



Dear Sponsor-

As the Board of SEASTARS Aquatics, we invite you to participate as a sponsor and help our organization grow in 2019. As a nonprofit, our goal is to provide the training necessary for children to reach their utmost potential.

Utilizing swimming as a vehicle to accomplish this goal, our programs are offered at no cost to the children or their parents. SEASTARS provides insurance on the pool deck and in the water, in addition to all expenses associated with swimming, such as suits, caps, goggles, and t-shirts. In return, each child must donate a significant portion of time each month to community service projects. By making this a requirement, we hope to teach each child the benefits of giving back to their community.

SEASTARS is the first program of its kind in the United States, and with continued support from our community it will soon be possible to reach even more children.

SEASTARS has grown 625% since we opened our doors in 2005. We believe that our mission to introduce competitive swimming to children with mental and economical needs is an important one—and not just because swimming is an important lifesaving skill. Competitive swimming teaches children goal setting, responsibility, time management, the importance of nutrition, and fosters a love of physical fitness. For children with special needs, swimming is an important therapy, helping them gain balance and coordination, improve movement, overcome anxiety, and gain confidence. SEASTARS fosters an inclusive atmosphere and teaches acceptance of all children, regardless of disability or economic status. 42% of Caucasian, 70% of African-American and 60% of Hispanic children cannot swim nationally. Drowning is the 2nd leading cause of child accidental death. On average 9 people die from drowning in the US daily. SEASTARS had 9 swimmers donate 44 hours teaching 16 non-swimming Salvation Army Campers totaling 88 lessons. This was a donated value to the community of over \$2,750.00.

There were 354,261 USA Swimming registered athletes in 2018; SEASTARS had 80 swimmers registered in 2018. SEASTARS is composed of 27.5% African-American, 6.25% Mixed races, and 9.75% Hispanic swimmers. According to USA Swimming statistics, SEASTARS services 26.12% MORE African-Americans, 1.15% MORE Mixed races, and 2.69% MORE Hispanics. SEASTARS is also comprised of 42.5% or 34 Special Needs swimmers. We are the ONLY team in the country with demographics that provide the program for free. For the current 2018 season, 52.5% of SEASTARS swimmers are at or below the poverty line which means that SEASTARS, a program that is free for all swimmers, introduces swimming to children who might otherwise be unable to participate due to financial limitations.

SEASTARS is made possible through donations from caring individuals. This community support has a positive impact on our youth. We value our relationships with each of our supporters, donors and sponsors.

We would like to personally invite you to review the enclosed information and consider our various sponsorship opportunities. Thank you for supporting SEASTARS. More information can be found on our website at www.seastarsaquatics.org and on Facebook at SEASTARS Aquatics.

Thank you for your interest in SEASTARS. We also invite you to join us at practice or Fun Fridays (3rd Friday monthly). If you have any questions at all, please don't hesitate to call me at (850) 418-0645. I would like to set up a time to meet in person and share about SEASTARS and Our Swimming Family.

Best Regards,

Robin Heller
Executive Director



SEASTARS Aquatics Swim Team



SEASTARS Aquatics is a nonprofit organization dedicated to promoting and fostering the success and growth of children who are **economically, physically and/or mentally challenged** by providing individualized attention as a part of a structured competitive swim team program.

Programs span grades 1-12, with performance-appropriate curriculum designed to **teach the skills** necessary to prepare swimmers for key competitions. Within each program, SEASTARS educates swimmers on issues such as **proper nutrition, healthy lifestyles and the negative effects of drug use**. All programs are designed to keep the coach / swimmer ratio at a minimum.

SEASTARS is an **incentive-based program** in which children have a chance to earn their own equipment and swim gear through **five basic areas of reward**: sportsmanship, meeting or exceeding personal goals, academics, attendance, and community service. In addition, SEASTARS requires swimmers to donate a portion of their time each month to help others through **community service activities**.

SEASTARS is offered as a **year round United States (USA) swim team and mentoring program**. The team practices are held at The Salvation Army, North "Q" St., Pensacola and any child that qualifies for free/reduced lunch and/or has Special Needs is eligible to participate CH28333

For more information, please contact (850) 418-0645, visit our website at www.seastarsaquatics.org, or find us on Facebook- SEASTARS Aquatics



2019 Sponsorship and Recognition Packages

- **Butterfly Sponsor: \$500- This will pay for 5 new team uniforms for SEASTARS swimmers**
 - ~Company logo on SEASTARS website with clickable link to your website for a period of 1 year

- **Backstroke Sponsor: \$1000-This covers Entry Fees for 20 swimmers in a two day swim meet**
 - ~Company logo on SEASTARS website with clickable link to your website for a period of 1 year
 - ~Sponsorship of 1 “Swimmer of the Week” recipient and mention of Sponsorship on SEASTARS Facebook page which reaches over 2200 people

- **Breaststroke Sponsor: \$2500-This covers the cost of one swimmer on the team annually**
 - ~Company logo on the SEASTARS website with clickable link to your website for a period of 1 year
 - ~Sponsorship of 1 “Swimmer of the Week” recipient and mention of Sponsorship on SEASTARS Facebook page which reaches over 2200 people
 - ~Standard (3”x8”) logo on SEASTARS banner to be displayed at all meets and community service events
 - ~Quarterly updates to your company from the SEASTARS Swimmer that you have sponsored

- **Presenting Sponsor: \$5000 Our Coaches ARE the core of SEASTARS. Your donation will help fund coaches for the team**
 - ~Sponsorship of 1 “Swimmer of the week” recipient and mention of Sponsorship on SEASTARS Facebook page which reaches over 2200 people
 - ~Prominent logo on all team banners
 - ~Standard (3”x8”) logo on SEASTARS banner to be displayed at all meets and community service events
 - ~Monthly recognition on Facebook Page
 - ~FEATURED Sponsor Company logo on all pages of SEASTARS website for a period of one year



2019 Individual Sponsorships

- **Butterfly Sponsor: \$250-** Sponsors a child to swim at one out of town meet
- **Backstroke Sponsor: \$100-** Outfits a new swimmer with a cap, goggles, bathing suit and a t-shirt
- **Breaststroke Sponsor: \$50-** Provides a bathing suit to a swimmer
- **Freestyle: \$25-** Provides goggles to a swimmer





Why should you become a SEASTARS sponsor?

Because by donating to SEASTARS, you are giving back to YOUR community! The lives we impact are located right here in Pensacola. It affords children an opportunity to compete on an organized, athletic team who otherwise don't have that opportunity.



-----2019 Sponsorship Form-----

Organization: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Contact for copy: _____

Package: _____ Price: _____

Signature: _____ Date: _____

This signed letter of agreement will confirm your commitment to participate in the Corporate Sponsorship Program with SEASTARS Aquatics for the 2019 season. CH28333



Swim Related Facts:

- Drowning is the 2nd leading cause of childhood accidental death
- 70% of African American, 60% of Latino, and 42% of Caucasian children nationwide do not know how to swim
- Children from non-swimming households are eight times more likely to be at-risk of drowning
- Drowning is highest amongst children ages 1 to 4 and in African American, American Indian, and Alaskan Natives populations
- The fatal drowning rate of African American children ages 5 to 14 is almost three times that of white children in the same age range
- For every child who dies from drowning, another five receive emergency department care for nonfatal submersion injuries
- From 2005-2009, there were an average of 3,533 fatal unintentional drownings (non-boating related) annually in the United States — about ten deaths per day
- Drowning ranks fifth among the leading causes of unintentional injury death in the United States
- In 2009, 485 Florida residents drowned. There were an additional 388 hospitalizations for non-fatal drownings. ➤ In 2011, eight Escambia County residents drowned.

Community Health, Education and Safety Facts:

- Brownsville received a crime index score of 1 (out of 100) making it one of the most dangerous neighborhoods in the United States
- Statistically an individual has a 1 in 56 chance of becoming a victim of violent crime and a 1 in 8 chance of becoming a victim of property crime in the Brownsville area of Pensacola
- 34% of Escambia County elementary students are overweight (not within healthy weight range based on BMI) and of that, 18% of are obese (higher than national average)
- Studies have shown that students with the highest fitness level performed better in school

U.S. and Florida Health Facts:

- Approximately 17% (or 12.5 million) of children and adolescents aged 2—19 years are obese in the U.S.
- 30.9% of children with special health care needs ages 10-17 in Florida are overweight or obese (BMI ≥ 85th percentile) and 33.4% of children with non-special health care needs ages 10-17 in Florida are overweight or obese
- Since 1980, obesity prevalence among children and adolescents has almost tripled and there are significant racial and ethnic disparities in obesity prevalence among U.S. children and adolescents
- County obesity rates are variable within states, but even states with the lowest prevalence of obesity have counties where many low-income children are obese, and at risk for chronic disease
- The long-term negative increased risk of obesity includes many preventable illnesses such as Hypertension, Type-2 Diabetes and Heart Disease.
- 2010 U.S. Government Accountability Office (GAO) Report to Congress published a report which underscores access to, and participation in, extracurricular athletic opportunities provide important health and social benefits to all students, particularly those with disabilities

Special Needs:

- US Government Studies have shown that for students with disabilities, regular physical activity may help control or slow the progression of chronic disease, improve muscular strength, control body weight, and enhance students' psychological well-being through additional social ties and improved self-confidence and self-esteem
- The same study also found that students with disabilities are not given an equal opportunity to participate in extracurricular athletics in public elementary and secondary schools. As such, new guidance was distributed to school districts communicating what steps need to be made to ensure "that require students with disabilities to have an equal opportunity for participation in nonacademic and extracurricular services and activities, and discusses the provision of separate or different athletic opportunities

Comprehensive and Multifaceted Youth Development Programs that work:

- Research has shown that "youth development programs [work best if they] are comprehensive and multifaceted, building on the assets and strengths of young people and assisting them to define goals, complete school, and plan their futures. Youth development seldom tackles isolated problems...but focuses instead on providing holistic support and opportunities for young people. Youth development is a strategy that attempts to meet the needs young people themselves identify—to have life skills, to be cared for and safe, to be valued and useful, and to be spiritually grounded—by building on their capabilities, assisting them to cultivate their own talents and to increase their feelings of self-worth, and easing their transition to adulthood."



History...

2004 SEASTARS Aquatics obtained non-profit status May 2004. Robin Mohanco Heller, Chaz Heller, and Bonnie Becker envisioned a program to make swimming a sport everyone can participate in regardless of economic, physical, or mental restrictions. In 2004, it was the only organization of its kind in the United States providing a quality USA Swimming swim team free to its participants.

2005 We reached our goal of 29 Swimmers. SEASTARS Swimmers began practicing in June at the City of Pensacola's Cecil T Hunter Pool. SEASTARS swam outdoors year round. Swimmers did community service events and swim meets for the first time with outstanding results! SEASTARS held its first Annual Registration Day.

2006 SEASTARS participation grew to 60 Swimmers. SEASTARS hosted its first USA Swimming sanctioned meet bringing over 300 swimmers from Northwest Florida and Alabama to Pensacola. SEASTARS practiced at The Salvation Army pool from November to March. This allowed all Swimmers, especially our Special Needs Swimmers, to participate year round. SEASTARS held its first Annual Water Safety Day. SEASTARS Aquatics received a marketing grant from IDEAWORKS USA (a Pensacola marketing and public relations firm). SEASTARS Aquatics increased market visibility and Swim Team participation numbers by collaborating with IDEAWORKS, Channel 3 News, Pensacola News Journal, Ballinger Publishing, and many other local media outlets and individuals.

2007 SEASTARS participation grew to 63 Swimmers. SEASTARS offers both morning and afternoon practices for the first time. Fifty percent of the Swimmers participated in both practices. SEASTARS hosted two summer meets. Two of our Special Needs Swimmers swam and medaled at the Special Olympics State Swimming Meet competition. SEASTARS Aquatics staff and SEASTARS Swim Team received recognition and awards for contributions made to the local community.

- Coaches Chaz and Robin received 4th place in the International Doc Councilman Award. This award, sponsored by the American Swim Coaches Association, recognizes innovative ideas in swimming and creative coaching.
- WEAR Channel 3 TV featured SEASTARS Aquatics Swim Team on "Angels in Our Midst"
- Pensacola Magazine's featured Coach Robin in their April 2007 issue "Ordinary Heroines- women who are working to change the world."
- ASCA chose Coach Robin to be one of seven swim coaches in the world to take part in the Fellows Class of 2007. She took part in the ASCA World Clinic and Fellow Training and Clinic. She participated in a task force exploring ways to work with and develop swimmers from low socioeconomic backgrounds at ASCA's request.

2008 SEASTARS participation grew to 71 Swimmers. For the first time, SEASTARS Aquatics offered fee-based private and semi-private lessons (to any age or ability level) at both The Salvation Army pool and clients' home pools in the greater Pensacola area. This was a new revenue source used to help fund the Swim Team and raise community awareness of SEASTARS. Congressman Jeff Miller nominated Coaches Chaz and Robin for the 2008 Lewis Hine Awards. With this nomination, Congressman Miller recognized them for their "work on behalf of America's children and youth."



2009 SEASTARS use of The City of Pensacola's Cecil T. Hunter Pool ended. SEASTARS Aquatics began offering services full-time at The Salvation Army pool. SEASTARS participation fell to 47 Swimmers primarily due to our transition to the new home. The Salvation Army of Pensacola is the only State of Florida Salvation Army with a swimming pool. Because of the SEASTARS program and what it offers to the community, The Salvation Army State Headquarters chose to completely renovate the facility. Our growing relationship with The Salvation Army helped our organization thrive by providing an indoor facility ensuring consistency of services year round, fostering a new partnership which supported and encouraged our growing business, and increased visibility within our community.

2010 SEASTARS participation was 45 Swimmers. SEASTARS lessons and community awareness grew. SEASTARS started a Facebook page. We offered Fun Fridays during swim practice, once per month for the first time. Nike Swim and Perry Ellis International recognized SEASTARS their work "make[ing] it possible for a child's life to be changed through Swimming" and donated over \$54,000 worth of suits, caps, and warm-ups. Florida State Employees' Charitable Campaign (FSECC) included SEASTARS on its Charity Listing for the first time.

2011 SEASTARS participation grew to 84 Swimmers, almost doubling over the period of one year. The Salvation Army painted the SEASTARS logo on the side of their building. SEASTARS Swimmers were now strong enough to compete in long-course competition and many team records are broken. One male SEASTARS Swimmer placed first in the Escambia County Middle School Championship Meet. Four Swimmers taught free swim lessons to The Salvation Army Campers for the first time. Two Swimmers qualified for Southeastern Competition (Local Swimming Committee area comprised of swimmers from Tennessee, Alabama, and Florida Panhandle). Coach Robin took the Swimmers to Nashville, Tennessee for the competition. The Pensacola News Journal ran a sports section story in March about our Southeastern Qualifiers and the team as a whole.

2012 SEASTARS participation was 113 Swimmers. Our Facebook page currently has 2,107 local, national and international followers. SEASTARS was voted "The Best Sports and Recreation Program in the Coast" by Independent News.

2013 There were 108 swimmers registered on the team. Robin Heller was named Executive Director and an entire new board was established. In July SEASTARS Swimmers earned their first ever 1st place trophy at the PNY Sprint Meet! Swimmers also participated in numerous community service events including: Bell Ringing for the Salvation Army, Two water stations for The Pensacola Marathon, Reimagine Brownsville and Reimagine Warrington, UWF Festival on the Green Children's Carnival, Nickelodeon World Wide Day of Play, Escambia County's School We Believe in the Children Health Fair, and The Girl Scout's Run for the Cookies.

2014 SEASTARS participation grew to 112 Swimmers. Two SEASTARS Swimmers were employed to coach the Novice Group and teach Swimming Lessons. We placed 2nd in the Summer League Championship Meet (highest placing in years past was 5th). Coach Robin was asked to serve on Southeastern Swimming's Board as their Disability Chair. USA Swimming invited her to go to Colorado Springs and stay at The Olympic Training Center for a week's Disability Workshop. SEASTARS was voted "The Best Non-Profit in the Coast Runner-Up" by Independent News. SEASTARS had its First Annual Summer Kickoff Luau as a fundraiser and it was a huge success grossing over \$5,000.00



2015 SEASTARS was named the first ever “Non-Profit of the Quarter” by The Pensacola Bay Area Chamber for June-August. SEASTARS Swimmers competed in over 19 swim meets, participated in 12 community service events, and donated over 77 hours teaching free swim lessons to Salvation Army Campers this year. SEASTARS sent three of our Special Needs Swimmers to Augusta, GA for their first ever Nationally Qualifying Paralympics Swim Meet in October. Coach Robin was named an Ambassador for Persons with Disabilities by the Center for Independent Living. Swimmer, Jawone Blankenship, placed 8th in the State in Diving in November and has qualified for The Southeastern Championship Swim Meet in Auburn, AL in February.

2016 After 11 years, we were able to purchase “SEASTARS” lane lines and backstroke Flags in January for the pool. In May our relationship with The Satori Foundation began. Our swimmers get to enjoy 4 sailing trips a year, we also carried the torch for the opening ceremony for the Junior Olympic Sailing Regatta at The Pensacola Yacht Club in June. SEASTARS had 9 swimmers donate 69 hours teaching 16 non-swimmers to swim through The Dondre Lewis Aquatic Scholarship Pilot Program which ran the month of July. So proud of The SEASTARS Swimmers for giving back to their peers! The death of 13yr old Dondre in April at Ft. McRae was tragic, we were so glad we got to help his fellow church members inside and outside of the pool! Anthony was able to compete in the Southern Zone Meet in Cary, NC and Coach Robin was honored to be selected as the team disability coach. In October two of our Special Needs Swimmers medaled in the Special Olympics State Competition bringing home 3 golds and 1 bronze. We had 4 swimmers travel to Augusta, GA for a Paralympic meet. Jawone Blankenship place 3rd in the State in Diving and the entire team got to travel to Montgomery for a swim meet in November.

2017 In April our first SEASTAR ever signed a letter of intent for AN ATHLETIC COLLEGE SCHOLORSHIP! Jawone signed and received a Diving Scholarship through Delta State University! SEASTARS had 9 swimmers donate 51 hours teaching 27 non-swimming Salvation Army Campers totaling 116 lessons. This was a donated value to the community of over \$3,625.00. In August Coach Robin was the 14th recipient to be honored with The Center of Independent Living’s Spirit of CIL Award, it recognizes individuals who promote positive change for and with people with disabilities. Anthony was selected again to compete in the Southern Zone Swim Meet as a Disability Athlete in Tupelo MS. SEASTARS hosted its 1st Annual Awareness Day for the Special Needs Community at The Pearl Nelson Center in September and it was a huge success! We look forward to the event annually and we are always needing help sponsoring that event!

2018 In March we provided water safety material, swim suits, water watcher whistles, and taught Throw Don’t Go at OJ Semmes Elementary Safety Carnival. The Magnolia Bar had a fundraising event for us in April and we had our First Annual Team Banquet that month. The 2nd Annual one will be April 30th, 2019 and we will continue this awesome tradition! SEASTARS had 9 swimmers donate 44 hours teaching 16 non-swimming Salvation Army Campers totaling 88 lessons. This was a donated value to the community of over \$2,750.00. In June we started the tradition of pairing with Gulf Breeze Sertoma’s Family Fishing Rodeo as our monthly community service. Anthony and Dolon were able to travel to Midland TX in August and compete in the Southern Zone Age Group Championship as Disability athletes. Walker Parra, brother of one of our Special Needs Swimmers, presented us with tons of swim gear and over \$1000 raised as his Senior Project for Washington High School. Coach Will started Volunteering in the Summer and helps 5 days a week coaching and doing Swim Lessons. We held our 2nd Annual Awareness Day in September. We continue our relationship with UWF Swim Team every September and January, and have been manning Water Stations for the Pensacola Marathon every November. We also teach 2nd graders at both Pensacola Water Safety Days in May and September and Bell Ring for The Salvation Army in December.