

**Darla Blake**

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**From:** koroluk@xplornet.com  
**Sent:** Wednesday, July 02, 2014 6:42 PM  
**To:** pwm@ccrd-bc.ca; cao@ccrd-bc.ca  
**Subject:** Fwd: Proposal for fundraising for Centennial Pool for 2014  
**Attachments:** 2014 Fundraising for Centennial Pool.docx

**RECEIVED**  
JUL 03 2014

Central Coast Regional District

Darla and Ken

Can you please add my summary to the board meeting next week? It is an addition to the letter that Holly has written in regards to funding for the pool. Our commission meeting is not until tomorrow night, but I would like the elected members to know how the season is going so far?

Please apologize to the directors that a representative from the pool commission could not make the next CCRD board meeting. However, both myself and the pool manager are available by phone if needed.

The pool commission has been trying to access funds for a number of years to help subsidize the cost of swimming to many of our potential users. We recommend that the CCRD board approve the proposal that the pool manager, Holly Poell has submitted.

In the past the CCRD has accepted on behalf of the pool funds from organizations such as The Ladies Auxillary

As you know Centennial Pool is an aging facility, and it does cost a lot to run. But it is an important resource to this community. The Pool Commission will continue to strategies new ideas for increasing pool revenue and are thrilled with the incentives that this years manager has taken to try and increase pool use. For example we are running a number of 5 day - day camps this year. With the assistance of Ken McIlwain we have been able to secure the Nusatum School Gym for the morning sessions of these camps, the afternoon will be spent at the pool. If this is successful we can consider increasing the camps for next year, as there is a demand in Bella Coola for different summer activities. We are hoping that fund raising will assist many of the local families that are not able to pay the whole fee. We have also been successful in receiving a small donation from Bella Coola Elementary that is to go toward a BCE student's fee.

Over the past few years, Janice Newkirk, our previous manager, was trying to access funds from the Nuxalk Nation and Acwsalcta School to assist in program costs. This years manager is continuing to have these discussion which also include accessing the Acwsalcta van for transporting students to the pool.

The commission has also started some discussion about extending this season into September as a result of the on going labour disputes between BC Teachers and the government. Our challenge is always finding staff to work into September, but if school does not return to session we have discussed keeping staff members on for another 2 weeks.

Thank you for continuing to support our pool and we do invite you to stop by and see what all the FUN is about.

Nicola Koroluk

Centennial Pool Commission, Chair

**Board Meeting**  
JUL 10 2014  
CCRD ITEM     C(i)

JUL 03 2014 July 2<sup>nd</sup>, 2014

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## Central Coast Regional District

**2014 Fundraising for Centennial Pool**

Centennial Pool is an essential facet of the Bella Coola Valley's recreational life. The valley, which is surrounded by rivers, waterfalls and of course the ocean, depends on the Red Cross swimming lessons and the Lifesaving Society's Aquatic leadership and lifesaving programs like Bronze Medallion and Bronze Cross to provide essential aquatic safety, awareness, and swimming skills. For many youth in the Valley these courses have been instrumental in preparing them to become Aquatic leaders and Lifeguards within the community as staff at the Centennial Pool. For several of these guards the training that they received at the Centennial Pool has enabled them to seek gainful employment during the school year while they attend high school or university outside of the Valley. For our younger community members the Centennial Pool Swimming Lessons have been invaluable in teaching children how to swim and building confidence and understanding of water safety. Though the value of swimming lessons is widely understood, many children are not able to afford to attend our programs. Centennial Pool presently offers a very competitive price for lessons at \$35 for a two week session. However for many families the \$35 fee is still unrealistic for them at this time.

My hope is that through fundraising we at the Centennial Pool could make it more accessible for children within the valley who are interested in taking our programs to be able to do so. No child should be left out of participating in a community recreational program due to financial need. Through fundraising the hope would be to remove the single largest barrier most children face in participating in our programs.

The proposed fundraising initiative for the summer of 2014 would involve the selling of small treats at the pool for our patrons, as well as a much larger campaign which would target individuals whom have connections to Bella Coola but reside outside of the Valley. I propose that we use a web based Crowd Fundraising approach through a website called Indiegogo (URL address included below). In the past I have had rather significant success using this platform, raising over \$39 000 in under a couple of weeks for a friend's medical treatment. Though Indiegogo does charge a 4% service fee on the money which is raised, it is a secure site that is able to be broadcasted on all social medial platforms. The site allows people from anywhere in the world to make donations easily from their computer or cellphone. In my opinion the service fee is well worth the accessibility it offers our supporters. Through this type of a crowd based approach we can targeted a much larger audience then otherwise possible, including people who vacation in the valley but don't reside here, and relatives of people who live elsewhere in the country.

I am very excited about fundraising with Centennial Pool and feel that the fiscal benefits could be very large. My proposed targeted amount is \$25 000 dollars for this first round of fundraising. All revenue that is not used within this summer season to assist patrons in financial need wishing to attend our programs could be placed in an account and held for future seasons.

[http://landing.indiegogo.com/indiegogo-basics/?r=adw\\_www\\_ca\\_0000\\_adw00010\\_000000gg\\_002\\_2000\\_indiegogo&gclid=CMOd0rOqp78CFQWTfgod7zoADQ](http://landing.indiegogo.com/indiegogo-basics/?r=adw_www_ca_0000_adw00010_000000gg_002_2000_indiegogo&gclid=CMOd0rOqp78CFQWTfgod7zoADQ)

Thank you so much for your consideration and I hope that this matter can be added to the agenda for this upcoming Board members meeting for the CCCRD.

Holly Poell