



Strategic Plan Fund Campaign - Winter 2019

Dear DCWST Families and Friends,

With DCWST registration now open, Garrett County temperatures consistently dropping into the 20s on many nights, a favorable winter season long-term forecast, and the buzz of activity as the Wisp makes final preparations for the coming season, one thing is for certain...we are only days away from first tracks for Winter 2019 and another exciting season of ski-racing and snowboarding!

Along with the thrill of watching our athletes rip through a GS course down Squirrel Cage or nailing some crazy moves in Central Park comes the bigger thrill of watching our kids develop a life-long passion for an activity that brings them together with friends and most importantly with family, for hopefully years to come.

As many of you who are returning members of the team already know, DCWST embarked on a fundraising campaign in support of the Strategic Plan approved by the Board at the end of 2017. The plan in detail can be found on our website as can a summary version. The bottom line is that your Board and Coaches are committed to maintaining all those aspects of DCWST that have made it a cornerstone of the Wisp community for the past 15 years while at the same time raising the competitive bar to a level commensurate with the team's participation in the USSS-PARA Western Region and the USASA Appalachian Series.

To accomplish this, we have laid out an ambitious plan that addresses requirements in our functional areas of Individual Athlete Performance, Program/Team Performance, Coaching Competency, Resource Management, and Team & Community Support. Each of the identified requirements seeks to improve the program in a measurable way.

Similar to many activities and institutions, DCWST annual membership fees cover only so much of what can be offered. Special assessments, capital infusion funds, reserve contributions, terms most of us are familiar with from other aspects of our lives, allow organizations to accomplish more than their basic functions. For DCWST, the added margin of excellence we hope to establish will come from contributions made to our Strategic Plan Fund.

For the DCWST vision to be realized we truly need everyone's help to reach our fundraising goals in support of the Strategic Plan over the next five to six years (or sooner). Our goal in support of augmenting the annual operation budgets is \$100,000. This will allow the team to program equipment and training related expenditures with certainty and minimize the need for annual dues increases.

Our fundraising goal in support of capital improvement projects is currently projected at \$150,000. The vast majority of this is intended towards the renovation of the team building (aka. The Race Shack) at the bottom of Squirrel Cage which is rapidly falling into disrepair. While there are still some unknowns associated with this significant project, what is certain is that without major attention, the building will continue to deteriorate and become unusable for race day activities, training video review sessions and the storage of sensitive team equipment.

As 2018 races to conclusion and you plan charitable giving for the end of the year, please consider a donation to the DCWST (a 501(c)(3) organization) Strategic Plan Fund.

There are many areas and ways in which you can contribute. For example you can sponsor a specific equipment requirement as Eric Olson (alumni family) did this spring to help fund the new start area shelter (in the name of his organization "***Learning Without Tears***") which will immeasurably improve the race day experience for our athletes. Or, you can contribute to the General Fund as Rick Lingle (current family) did with his business ***Critical Systems, LLC***; these funds will go to support any number of vital requirements this year and next.

An additional General Fund giving opportunity is to directly sponsor one of our annual dues scholarships for a deserving young athlete who may not otherwise be able to participate in team activities. For this season we are planning on awarding five scholarships at \$600 each. Our goal is to increase the number of scholarships available in future seasons while also setting aside some for local and regional athletes.

Alternatively, you can choose to sponsor one of our high profile events like our new sponsor, ***Garrett County Orthopaedics***, did for the DCWST Autumn Glory Grand Feature Parade float. The events available for sponsorship (and their associated donation amounts) this winter include:

-  USSS Giant Slalom Race (\$3000)
-  USSS Slalom Race (\$3000)
-  Governor's Cup Race Weekend (\$3000)
-  End of Season Team Banquet (\$1000)
-  Holiday Week Mini-Camp (\$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.

As always, thank you for your past, current and future support of the team and considering the Strategic Fund campaign. As we strive to build our future successes, it is heartening to know that the greater DCWST family of members and friends has always come through over the years to charge through the last flush of gates before the finish line or nail that "McTwist" in the half-pipe...ultimately leading to a position on the podium.

***Think Snow! Best Regards,
The DCWST Board of Directors***