

Building a swim facility for Northwestern Lehigh County, PA

1) First and foremost:

Thank you to Jerdon Construction Services, which contributed \$1000 in Dec. 2022!
Thank you to Pencor Services (parent company of Blue Ridge Communications), which contributed \$1000 in mid-February 2023!

Amazon will be discontinuing its Smile program funds to charities as of this month. It donated \$41 to NWS&F in 2022 and finished out with an \$18 donation this month. Thanks to all of you for choosing us as your charity!

Thank you all for the 69 donations from 2019 to date.

Total of all the cash donations & online appeals/campaigns to date:

Gross approx. \$11,300. Net: \$10,600

NWS&F has expended \$758 to date, comprised of the one-time \$600 IRS fee to process our 501(c)3, tax-exempt charity application, plus the fees (4%) which are automatically deducted when you donate online.

In 2019: \$7

2020: \$53

2021: \$28

2022: \$70

Total fees: \$158

+ 600 IRS Application fee - 2019

Total expended to date: \$758

Q:How do we pay for printing brochures, a sign at the rec fields, website platform and admin, insurance and booth costs for community fairs, filing our first IRS form 990, registration for fundraising in PA, electricity, internet, an occasional ad, and envelopes/paper/stamps?

A: We rely on in-kind non-cash donations from board members and people like you. These totaled about \$5000 for 2022. Request a list of these, if interested.

The cash revenue from the year 2022 will be viewable in the Annual Report, to be posted this spring at swimnw.org. Donors' names will be listed within the giving levels, unless donors prefer to remain anonymous.

2) Take a look at our new sign at NW Rec fields pavilion! Thanks to Grant Mertz for the arrangement, Elena Shackleton for the original design, and the NW Rec Commission for being the liaison. Recreation Fields address: 6499 Northwest Rd. New Tripoli



- 3) Business logos are invited from large donors. Posting the logos to our website helps share the joy about their generous gifts.
- 4) To raise funds and to build the pool facility, we need your involvement on:
 - Resource Development Advisory Council -- finding funding
 - Advisory Council for Project Management and Construction
as liaison between design and build, and the Board of Directors
 - Board of Directors

- 5) To Air Products employees: We have heard that the Air Products Foundation responds to its employees' preferences in distributing funding grants to charities/nonprofits.

We have heard that many NWL families are employed at Air Products.

What if...a block of you all requested the Foundation to expend funds to Northwestern Swim & Fitness, P.O. Box 75, New Tripoli, PA 18066, this year? We might be recipients of a sizable gift. Thanks for thinking of our project/charity!

- 6) If you haven't invested in this community project yet, even a gift of \$10-15 from 450 supporters would move us \$5000 closer to our goal.
- 7) Most recent grant/gift applications: We send requests to businesses and foundations for grants/gifts. Consider this your invitation! You may give through our DonorBox portal online or send a check to our New Tripoli P.O. Box 75.
- 8) How does our project grow?
Please consider a gift at one of the following levels:
 - \$2,500 Champion Level
 - 1,000 National Level
 - 500 Community Level
 - 200 Lifesaving Level
 - 100 Team Level
 - 25 Fitness Level

The next step, the feasibility study, costing \$65,000:

- Determines the best location
- Gathers residents to give input to features, programs, size and cost
- Sets out the programs that will be offered
- Estimates the cost of operations, building, personnel for those programs
- Results in a booklet that can be requested & viewed by residents.
- Serves as the "blueprint" for carrying out the entire project.

Q: Why is a feasibility study so costly?

A: Let's answer that with a metaphor.

It becomes the organized road map and plan for the "cross-country trip".

If you were taking a road trip, you'd determine
how many miles you would drive each day,
how many people you'd take with you,
what attractions you'd visit,
what you'd do and where you'd stay along the way,
the cost of activities, gas and food,
and maybe campsites,
and what makes the most sense.

NWS&F has never planned such a pool facility before. We've done a lot of homework, so we have some estimates, and know some of the right questions to ask, but we need an "outfitter" and a "guide" who's been this way before. A firm like Barry Isett or URDC or another you might suggest, has project managers and knows how to estimate the cost and make a plan to build an aquatic facility like this.

Volunteer!

- 9) Go to a township meeting and ask how they might use some of their recreation funds from new residences to support those in the township who would like to have a community pool. Contact me for a township meeting schedule.
- 10) We can use the occasional consultant services of a lawyer who specializes in Nonprofit Organizations.
- 11) Talk to your School PTO and parents present at student events, and spread the word of our pool effort among families. (We can supply you with a few brochures that outline the project.) We also need your help for fundraising tips!
- 12) Call a list of businesses and ask for the person to whom we should send our funding request letter (email or postal address). List can be generated by you or by us.
- 13) Offer to type more succinct Updates:)

Help us move this forward!

Thanks,
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