

# ANNUAL REPORT 2015

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Friends of Fidalgo Pool and Fitness Center is a 501(c)(3) nonprofit charitable organization registered with the Internal Revenue Service and formed to support Fidalgo Pool and Fitness Center District, a municipal corporation and special purpose district in Washington state.

Friends raises funds, offers expertise, collects donations, and provides volunteer support to help:

- Pay for the center's maintenance and operation expenses - thereby minimizing the amount of levied property taxes needed for its upkeep;
- Build new facilities and bring the aging center in compliance with Americans with Disabilities Act (ADA) code, making it more user friendly for senior citizens, people recovering from injuries, and young children;
- Encourage use of the center by other organizations that engage children and teens in healthy recreation, socialization, and fitness activities;
- Obtain special equipment for aquatic and fitness programs, especially items useful to new swimmers and individuals who have health issues;
- Assist in the development of new wellness, health promotion, and water safety programs;
- Provide advocacy and education to the community about the benefits of having the center to promote healthy lifestyles.

In 2015, there were four key areas in which Friends made contributions to the Fidalgo Pool and Fitness Center (FPFC): fundraising, communications, community, and staff support.

## ***Fundraising:***

Two of the purposes of Friends as set out in our bylaws are to help lessen the burden of taxpayers, local governments, and county governments, and to obtain special equipment identified by facility staff to support swimming and fitness programs and health recovering individuals. To that end, Friends undertook several activities:

- Love Fidalgo – the “Love Fidalgo” fundraising campaign was introduced. This is a new annual event for February. Friends raised \$2,360.80 to fund new fitness equipment purchases for the facility.
- Spring Cleaning Sale – the annual Spring Cleaning/Garage Sale raised \$785.80 for new water fountains/water bottle refill stations on the pool deck and in the front lobby. This was a joint Thunderbird Aquatic Club and Friends project.

- Endowment Fund – the Friends Endowment Fund was formally established by transferring \$3,000 from Friends’ assets. Endowment packages were prepared for patrons and investors, and Endowment information sessions with Pat Barrett of Barrett Financial were organized for pool patrons.
- Matching Funds – Make Every Dollar Count Twice - an advertising and fundraising campaign for the Friends endowment fund was launched in November and December to encourage patrons to invest in the long term locker room renovation. This project was made possible by donations from community members Marilyn & Mark Stadler and the Barrett Community Caring Project in the amount of \$2,000 if Friends raised matching funds from new donors. As of the end of December \$2,100 was raised, securing the matching funds.
- Navigating the Future Grant – Friends received money from the Navigating the Future Committee in the amount of \$1,309.73 to be invested in the Endowment Fund
- Fall Gardening Sale – Friends annual gardening sale increased its profile this year, featuring donations from patrons, the community, and local businesses, as well as a drawing for a prizes. The event this year raised \$716. This money was used for the water fountain/water bottle refill stations.
- First Aid Room – Friends received a patron donation in the amount of \$5,000 to be used for the First Aid Room on the pool deck. Funds were released to FPFC staff, who ordered the necessary specialty equipment and completed the room set-up.
- Endowment Fund Donation - Friends received a patron donation in the amount of \$1,500 as a gesture of thanks in support of the pool. It was among the monies used to receive the matching Endowment funds.
- Love Fidalgo 2016 - A patron donation in the amount of \$1,000 is to be used for the February 2016 Love Fidalgo Campaign matching funds.
- T-shirt and Tote Bags – Working with FPFC staff, Friends created t-shirts and tote bags for sale to promote and support FPFC. Sales are ongoing but to date have raised approximately \$200.
- The Seattle Foundation – Friends was awarded \$500 from the Foundation.

### ***Community:***

Friends supported use of the facility by patrons of all ages, assisting in the promotion of health, wellness and safety programs and encouraging healthy and safe recreational options for young people.

- Senior Center Open House – Friends, working with FPFC staff, presented posters at the Senior Center Open House. The goal was to promote the Friends organization, to raise awareness of the role our organization plays at FPFC, to increase Friends and facility membership, and to share with seniors the fitness opportunities available at FPFC.
- Teen Night – In August Friends hosted a teen night at the pool, providing a safe and healthy opportunity for teens to get together and enjoy the pool. Drinks and snacks were provided by volunteers.
- Farmer’s Market – on September 5 and October 3, Friends set-up a booth with a poster display at the Anacortes Farmer’s Market to share information about the November levy, to promote the pool, and to sell t-shirts and tote bags. Friends received a very favorable

response from the community regarding the facility. The plan is to make the Farmer's Market an annual information sharing event.

### ***Communications:***

Friends assisted in the promotion of health and wellness by helping to raise public awareness of the programs and facilities available at FPFC:

- Bulletin Board – Friends organizes and maintains an area on the main bulletin board in the lobby to keep patrons informed of upcoming events, meetings, meeting minutes, contact information, and newsletters.
- Splash News! – The Friends newsletter continues to be issued on a quarterly basis helping to raise awareness of the programs and facilities available at the pool, to provide general health and wellness information, to introduce staff members and patrons to the community, to provide information about current events and fundraising activities, and to provide information about volunteer opportunities. In order to reach as many patrons as possible, the newsletter is available in hard copy, is posted on-line on the Fidalgo Pool website, and is posted on Facebook.
- Anacortes American/Clamdigger – Friends uses local media to promote FPFC. Examples include advertising for various events, letter writing in support of the pool, and submitting articles relating to the facility and its staff.
- Social Media – Friends continues to use the Fidalgo Pool and the Fidalgo Pool & Fitness Center Facebook pages to post meeting notices, to invite patrons to join the group, to make announcements about upcoming events and fundraisers, and to keep patrons informed of pool related news.
- E-mail Address – Friends established a dedicated e-mail address ([friendsoffidalgo@hotmail.com](mailto:friendsoffidalgo@hotmail.com)) to aid communication with patrons.
- Pool Together, Push Fitness! - a new slogan was adopted and a Friends banner purchased in order to raise Friends profile and promote our goals at various events.
- Meeting Times – in order to accommodate as many patrons as possible and to encourage attendance at Friends meetings, Friends began alternating meeting times between 9:00 a.m. and 5:00 p.m.
- Commissioner's Meetings – Friends has established the practice of having one board member in attendance at all Commissioner's meetings to help improve communication among the various groups working in, and supporting FPFC.
- Friends hosted two Endowment Information sessions in September with Pat Barrett of Barrett Financial to explain and discuss the Friends Endowment fund.

### ***Staff Support:***

Friends provided volunteer support for the staff in several areas:

- Pool Levy Promotion – In order to support the November 2015 pool levy vote, Friends developed a poster display explaining FPFC funding, provided election signs urging support for the pool, and undertook a letter writing campaign.
- Equipment Orders – through the Love Fidalgo Fundraising Campaign, Friends collaborated with FPFC staff to determine items on the FPFC wish list and then raised

- money to help fund purchases. Friends organized the purchase list to determine where money was allocated and then worked with staff members to order the new equipment.
- T-Shirts – Friends worked with FPFC staff to design t-shirts for sale. T-shirts were offered to staff at cost. Friends are currently working on organizing long sleeved t-shirts for staff.

***2015 Board of Directors:***

Jennifer Lewis, Chairman  
 Mary Staley, Vice Chairman  
 Christine Mathes, Treasurer  
 Marcia Books, Secretary

**BALANCE SHEET**

As of calendar year ending December 31, 2015

ASSETS

Current Assets

Checking/Savings	
Restricted Cash	\$5,586.51
Non-restricted Cash	<u>\$10,858.14</u>
Total Checking/Savings	\$16,444.65

TOTAL ASSETS \$16,444.65

LIABILITIES & EQUITY

Equity

Retained Earnings	\$13,379.21
Net Income	<u>\$3,065.44</u>
Total Equity	\$16,444.65
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>\$16,444.65</b></u>

**PROFIT & LOSS YTD**

As of calendar year ending December 31, 2015

DONATIONS & ACTIVITY REVENUE

Buy It Now	\$8.75
Donation	
First Aid Room	\$5,000.00
Garage Items	<u>\$726.80</u>
Total Donation	\$5,726.80
Donation – Cookbooks	\$30.00
Donation – Garage Sale	\$12.50
Donation – General	\$2,699.30
Donation – Jar	\$91.50
Donation – Other	\$1,000.00
Donation – Plant Money	\$716.00
Donation – T-shirt	\$921.27
Endowment	\$5,788.73
Interest Earned	<u>\$3.65</u>
<b>TOTAL INCOME</b>	<b><u>\$16,988.50</u></b>

EXPENSES & FUNDING ACTIVITY

Advertisement - Clamdigger	\$20.10
Endowment Account	\$3,000.00
Grants Awarded - Equipment	\$8,661.60
Insurance	\$754.00
Marketing	\$411.49
Professional Services – Accounting Services	\$350.00
T-shirts & Totes	\$735.87
<b>TOTAL EXPENSES</b>	<b><u>\$13,933.06</u></b>
<b>NET INCOME</b>	<b><u>\$3,065.44</u></b>

*Donations made to Friends of Fidalgo Pool & Fitness Center are tax-deductible to the extent allowed by law.*