

Northwestern Swim & Fitness
Update 9. March 2022
(Opportunities for one-time volunteer tasks listed at end)
You can help us!

We're on the Radio!

Channel 88.1 WDIY (npr station) has our podcast interview clip for the program "On Every Main Street", featuring our Swim! Project. The link is here [NWS&F: A Pool by the School](#).

Have you seen our ads?

One was in the Northwestern Press Feb. 24 on the local page, on the back of the sports section.
One is coming up in the NW Baseball home game program booklet.

We've raised \$7000!

Since achieving tax-exempt 501(c)(3) status from the IRS in 2020, NWS&F has now raised \$7000 toward the goal of \$65K for a feasibility study to determine location, right size and feasibility of a year-round pool facility in our Northwestern Lehigh area. **Will you help take us to this next step? See Donate button.**

Thanks to...

our business contributors

- Billy (the Kid) Klein and Back Acres Farm (New Tripoli)
- Christman Septic Service (New Tripoli)
- Kyra Hendricks and Wanamakers General Store & Deli (Kempton)
- Barry Isett Associates Construction Engineers (Allentown)
- Scott Schaffer and Hi-Tech Security Alarms (Easton)
- Baird Foundation (matching an employee contribution at 50%)

and to the

Lions Follweiler Northwestern Community Foundation for a grant of \$2000 in 2020

smile.amazon.com

We raised \$10 in nonprofit contributions (Dec. 2021 to Feb. 2022) from Amazon. When you shop online through Amazon Smile and choose NWS&F as your charity, every little bit gets us closer to our goal!

What features Tractors - Animals - Rides for Kids - Music?

The Kempton Fair is June 16-18, Thurs. through Sat.

We're planning a booth to hand out brochures and talk about the project.

Th-Fri 5-10 pm and Sat. 12 noon - 10 pm

YOUR SUGGESTIONS WANTED!

Since we are a grassroots organization, we rely on the knowledge and expertise of this community. What do you want in a community pool? Many of you have given expertise on our journey. Send your suggestions to

info@swimnw.org, or donate or message us on Facebook: [Swim Heidel-Lynn](#), or email me directly at jansutermeister@gmail.com.

Many grant-givers like foundations stipulate that for us to apply for funds, we need to have 2-3 years of financials, and that we need to show a year or so of revenue at the \$50,000-100,000 level. **We need to start raising that revenue.**

Matching Funds

Your employer might offer matching funds if you contribute to our 501(c)(3). Our EIN is 83-3831251. Whom do you approach at your place of business to ask about matching funds, the Human Resources or Community Giving Dept.?

What a great way to multiply your gift and benefit our community pool! Both employer and donor can take this as a tax deduction.

Suggested levels of giving for businesses are: \$500, \$1000, \$2500, \$5K, \$10K.

Endowment

We will need to start an endowment of invested funds to access when the pool needs renovation or help with operating expenses. This is called sustainability, so the pool can be there for the generations that follow us in the Northwestern Lehigh area.

Following our feasibility study, we would love for a couple major donors to step forward and finance this essential piece with recurring gifts over several years.

Safety

Check out [The ZAC Foundation](#): seasonal tips, stats, drowning prevention, keeping your pool safe and your children safe as they play in and around aquatic environments.

Donate: Northwestern Swim & Fitness, Inc. or
P.O. Box 75
New Tripoli, PA 18066



www.swimnw.org



[Swim Heidel-Lynn](#)

Thanks,
Jan Sutermeister
President
Northwestern Swim & Fitness

Check out **ways you can help** on the next page!

Volunteer Opportunities:) Here's how YOU can help!

Office: Hawk View Rd. Germansville

Business mailings

Grant-writing (coaching given as needed)

Calling businesses, churches in the area to explain/market our project

Other office work, on occasion

Connecting with Northwestern schools' parent organizations,
doing PIE, PTO presentations about our pool project

Set up a Fundraising Event or reach out to find new supporters

Booth "handlers" at county fair and other events

Board Member

Board meetings are held via Zoom every 2 months, schedule set by the current board. New board members are welcome!

In your own home: Search for and send relevant swim and pool news content to our webmaster for <http://www.swimnw.org> and to FB page: [Swim Heidel-Lynn](#).

Help set up Instagram, Linked In and Twitter business pages and post relevant content..

Advisory Council for Construction & Project Management (not yet active/needed)

Advisory Council for Resource Development (fundraising) (not yet active)