

President's Fiscal Year-end summary- A report from the Hawks Nest

Greetings from HVAAC! As President of the Hardin Valley Academy Athletic Council (HVAAC), I felt it was important to let you, our members, know about the successes the HVAAC has enjoyed in its first partial calendar year of operations. These successes are due to your support and participation. And if you're currently not a member or participating in your student's team Parent Athletic Committee (PAC), I encourage you to do so. Today!

The Council is made up of:

1. an Executive Board, who is charged with managing the operations of our fundraising and promotions;
2. a Board of Representatives, comprised of a parent representing each team— the coach of that team;
3. our general members- parents who actively participate in any and all events to support their team

This is a truly a year of 'firsts' for all of us connected with Hardin Valley Academy- and we are truly blessed to have the leadership of our principal Sallee Reynolds and Athletic Director George Ashe. In this first year, their assistance and guidance has been invaluable. Thank You!

In addition to our leadership at the top, we have a tremendously hard working group of coaches, with whom the Council works to provide operating funds for their teams equipment needs, fees, food, water, and other needs. So how have we all done this year so far? I am happy to report that over \$261,000 has flowed through the HVAAC accounts though June 30, 2009. If you exclude the combined team fees (that we just couldn't cover in this first year) of over \$41,000, over \$220,000 was generated through the efforts of many student athletes, parents and volunteers- which is a phenomenal start. Of this \$220,000, almost \$51,000 was generated by our HAWK PAC sponsorship packages and banners; over \$9,000 from our media guide sales; and over \$131,000 from various fund raising events, sales and promotions- including over \$38,000 in our most successful Discount Card promotion last fall. Lastly, but not least, our Charter and Regular membership dues added in almost \$14,000- so thanks to all the HVA families who have joined to help your HVAAC succeed. We are a role model for other schools, not just in Knox County, but across the state and our great nation. Our role in developing a program to trade mark our school colors and logo has attracted increased attention, and regardless of the outcome, we hope this option will help improve our cash flows.

So where have these monies been spent? Essentially, 90% of the dollars raised benefit the teams that raised those funds, and 10% of these 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 also. Over \$25,000 has been distributed to most teams for their needs, which include items like field seeding, mowing, and aeration, a court divider for the gym, team fees for travel and coaching stipends or simple equipment needs like ice tubs, batting cages, batting cage

framework/concrete, and dugout benches. And yes, we WILL have a Hawk mascot in costume this fall! Over \$13,000 was spent on the items that were used to promote HVA, such as printing Media Guides & brochures. \$28,000 was spent on promotional items like the banners and t-shirts and other 'Hawk Wear' and only \$5,900 was spent on the general administrative costs. Thus, at end of June, over \$39,000 remains in various team accounts and the General Fund. So I am very pleased and excited to announce these numbers and to thank all that worked diligently to provide for our student athletes.

Looking forward past the remainder of this first year and into our second year, I think it's important to remember that this was a year of first for all involved and we can only get better. I believe that eventually, the Council will need to generate closer to \$1/2 million a year in 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 and an expanded field house or storage facility. As we begin to ramp up our gifts-in-kind program, I'd like to take this opportunity to remind you that if your company or business support a matching gift, we will be able to accept those this year. Along with any Gifts-in-Kind that can be useful! And if you wish to become a sponsor, we have a program for you. And if you just want to get involved more with your child- which is ultimately more beneficial for that child than anything else you can do- then we can find a place for you to help out. Just ask any Board member or Representative or coach!

Thank You again for your support of Hardin Valley Academy athletics. Go Hawks!

A handwritten signature in black ink, appearing to read 'GDR', with a stylized flourish extending to the right.

Gary. D Rowcliffe