



Strategic Plan Fund Campaign - Summer 2019

June 9, 2019

Dear DCWST Families and Friends,

With the 2019 season now a distant (and fond) memory, everyone has moved on to warmer pursuits for the next several months. But before we move on too quickly, the Board would like to extend one last round of congratulations to all the athletes who competed, be it in one of our hosted USSS races, at the PA State Championship (Derby) Level or a USASA Appalachian Region event; at USSS Eastern Region Championships; and in the case of our Snowboarders, in USASA Nationals at Copper Mtn. Well Done!

Whether your athlete is involved in team sports or individual sports, the competitive lessons learned from the past winter's racing and events, what it told them about themselves, and how it contributed to their physical and emotional development will without doubt be reflected in their performance during off-season athletic activities.

The DCWST Board has been working in the weeks since the season ended to assess the state of the program, determine what changes may be needed for next season, and continue to develop additional ways to ensure the success of our Strategic Fund Campaign. To these points:

- The results of the survey overwhelmingly indicate that you are pleased with state of the program and its direction.
- The Board has updated the Strategic Plan to reflect some course corrections. The revised document is posted on the team website.
- We do not anticipate any significant changes to the programs structure or dues for 2020.
- The Board is developing additional sponsorship opportunities beyond those offered for 2019.

One of the tasks the Board has undertaken it is to accomplish an end of season budget review. As a result of event and general sponsor generosity and the success of other fundraising events such as the Silent Auction (held during the December Team Social) and the two FundRacer events, DCWST was able to collect \$32,280 in funds to supplement the annual dues income.

This money allowed us to do the following:

- Balance the annual budget which otherwise would not have been possible based on membership dues alone.

- Show a “profit” of \$10,464 in our three race events compared to \$3,181 the season prior.
- Program \$1500 for emergency “Race Shack” repairs this summer to keep the building at a base-line level of readiness until the renovation takes place.
- Designated \$1200 towards the purchase of replacement equipment (drills, gate bags, etc.) for 2020.
- Transfer approximately \$15,000 in funds from the Operating Account to a newly established Strategic Fund CD Account (gaining higher interest along the way as well)

Additionally, the Board confirmed its commitment to the Team Building Renovation plan by voting to re-affirm \$25,000 in funds from the Reserve Fund Money Market for the renovation project. These funds will also be transferred to the new Strategic Fund CD, thereby resulting in a total of \$40,000 being set-aside to date for the building renovation.

While this sounds great, there is still a long way to go to reach the goal of \$130,000 that we anticipate the project will cost. DCWST will continue to need your support to get there. Beyond the monetary contributions, there are additional ways to help this effort.

- Talk up team membership to friends, extended family, and acquaintances. We need to raise our membership level to close the annual operating budget gap. The closer the program comes to sustaining itself annually, a higher percentage of the contributions can go to the Strategic Fund.
- Talk up team event, scholarship and general sponsorships to business associates. The larger our donor pool becomes, the greater chance we have in reaching our goal by 2024.

Some additional initiatives the Board is working on to enhance and support our fundraising efforts include:

- Reaching out to all alumni-racers to see what they are up to. We want to hear about their success since graduating from the program. These motivating and inspiring stories can help us make a compelling case to future donors and show the great value and impact the team has on young people.
- Looking at ways to better connect with the general public at Wisp to make racing and competitive snowboarding more accessible and relevant.
- Developing an exciting new sponsorship opportunity by placing sponsor logos on the replacement race-day bibs the team will purchase this fall. Details on this program will be out in September.

Looking ahead to next season, we can confirm the following event sponsorships will once again be available.

-  Autumn Glory Parade Float (\$500)
-  Holiday Week Mini-Camp (\$1000)
-  USSS Giant Slalom Race (\$3000)
-  USSS Slalom Race (\$3000)
-  Governor’s Cup Race Weekend (\$3000)
-  End of Season Team Banquet (\$1000)

Details on all the available giving opportunities can be found in the attached brochure which is also available on the team website (dcwst.org). Contributions can easily be made through the PayPal link on the team homepage or by check. So as 2019 nears its mid-point, please consider ways that you can contribute to DCWST (a 501(c)(3) organization) goals..

As always, thank you for your past, current and future support of the team. Your generosity, not only in donations made but also in time committed in support of team is what makes this community the special one we all realize it is....and with that, one final “warming” thought...it is only a little over six months to the season opening mini-camp on December 26th!

Best Regards,

The DCWST Board of Directors