

Hello Swim! Supporters,

Since achieving our tax-exempt 501(c)(3) status from the IRS in August of 2020, we have raised \$5000 toward this year's goal of \$400,000. This will pay for the purchase of land and an engineering study for building and operating a year-round pool facility in our Northwestern Lehigh area. Thanks to everyone who has helped us at various steps along the way!

FUNDS

We will apply again this year to the Trexler Trust for funds to meet the above goals. Then, if we have \$50,000 matching funds committed from you, community families and businesses, in advance of January 2022, we may apply for matching funds from the State Dept. of Conservation & Natural Resources (DCNR). They want to see that our community is committed to the project before they will entertain our application for grants.

SUPPORT FROM OTHER LOCAL ORGANIZATIONS

We had a great year in conversation with other outdoor organizations willing to support our programs: the Lehigh Gap Nature Center, Lehigh Outdoor Center and the Northeast PA Kayak School, Bikeworks of the Lehigh Valley, PA Fish and Boat Commission, Fitness Central bike & exercise equipment store, Kempton Llons Club, and the Friends of Leaser Lake Facebook page. Among the businesses which agree with the goals of our project are Educated Landscape, DJI Insurance, LV Granite Studio, Dr. Barry Follweiler, M.D., New Tripoli Whole Health, and Krumsville Inn. Reach out to others you know and share our project!

THE PROJECT

This year, in speaking with a project manager from Barry Issett Assoc. on the scope of our project, he pointed out that a one-story facility is more cost-effective than our planned 2-story building which will house the locker rooms, exercise rooms & office. One story provides easy access for wheelchairs, eliminating the cost of ramps/elevator.

The conversation with Barry Issett augmented previous conversations with landscape and pool architects at Urban Research and Development Corp. of Bethlehem, Wallover Architects Aquatic Design Group, Spillman-Farmer Architects, If It's Water -- experts on commercial aquatic equipment, pump systems, UV filters, etc. Over 3 years, we have visited about 20 community pools, taken photographs, talked with representatives of

their boards and operations, gleaned financial building cost & operations information, and are poised to move forward.

YOUR SUGGESTIONS

We are a community nonprofit, not a developer or builder. We rely on the wishes, knowledge and expertise of the community. What do you want included in a community pool facility? Many of you have offered expertise as needed at different points on this path to building. Send your suggestions to info@swimnw.org, or (donate or) message us on Facebook: [Swim Heidel-Lynn](#), or email me directly jansutermeister@gmail.com.

NEXT STEPS

The Next Step: Raising funds for a feasibility study and for a parcel of land.

Based on the other facilities, we estimate our facility will occupy 5-6 acres and cost \$5.5M. However, once the experts have completed a feasibility study (\$50-60K), we will have a more accurate idea of total cost. Will you help us take this next step?

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. We will be checking National Recreation and Parks Assoc. grants, FDA grants, Dr. Scholl's grants, and approaching the many warehouse tenants in our area. If you have potential contacts, please pass them on to our board.

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, Human Resources, or the Community Giving Dept.? One donor gave us a check for \$200, and his employer matched half, at \$100. What a great way to multiply your gift and benefit our community pool! The employer and the donor can take this as a tax deduction. Levels of giving for businesses are suggested at \$500, \$1000, \$5K, \$10K.

We also need an endowment of invested funds to access when the pool will need renovation or help with operating expenses. This is part of our plan for sustainability, so the pool can be there for the generations that follow us in the Northwestern Lehigh area. We would love for a couple major donors to step forward and finance this essential piece with \$25K or \$50K gifts over several years.

SAFETY

Check out [The ZAC Foundation](#), which offers seasonal tips and stats on drowning prevention, and on keeping a backyard pool safe and your children safe as they play in and around an aquatic environment.

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



www.swimnw.org



[Swim Heidel-Lynn](#)

Thanks,
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