for payment, added to the credit/debit card option and ACH direct bank account transfers.

We had a great year in conversation with other nonprofits, businesses and government entities, and we support each other's missions: Lehigh Gap Nature Center, Lehighon Outdoor Center and Jim Thorpe River Adventures/Northeast PA Kayak School, Community Bikeworks of the Lehigh Valley, PA Fish and Boat Commission, Lehigh County Parks and Recreation, Fitness Central bike and exercise equipment store, Kempton Lions Club and Wanamakers General Store and Deli. You may see our posts on the Friends of Leaser Lake Facebook page, as well as other neighborhood pages. In addition to those which contributed, businesses which agree with the goals of our project are Educated Landscape, DJI Insurance, LV Granite Studio, Dr. Barry Follweiler (retired), New Tripoli Whole Health, and Krumsville Inn.

Amazon Smile now has us listed as a charity, so when you make a purchase through smile.amazon.com, choose Northwestern Swim & Fitness as your charity to receive funds.

We requested \$30,000 from the Trexler Trust in 2021, and hope to raise \$15,000 from businesses. We have requested funds from the Lions-Follweiler Northwestern Community Foundation for the second time.

For 2022, our strategic goal remains the same, to raise the money necessary to commission a feasibility study. We will reach out to local communities of faith and continue to be in conversation about our project with businesses and parents of school-age children.

Hopefully swimmers without a pool will one day have a swim team to call home! Thank you for your support!

**JAN SUTERMEISTER**

President, Northwestern Swim & Fitness



# OUR MISSION

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## **Mission Statement:**

To promote civic wellness in the northwestern region of Lehigh County through programs that encourage participants to develop competence and confidence in aquatic and fitness skills that contribute to a safe and healthy lifestyle, and by offering recreation, competition, relaxation, thoughtful/intentional service and high-quality facilities operated in a financially stable manner for the long-term interest of our members and constituents.

## **Vision Statement:**

Our vision is to create and foster a gathering place built on the shared values of safety, responsibility, respect and fun to enhance the quality of life in our community, while working to foster positive and life-long experiences with aquatic environments. We do this in cooperation with local entities to complement regional planning that preserves the integrity of our land, supports supervised activity for children and youth, and provides economic development through employment opportunities. We want to develop beneficial partnerships to increase resources that support community needs and encourage expanded recreational experiences.

## **Values:**

We carry out our mission in a compassionate and inclusive manner that is responsive to the needs of our community.

- Safe recreational practices in a safety-conscious environment.
- Respectful treatment of all in a professional, non-judgmental and kind manner while giving value to diverse opinions and lifestyles.
- Shared responsibility by community members and their children to work cooperatively to improve the quality of life of our community and the surrounding communities by creating a public open space that serves recreation and employment needs in the region.
- Responsibility to demonstrate best practices in environmental stewardship, as well as,
- Responsibility for continued maintenance and sustainable funding.

**Get healthy! Stay healthy!**

**Be sure in the water! Be safe in the water!**

**Have fun! Swim till you're 10!**



# FINANCIAL OVERVIEW

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<b>Revenue</b>		
Donations		
20 Individuals including 4 repeat donors		1,414.34
5 Business Donations		1,650.00
Grants		0.00
In-Kind office/business Donations		4,040.00
Total Revenue		3,064.34
<b>Expenses</b>		
DonorBox/Stripe & processing Fees		[28.37]
Total Expenses		28.37
<b>Revenue less Expenses</b>		3,035.97
Balance December 31, 2020 carried over		+3,175.85
<b>Current Assets: Balance 12/31/2021</b>		6,211.82



# SUPPORTERS

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We extend a big thank you to our 2021 supporters!  
Gifts at every level move us closer to our goal.

## \$1,000+ - National Level

Back Acres Farm - William J. Klein

## \$ 500 - Community Level

Jan Sutermeister

## \$ 200 - Lifesaving Level

Christman's Septic Services

Tara Henninger

Jack Sutermeister

Wanamakers General Store - Kyra Hendricks

Larry Wiersch

## \$ 100 - Team Level

Baird Foundation

Barry Isett & Associates Construction Engineers

Anonymous

## \$ 25 - Fitness Level

Sybil Kinard

Elaine Kurtz

Arlene Rabin and John Whelden

Donna Smith

David Tafler

Shannon Wisser

Carla Wolbach

Anonymous on behalf of Deb Duminie



# GOALS

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To construct, operate, and maintain a public swimming pool with other recreational facilities for the benefit of public community members and their children. This community primarily consists of the residents of Northwestern Lehigh School District and other contiguous communities in the Northwest region of Lehigh County.

The development and operation of expanded educational, fitness and recreational programs to promote the civic wellness, health and general welfare of the community, while lessening the burdens of local government by supplementing and expanding regional municipal recreational opportunities and resources.

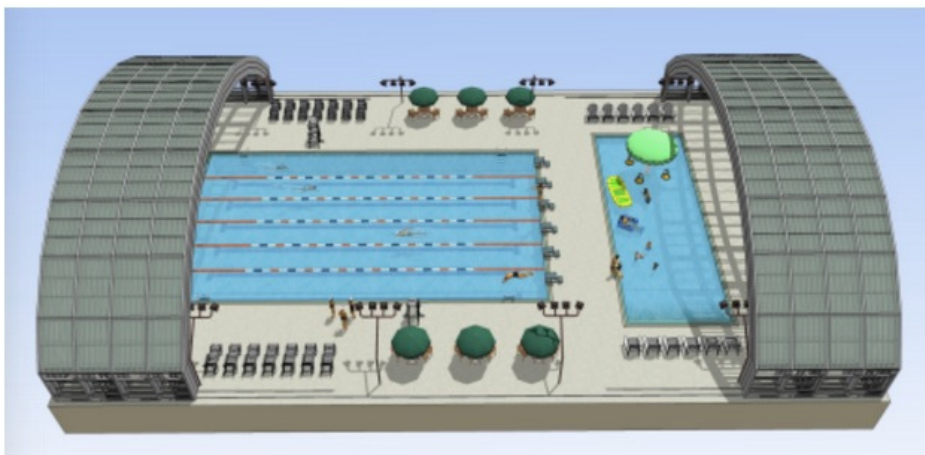
To accomplish these goals, we need continued community financial and volunteer support.

Our next step is to raise funds to undertake a feasibility study, about \$65,000, and then to purchase land (about \$350,000).

## **To join us and learn more:**

[www.swimnw.org](http://www.swimnw.org)  
[info@swimnw.org](mailto:info@swimnw.org)

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DynaDome rendering

