

President's Year-end summary

Greetings to you, your family and your students! As President of the Hardin Valley Academy Athletic Council (HVAAC), I felt it was important to let you, our members, know about the successes HVAAC has enjoyed at the end of our first full calendar year of operation. These successes are due to your support and participation. And if you are not currently an HVAAC member or participating in your student's team Parent Athletic Committee (PAC), I encourage you to do sign up. Today! Please visit our new and expanded website at www.hvaac.org for membership information

I'd like to take this opportunity to thank all the parents who have served and supported their student's team by spending time working behind the scenes at our many, many athletic events. I also want to thank those that have served as a PAC Rep to the Council during the past year. Equally hard working has been your board of directors, as these volunteers have spent countless hours and time away from their families and jobs to serve on your Executive Board. With such exemplary and outstanding support, much has been accomplished for all HVA teams and it has been my honor to serve as your Council's president the past two years. I'd also like to thank the administration for their able and willing assistance, especially Principal Sallee Reynolds and our Athletic Director George Ashe. I thought it would be beneficial to share with you some of the successes your Council has had off the field

As a result of the team effort between the HVAAC and the many involved parents (and we need more) I am happy to report that over \$500,000 has flowed through HVAAC accounts from our inception through December, 31st 2009. If you exclude the combined team fees of over \$72,000 and HVAAC membership dues, over \$419,000 was generated through the efforts of many student athletes, parents and volunteers- which is a phenomenal start! Of this \$419,000, over \$34,000 was generated by our HAWK PAC sponsorship packages and banners; over \$20,000 from our outstanding media guide sales; and over \$307,000 from various fund raising events, sales and promotions- including over \$69,000 in our most successful Discount Card promotion (Do you have a Hawk Discount Card in your wallet?). Last, but not least, our Charter and Regular membership dues added in almost \$14,000. Thanks to all the HVA families who have joined to help your HVAAC succeed. Charter memberships at \$200 are still available and do include a commemorative brick. These bricks will line a walkway from the field house. Please see our website for more information. And we do need more members- so please support Hawk athletics and join HVAAC today! We are a role model for other schools, not just in Knox County, but across the state and our great nation. Our unique model in Knox County athletics continues to attract attention both inside and outside our county. This role is personified in our leadership in developing a program to trade mark our school colors and logo, which has attracted increased attention, as we foresee this option adding to our much needed cash flows.

Essentially, all of the dollars raised benefit the teams that raised these funds, with 10% of those efforts going into the General Fund to support all teams and approved club sports at HVA. Additionally, many of your Executive Board members raise money for the General Fund use. Over \$178,000 has been distributed to most teams as operational expenses for their needs, which include major items like field maintenance, team fees for travel, batting cages, transportation, and minor equipment needs like benches, headsets, and ice tubs. Almost \$185,000 was spent on items that were used to promote HVAAC, such as printing Media Guides and HVAAC brochures; including \$24,000 spent on promotional items like banners, stadium cushion seats, t-shirts and other 'Hawk Wear'. Throughout the year, only \$8,000 was spent on general administrative costs, including state and federal application fees to obtain our 501c(3) designation. Yes, HVAAC is a tax-exempt nonprofit entity. Therefore, at end of December 2009, over \$77,000 remains in the various team accounts and the General Fund. Thus, I am very pleased and excited to announce these numbers and personally wish to thank all that worked diligently to provide for our student athletes.

Looking forward through the remainder of the academic year, it's important to remember that we need to maintain our momentum. I believe that ultimately, the Council will need to generate closer to \$600,000 EACH year in gross revenue to fully support all teams. A portion of this will need to be set aside for our long term capital needs- like replacing the gym floor or re-building fencing around our playing fields. Eventually, we may be able to support a separate soccer field or an expanded artificial surfaced practice field, or completely finish out our new field house. As we begin to ramp up our gifts-in-kind program, I'd like to take this opportunity to suggest that if your company or business support a matching gift, we would love to talk to you. And if you wish to become a sponsor, we have a program for you! Lastly, I'd like to encourage all members to attend our spring general meeting in April as HVAAC's membership elects two new board members as my term draws to an end June 30th. Again, thank you for your continued support of Hardin Valley Academy athletics; the new blue in town is off to a great start - Go Hawks!

Gary D Rowcliffe, HVAAC President