

Dear Swim for Hope Organizer(s):

Welcome!

Thank you for agreeing to organize the 2010 Swim for Hope (SFH) for your swim club. Please know how much your efforts are appreciated by both the swimmers, and by the cancer patients and their families who will benefit from the proceeds of this phenomenal event!

The purpose of this letter is to outline some important points that will guide you, as an organizer, into making your Swim for Hope a great success!

What does each Club Receive?

- **Corporate Sponsor Letter:** These letters explain the SFH event to potential corporate donors and should be included with any requests for sponsorships/donations from area businesses. This letter can be given out to your swim participants, or used by your club committee.
- **Pledge Sheets:** Pledge sheets are to be used by all participating swimmers. After the event, all pledge sheets are to be returned to the Dr. H. Bliss Murphy Cancer Care Foundation. Please ensure that the pledge sheets are **LEGIBLE** and **complete** information is included (name and full address information for all donors) in order to ensure a tax receipt will be issued! Tax receipts will only be issued to donations \$10 and over, with full address information.
- **Information:** Information on the Dr. H. Bliss Murphy Cancer Care Foundation is included, as well as information for donors on *How Your Gift Helps Cancer Patients*.
- **Posters:** Swim for Hope Posters will be sent to you in February to promote the swim at your pool, and around your community!
- **T-Shirts:** Swimmers **must raise at least \$50.00** in donations in order to receive an event t-shirt. The t-shirt is not for sale and extras cannot be purchased.

Important Dates for you to take note of:

- Deadline for submission of **t-shirt numbers and sizes** is **January 29, 2010**.
- Official Launch is scheduled for **Friday, February 12, 2010**.
- **The Swim Club Totals** Sheets are due at Swimming Newfoundland and Labrador by **noon on Monday, March 22, 2010**.
- **Deadline for monies to be deposited: March 29, 2010**. Each week a club is late in getting their paperwork in - **they will forfeit 5%** of the funds designated for their club. This money will go directly back to the Dr. H. Bliss Murphy Cancer Care Foundation.

Forms to be completed by each Swim Team:

Swim Club Totals Sheet

The **Swim Club Totals Sheet** (copy as needed) **must** be used on the evening of the swim to record all information on money raised and brought in by all swimmers. Since event totals and prizes are determined by the totals on this sheet - it is vital that they be completed as outlined, and faxed/e-mailed promptly to Corina at Swimming NL. Her fax number is 709-576-7493 and her email address is swimnl@sportnl.ca

Bank Books and Deposit Bags

Swim for Hope funds are deposited to **any CIBC bank branch**. If there is no CIBC near you, please contact Emily Geary at the Dr. H. Bliss Murphy Cancer Care Foundation at (709) 777-8861 or email: emily.geary@easternhealth.ca.

Distance Challenge and Lap Counting Sheets

Clubs are encouraged to divide all participating swimmers into smaller groups of 15. Each of these small relay teams should be named. Once again, there will be an award to the team that swims the furthest during the 12 hours. Please be sure to list all team members on the distance tally sheet. ***Clubs who have 20 or less participants will be considered as one distance challenge relay team. The *suggested format* for the swim itself is:

7 - 7:30 p.m. —50's	3 - 4 a.m. -----400's
7:30 - 8 p.m ----100's	4 - 6 a.m. -----200's
8 - 10 p.m. -----200's	6 - 6:30 a.m. ----100's
10 - 12 p.m.-----400's	6:30 - 7 a.m. -----50's
12 - 3 a.m. -----800's	

This format is designed so that everyone can get some rest during the night.

A relay is defined as a race between teams in which **one member of each team** successively covers a specified portion of the course. Each club who wishes to participate must divide their club into equal teams according to number, ability, and age. These teams must be made up of swimmers who are registered with the club. Some clubs will have 5 or 6 teams, and some only 2. Team size should be 15. To be in the running for Top Distance team, the distance each team has swam must be recorded during the night.

Swim for Hope Community Challenge

What is it, and how do we make it successful?

Once again, we are trying to attract companies or groups of interested individuals to participate in the Swim for Hope Community Challenge. During the first hour of the swim, these groups are invited to swim. This part of the SFH is a fun time, and crazy costumes and water wings etc. are encouraged! Ask your Organizing Committee for a Community Challenge form.

If space allows at your pool, the Community Challenge 'races' can take place as your swimmers start their relays for the evening. Depending on numbers, the Community Challenge part of the evening will probably only last for half an hour or so, unless the challengers get carried away with the excitement and want to stay longer! If your pool will only accommodate your swimmers relays, then we suggest that you run your Community Challenge relays a half an hour or so prior to the official start of the swim. All members of the Community Challenge relay teams will receive a Community Challenge t-shirt provided the amount of money the team brings in averages out to \$50.00 or more per team member. The money brought in by the community challenge will go towards your club total.

Get your parents to issue workplace and other challenges.....the RCMP against the RNC, the doctors against the lawyers, or one law firm against another, the female members of your local masters swimmers against the males, the Lions Club against the Kinsmen etc. The challenge is simple. They must enter a team of swimmers in the community challenge relay portion of the evening and raise money for the Swim for Hope. The relay can be pure fun; water wings and silly suits definitely allowed, and each member of the team should be required to go at least one length of the pool (assistance allowed), or your challengers can really race against each other for fun if they so desire.

RESPONSIBILITIES for each Individual Club:

1) By now, each club should have a Swim for Hope 2010 committee in place, and your

pool and required facility rooms should be booked.

2) All clubs should start their local corporate fundraising drive as soon as possible. Many businesses have to go extra steps to get authorization for sponsorship and it all takes time.

3) Encourage 100% participation from your swimmers. Remember, your pre-competitive and younger swimmers are welcome and encouraged to participate in this great fundraiser. They need not stay all night. Some clubs/parents have policies regarding swimmers under a certain age, and we certainly do not want to interfere.

4) Clubs will be responsible for setting up their Pledge Blitz in their own community.

5) Have a group of parents on hand the night of the swim to receive the money from each swimmer. The totals taken that night (together with the Blitz Day money) are what count for the Top Fundraising prizes.

6) Divide your registered club swimmers into relay teams. Your coaches can help with this. It is these teams who will swim together on the night of March 19th. The number of teams in your club will depend on how many swimmers you have participating.

7) Each club will be responsible for their own "Event Banner". In the past, there were some really beautiful banners! These banners are used to display the names of the club's corporate sponsors. The banner can be made on paper (or other appropriate material), and your participating swimmers should be responsible for the work on the banner.

8) Each club will be responsible for their own opening ceremonies. Local politicians, sponsors, community media, sports people or representatives of the Dr. H. Bliss Murphy Cancer Care Foundation's Board of Directors in your town or city are all people who should be invited.

9) Clubs will be responsible for providing food/drink for their swimmers and volunteers for the night. Of course, if **Subway** is with us again, that will provide assistance in that area. For those areas where there is a Subway sponsor, you will be required to give them your numbers of swimmers.

10) Clubs will be responsible for providing entertainment for their swimmers for the night. Suggestions include: movies, board games, ping pong, setting up a big flip chart with lots of big paper, providing water colours or markers, and having the swimmers draw and set up an Art Exhibition. If there is room in your pool, there can also be diving contests or silly bathing suit contests during the night.

11) Clubs are responsible for setting up a rotation of volunteers (parents or other adult associates) to count the laps of each team so that accurate distance totals can be made. Volunteers will also be required to chaperone and feed the swimmers during the

night.

12) Although the Organizing Committee will be providing the main prizes for the event, it is suggested that each club obtain prizes to give out during the evening as well. These prizes can be given to the ping pong champion, coloring contests, art exhibitions etc., or each club can put all their participating swimmers' names in a hat and have prize draws throughout the night. If you have enough prizes, everyone can go home with something!

Good luck and have fun! If you have any questions please feel free to contact us. Complete contact information is listed on the next page.

Swim for Hope Contact Information:

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