

ATAC Annual Fund Frequently Asked Questions

What is the Annual Fund?

The ATAC Annual Fund is a yearly appeal for donations to support the current operations of our swim team. These gifts help cover important costs such as coaches' salaries and water fees for the use of the pools at which we practice. In an effort to keep our team affordable for all, monthly dues alone do not cover all of the team's expenses. As a result, we rely heavily on other sources of funds to bridge the gap between expenses and dues revenue. These sources include entry fees from meets hosted by ATAC, funds raised through our bi-annual Swim-a-Thon, and contributions to the Annual Fund.

How much do we need to give?

Every gift, *no matter the size*, is an important part of maintaining ATAC's commitment to the development of future champion swimmers. The level of your gift is something only your family can determine. We are asking families to consider making as significant a gift as you can, what we like to call your "Best Effort".

Why do we need to donate in addition to paying dues?

The bottom line is this - your gift supports the people, programs and facilities that make ATAC so special. Dues alone do not cover the full expense of running the swim team. These additional tax-deductible contributions help the team meet its operating needs.

Why not just raise dues?

Maintaining dues at current levels allows ATAC to attract a diverse community of swimmers. In seeking to raise the remaining needed funds through fundraising, we allow each family to contribute their best effort to the Annual Fund in a way that is tax-deductible.

Can I make a gift using a credit card?

Yes, we would be happy to charge you credit card on file with the team.

To whom do I send our contribution?

Donations paid by check, can be sent to: ATAC Swim Club, Inc., PO Box 802312, Dallas, TX 75380

Donations paid by credit card can be emailed to: sunnyelou@yahoo.com

If I can't donate what I'd like to right away, can I make a pledge to the Annual Fund Campaign?

Yes, we would be happy to receive a pledge from your family. Pledges should be received by Oct 31, 2009 and paid in full by July 31, 2009. Pledge forms can be found on the ATAC website: atacswim.com

What is an Operating Budget?

The Operating Budget is the projection of revenues and expenditures that are derived from ATAC's regular activities. Its practical equivalent is a checking account that helps the team accomplish its daily work.

What is a Matching Gift?

As an employee benefit, more than 550 American corporations match their staff's philanthropic contributions. Matching gifts allow you to double or triple your gift to the team. Check with your company's Human Resource department to see if your employer offers this benefit.

What are the other fundraisers I see (and am asked to contribute to) during the year?

ATAC participates in various sorts of fundraising activities, including sponsorship and advertising for ATAC hosted swim meets, bi-annual Swim-a-Thon, and the Tom Thumb Reward program.

This information is presented by the ATAC Board of Directors. If you need further information please contact Sunnye Childers, Fundraising Director at 214-641-7554 or sunnyelou@yahoo.com.