

Spartan Alumni Rowing Association

2011 Appeal

SpartanAlumniRowing.org/campaign/



Double Your Gift to Case Crew

A permanent boathouse in Cleveland is now secured! It's been an amazing year for rowing in Cleveland, and 2011 marks the 20th anniversary of Case Crew. To-date the [Alumni Victorious Campaign](#) has already delivered a new 4+ and a trailer to the team thanks to your generosity.

We'd like to build on this momentum and ask for your help with two very important initiatives – **buying another coxed 4+** and supplying the seed funds to **start a coaching endowment** with the university. We're targeting a total of \$50,000, and the SARA Board of Directors will match your donations 1-for-1 up to \$20,000 in honor of Case Crew's 20th anniversary!

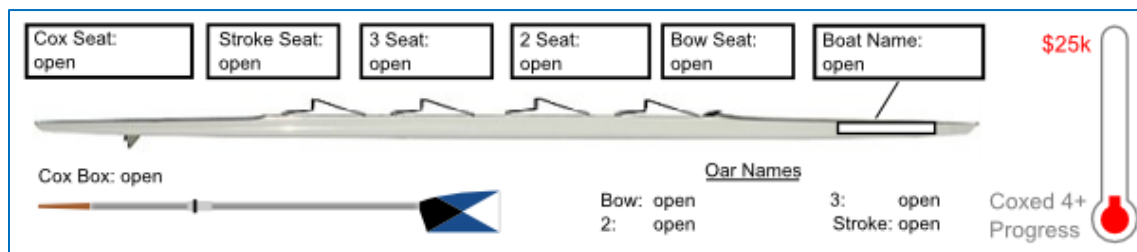
Your tax-deductible donation will go twice as far to further secure Case Crew's future success.

The equation is pretty simple... talented athletes with good equipment and coaching produce fast crews. UAA benchmark schools like Rochester, Carnegie-Mellon and WashU recruit from the same talent pool, but with exceptional alumni and university support those teams have the equipment and coaching to be Dad Vail contenders every year. Your support since SARA's founding has been amazing and we thank you. Please consider donating to this year's campaign to further build Case's competitive edge. Below are descriptions of this year's priorities, but if you have any questions please don't hesitate to contact a [SARA board member](#).



Complete the Fleet

The fleet of boats at Case's disposal – [The Spartan Navy](#) – has never been in such good shape as today. At the moment, the team has two of everything at their disposal – eights, fours, pairs, and singles. However, at the moment the team predominantly rows fours and they do not have access to a lightweight hull for the women. Therefore, we think a third four for lightweights would "complete the fleet" so to speak. After this boat is purchased we anticipate being in a mode of rotating shells (trading in old for new) to keep the fleet fresh.



To secure the new shell we're seeking donations totaling \$25,000, and many naming opportunities are available. Each seat can be sponsored for \$1500 and a major gift can secure the name to the entire shell (contact us for

details). Each oar and the Cox Box can be named at the \$500 donation level. Donations of any amount will be recognized with a permanent plaque installed in the shell – see the plaque from the last shell [here](#).

The Need for a Permanent Coaching Fund

Since SARA was founded we've focused on connecting alumni and fundraising for equipment. With the addition of the new four, the fleet will be in great shape. The last piece of the equation is coaching. With alumnus Paul Buchheit's tremendous gift to the new boathouse via the university we were able get the school to change the rule about paying coaches. We think that the best way to cement this new agreement with the university is through a permanent coaching endowment – "put the last piece in place".



The minimum amount needed to create an endowment with the university is \$20,000, and our intent would be to grow it over time. The endowment funds would reside with the university and only be used for crew club coaching. Once we reach this minimum amount, the endowment will pay out 5% of the balance per year forever (e.g. \$1000/year at the \$20k level). It may seem modest, but the fund will always remain open to new donations, and we can grow it over time.

Balancing the short and long term is always a challenge. However, we feel creating the first such fund for any sport at Case – let alone for a club sport – will further reinforce our new relationship with the school. Also, since coaches currently aren't paid today, we're not diverting funds away from that purpose and can get the ball rolling from the beginning. Like a payroll savings deduction, you often don't notice or miss the money but the long term benefit is clear. Once the endowment is established with the initial seed funds, we can slowly grow both current and future coaching costs. It's important that we begin helping the team align to every other school in the conference that can pay coaches.

Any donation to the endowment over \$500 will be recognized as a "founder" of the endowment. And remember any donation to the new shell or coaching endowment will be matched 1-for-1 up to \$20,000 leaving only \$30,000 in new donations to get the ball rolling.

Please contact myself or one of the other SARA Board members if you have any questions or would like to make a donation. It's now time for strong push to the finish line.

Thanks, and GO SPARTANS!

Doug Rathburn
President
Spartan Alumni Rowing Association

P.S. Please indicate whether you would like your gift to go towards the shell or the endowment.