



# 2022 ANNUAL REPORT



As I write this, I am urged onward for our pool facility to be finished, so we can start training lifeguards and teaching children to swim well. The wellness and safety of all residents from our area is very important. This project is my passion, and the choice of how to spend my time, money and energy in retirement, as I see the need around us. In 2018, a group of people saw the need, embraced the vision and joined with me to form a board. We encourage others with the same vision to join our group.

The board continues to envision our pool as a place that is a unifying center. To be used as a gathering place for family and for finding connection with neighbors, combating loneliness and isolation. Hosting a swim team for our youth to gain confidence and leadership skills, while contributing to drawing young adults back to our region, to settle and raise another generation in the rural spaces that we value so highly.

Our fundraising totals (since 2019) have yielded \$9800 by the end of 2022. We are on the cusp of finding major donors. Northwestern Swim & Fitness will need a commitment of investment, not only in the development and building of its facility, but in the endowment to sustain its future. Tamaqua's pool was funded by John E. Morgan, a textile giant and philanthropist, while in Southern Lehigh, the pool in Coopersburg (SoLeCo) was funded by Banko Beverage. Can you help us connect to a similar investment?

Thank you to Ron & Lorraine Jerdon of Jerdon Construction Services for their year-end investment. They hope their gift will spark more businesses to give. Thanks to their help our receipts stand at a little over \$12,000 now (this will be seen in our 2023 report)! We are working hard to continue to grow our group of investors.

You can find a record of our annual finances on the website [www.swimnw.org](http://www.swimnw.org) under "Reports" and our finances (IRS 990 form) and policies can be viewed under our organization's name on GuideStar/Candid (aka The Foundation Directory). We are registered with the PA Dept. of State for fundraising in Pennsylvania and have our 501(c)3 status.

During the past year, NWS&F hosted community conversations at booths at the Kempton and Schnecksville Fairs, as well as Northwestern Lehigh's Night in the Country. Our outreach continued into the winter at Slatington's and Ontelaunee Park's tree-lighting events. This year we also spoke at a school board meeting and met with district PTO groups. While sharing our vision, we discovered that many Northern Lehigh and Northwestern Lehigh residents would enjoy access to a winter aquatic venue that serves our area. Our pool is seen as an example of positive community growth that supports community rather than detracts. We will be scaling back our participation this year, due to the prohibitive cost of attending some events.

Our strategic goal continues: raise money to commission a feasibility study. This analysis is estimated to cost about \$65,000, but will result in a booklet, a blueprint for programs which will be developed, the cost of building and operations, and the features the pool will offer. Your input is essential throughout the process. The second part of our strategic goal is to engage every family in the northwestern region, and businesses in the Lehigh Valley. We can't do this without support from the community. We need everyone's help, working together, to accomplish our goals. Please consider donating your time and talents in nonprofit fundraising, or other nonprofit administration experience. We value your insights and invite you to share your thoughts about what this facility should offer, at [Facebook.com/NWSwimFit](https://www.facebook.com/NWSwimFit) or by emailing us at [info@swimnw.org](mailto:info@swimnw.org).

Only working together can we make this pool a reality. Will you join us in moving closer to attaining our goals?

*Jan Sutermeister*, President  
Northwestern Swim & Fitness



<b>Revenue</b>		
Donation Individuals & Businesses		3,132.00
Amazon Smile		42.00
In-Kind non-cash Office/Business Donations	5,126.00	
<b>Total Cash Revenue</b>		<b>3,174.00</b>
<b>Expenses</b>		
Donor Box/Stripe/PayPal online donation platform fees (deducted before the donation was sent to the bank account)	[70.00]	
<b>Total Cash Expenses</b>		<b>0</b>
<b>Total Non-Cash In-Kind Expenses</b>	<b>[5,126.00]</b>	
<b>Revenue less Expenses</b>		<b>3,174.00</b>
Balance December 31, 2021 carried over		6,212.00
<b>Current Assets: Balance 12/31/2022</b>		<b>9,386.00</b>
<b>Total Public Support from 2019 to date including in-kind non-cash donations taken from (2022) IRS Form 990, Schedule A, Part II</b>		<b>\$19, 233.00</b>

## **We extend a big thank you to our 2022 supporters!**

Gifts at every level move us closer to our goal.

### **\$1000+ - National Level**

Jerdon Construction Services

### **\$ 500 - Community Level**

Jan Sutermeister

Anonymous

### **\$ 200 - Lifesaving Level**

Larry Wiersch

### **\$ 100 - Team Level**

Tara Henninger

Krista Perinotti

Anonymous

### **\$25 - Fitness Level**

Lauren Applegate

Leesa Cooper

Bettie Wright

Carla Wolbach

Anonymous on behalf of David Tafler

Anonymous on behalf of Beth Alboucq

**OUR SUPPORTERS**  
2022

**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.

**Board Members**

- Jan Sutermeister, President
- Beth Alboucq, Secretary and Treasurer
- Tiffany Faust
- Tara Henninger
- David Tafler
- Larry Wiersch

**Get healthy! Stay healthy!**  
**Be sure in the water! Be safe in the water!**  
**Have fun! Swim till you're 101!**