

Unidos Masters Swim Team
1-Year Strategic Plan for Grant Request

Objective

The primary objective of Unidos Masters Swim Team (UMST) developing a one-year strategic plan is to outline a comprehensive roadmap for obtaining and retaining members while highlighting the organization's core values. This plan will encompass various strategies, including advertisement, word of mouth, flyers, and more, to achieve our membership goals. Additionally, the plan will serve as a guide for efficiently utilizing any funding or grants awarded to UMST.

UMST's strategic plan will:

Membership Growth: Clearly define the steps and initiatives aimed at attracting new members. This includes targeted advertising campaigns, leveraging word-of-mouth referrals from current members, and using visually appealing flyers and marketing materials to create awareness about our programs.

Retention Strategies: Highlight strategies to retain existing members by emphasizing the value of being part of the UMST community. This may involve enhancing the member experience, organizing engaging events, and maintaining open and transparent communication.

Core Values: Articulate the organization's core values, such as inclusivity, community, and the promotion of a healthy lifestyle through swimming. These values will underpin all membership acquisition and retention efforts.

Funding and Grants: Detail how any funding or grants awarded to UMST will be allocated and utilized effectively. This may include investments in coaching, facilities, equipment, and marketing efforts aimed at reaching a wider audience.

By aligning our strategies with our core values and efficiently utilizing resources, UMST aims to not only expand its membership but also create a supportive and thriving community of swimmers who share our passion for the sport and the organization's values. This one-year strategic plan proposal will serve as a comprehensive guide to achieving these objectives and advancing UMST's mission.

Contact Information:

Lucila Davies

Mempership@UnidosMastersSwimTeam.org

(562) 204-6383



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Mission Statement of Unidos Masters Swim Team

Unidos Masters Swim Team (UMST) offers a place for all colors of people to participate in swimming and aquatic culture. UMST values inclusiveness and welcomes various experiences in swimming. UMST is a place of positivity and diversity.

Location & Sense of the Current Community

When considering the decision to keep fees at \$35, it's essential to take into account the demographics of South Central, the city in which the organization operates. South Central's demographic data reveals some key factors that support the affordability of the fees:

Diverse Population: South Central is known for its diverse population, with a mix of ethnicities and backgrounds. This diversity highlights the importance of maintaining accessible fees to ensure that swimming remains an inclusive and culturally relevant activity for all residents.

Moderate Median Household Income: The median household income in South Central is \$62,845, indicating that many residents fall within the moderate income range. By keeping fees at \$35, the organization can align its pricing with the economic realities of the local community, making it an attractive and feasible option for a broad spectrum of residents.

Education Levels: A significant percentage of South Central residents have attained a high school diploma or higher education, standing at 77.9%. This educated population may value the benefits of swimming and its impact on health and well-being, making it important to offer affordable access to this activity.

Language Diversity: South Central's demographic data shows that 50.4% of residents speak a language other than English at home. This linguistic diversity highlights the need for inclusive and affordable programs that can cater to the diverse linguistic backgrounds of the community.

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Considering these demographics, maintaining fees at \$35 aligns with the city's diverse and moderately income-oriented population. It ensures that swimming remains an accessible and inclusive recreational option for residents of South Central, promoting health and community engagement within the city.

Statistics taken from: <https://www.census.gov/quickfacts/SouthCentralcitycalifornia>

Spreading the Word

Unidos Masters Swim Team (UMST) plans to effectively advertise adult swim practices at Van Ness Aquatic Center through a multi-pronged approach. UMST leverages its Facebook presence listed under U.S. Masters Swimming, where they regularly update their page with practice schedules, event information, and engaging content to engage the online community. Their up-to-date website serves as a comprehensive resource, providing detailed practice information, testimonials, and registration details.

In the local community, UMST employs traditional methods, such as distributing eye-catching flyers and business cards. These materials will be posted around the area, including local businesses, community centers, and other high-traffic locations. This grassroots approach ensures that potential swimmers in the vicinity are aware of UMST's offerings.

By combining both online and offline advertising strategies, UMST aims to reach a broad and diverse audience, effectively promoting adult swim practices at Van Ness Aquatic Center and encouraging local adults to join their vibrant swim community.

Other Monthly Revenue

Dine-outs at Local Restaurants

UMST's initiative to organize dine-out fundraisers every other Friday is an excellent way to support the team financially while fostering a sense of community engagement. The selected restaurants, Mama's Chicken, Slauson Dree Tacos, Pepper's Jamaican Belizean Cuisine, and Fred's Downhome Burgers, offer diverse culinary experiences, which can attract a wide range of supporters.

By partnering with these local eateries, UMST can propose a collaboration where a percentage of the profits from designated dine-out nights is donated to the team. This not only benefits UMST but also supports the local restaurant industry, especially in the challenging times faced by businesses due to various external factors.

The dine-out fundraisers provide an opportunity for team members, their families, and supporters to come together in a relaxed and enjoyable setting. It's a chance to celebrate the team's achievements, build stronger connections within the UMST community, and contribute to the team's financial stability.

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These partnerships align with UMST's commitment to ensuring that swimming remains accessible to all, while also promoting the importance of supporting local businesses. Through these dine-out fundraisers, UMST can continue to thrive and provide valuable swimming opportunities to its members.

By following this plan and establishing strong partnerships with these restaurants, we can create a sustainable source of funding for UMST's cause while also fostering a sense of community among the members and supporters.

Sponsorships

Once we have gained and retained paying members, we will be able to apply for our tax exemption, 501(c)(3), we will start searching for sponsorships. Businesses we will be looking at: Home Depot, Tito's Handmade Vodka, Starbucks, Swim Guy, and Costco.

Grants

UMST is taking proactive steps to secure additional funding by collaborating with prominent organizations such as U.S. Masters Swimming and Southern Pacific Masters Swimming. These partnerships are aimed at applying for grants that can further support UMST's mission and programs. Additionally, UMST is leveraging its connections with Los Angeles City Parks and Recreation, a key player in promoting community-based sports and recreational activities, to explore grant opportunities and mutual initiatives.

By aligning with these influential entities, UMST not only enhances its chances of receiving financial support but also strengthens its position within the swimming community. These strategic alliances underscore UMST's commitment to expanding its reach, increasing accessibility to swimming programs, and promoting safety education, ultimately benefiting both its members and the broader community.

Providing services

The Unidos Masters Swim Team (UMST) has embarked on an initiative to bolster its financial resources while simultaneously enhancing swim safety in the community. To achieve this, UMST has enlisted certified coaches who are experts in Adult Learn to Swim (ALTS) and Water Safety Instruction. These coaches will offer affordable swim lessons and swim clinics to the public, catering to individuals of all ages and skill levels. Furthermore, UMST is open to collaborating with aquatic facilities to exchange lane times, ensuring access to pools for their programs.

In addition to swim instruction, UMST coaches will also provide essential Adult and Pediatric First Aid/CPR/and AED classes, contributing to a safer aquatic environment. The revenue generated from these educational programs will be channeled back into UMST,

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supporting its members and fostering a sustainable model for growth. This innovative approach not only benefits UMST but also serves as a valuable resource for the local community by promoting water safety and providing access to high-quality swim instruction at an affordable cost.

Proposed Year-long Budget

To gain 50 members in South Los Angeles and South Central by next year, we will need to create a budget that includes expenses such as lane rental costs, other facility costs, and coach training/onboarding. We will also need to generate additional revenue through drop-in fees, fundraising, lessons, and sponsorships. Additionally, we can offer CPR classes once a month with a \$30 profit for up to 10 enrollees per month. The total funding requested for this project is estimated to be \$2,290.66.

Duration	September 2023	October 2023	November 2023	December 2023	January 2024	September 2023	*Description
<u>Expenses</u>							
Number of practices per week	2	3	4	5	5	7	
Number of lanes per practice	3	3	3	4	5	5	
Number of hours per practice	1	1	1	1	1	1	
Lane rental cost per lane/hour	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	
Other facility costs per hour i.e. lifeguard, custodial, admin							
Total Facility Fees	\$ 259.80	\$ 389.70	\$ 519.60	\$ 866.00	1,082.50	\$ 1,515.50	
Coach fees per practice	\$ -						
							Admin Fees Include ClubAssistant (80), Google Voice (14.14), Google Workspace (14.40)
*Admin fees per month	\$ 108.54	\$ 108.54	\$ 108.54	\$ 108.54	\$ 108.54	\$ 108.54	
Total Wages	\$ 108.54	\$ 108.54	\$ 108.54	\$ 108.54	\$ 108.54	\$ 108.54	

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*Other fees per month i.e. marketing, equipment etc...							
Total Other Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Total Expenses	\$ 368.34	\$ 498.24	\$ 628.14	\$ 974.54	1,191.04	\$ 1,624.04	
Revenue							
Average number of swimmers per month	10	15	20	30	40	50	
Monthly program fee per swimmer	\$ 35.00	\$ 35.00	\$ 35.00	\$ 35.00	\$ 35.00	\$ 35.00	
*Other monthly revenue (drop in fees, fundraising, lessons)	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	CPR class once a month, \$30 profit up to 10 enrollees per month;
<i>Working on CPR classes once a month; will contact for local restaurants to sponsorships</i>							
Total Revenue	\$ 650.00	\$ 825.00	\$ 1,000.00	\$ 1,350.00	1,700.00	\$ 2,050.00	
Profit/Loss	\$ 281.66	\$ 326.76	\$ 371.86	\$ 375.46	\$ 508.96	\$ 425.96	

UMST's Insurance

UMST is urging its members to join U.S. Masters Swimming (USMS) primarily for the valuable benefits and insurance coverage it offers. USMS provides excess Accident Medical insurance, including Accidental Death & Dismemberment (AD&D) and Temporary Total Disability benefits, during USMS-sanctioned or approved activities. Additionally, USMS offers General Liability and Excess Liability Insurance for protection against claims related to sanctioned events or approved activities. By encouraging membership in USMS, UMST enhances safety and aligns with USMS regulations while ensuring coverage for its members.

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Board of Directorates

The Board of Directors of the corporation, which consists of twelve (12) directors, will/shall have the following areas of responsibility:

1. Chair: Supervises and presides over meetings, with additional powers and duties as directed by the Board. Also known as the Captain of the Team.
2. Vice Chair: Assumes Chair's duties in their absence, oversees marketing activities, and chairs the Sponsorship Committee.
3. Facilities Coordinator: Manages pool availability, rental agreements, insurance, and facility-related changes when no active board position exists.
4. Secretary (Book of Minutes): Records meeting minutes, maintains records of members and addresses.
5. Treasurer: Maintains financial records, deposits funds, disburses as directed, and provides financial reports.
6. Swimming Organizations Representative: Represents the Corporation in various swimming organizations, attends relevant meetings, and reports to the Board.
7. Coaches' Representative: Represents coaching staff, recruits Head Coach candidates, and facilitates communication between coaches and the Board.
8. Swim Meet Coordinator: Encourages swim meet participation, ensures necessary equipment and supplements, and coordinates meet schedules.
9. Membership Development Coordinator: Promotes membership growth, manages application forms and materials, and conducts new member orientation.
10. Communications Coordinator: Manages the official website, updates content regularly, handles communications to members, and manages social media channels.
11. Facilities Coordinator (again): Manages pool availability, rental agreements, invoices, insurance, and facility-related changes.
12. Powers: The Board of Directors manages all corporate affairs and exercises corporate powers, subject to applicable laws, the Articles of Incorporation, and these bylaws.

How to obtain and retain board members & volunteers

UMST recognizes the vital importance of obtaining and retaining dedicated board members and volunteers. We believe that by emphasizing the profound impact they can make on our organization and the broader community, we inspire a sense of purpose and motivation. Our approach involves tailoring roles to align with their unique skills and interests, ensuring that their involvement is personally fulfilling and rewarding.

To further empower our volunteers, we are committed to providing comprehensive training and mentorship opportunities. We understand that equipped volunteers are confident and capable volunteers. Additionally, we offer flexibility in their commitment, recognizing the

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demands of their personal and professional lives. This flexibility allows them to explore passion projects and initiatives, thereby fostering personal growth and innovation.

At UMST, we also highlight the networking benefits that come with being part of our community, as well as the significant influence our board members and volunteers have in shaping our organization's direction. Furthermore, we take the time to genuinely recognize and celebrate their contributions. This not only strengthens their sense of belonging but also reinforces their belief in the purpose and impact of our organization. We firmly believe that by implementing these strategies, we can effectively attract and retain the exceptional individuals who are essential to our continued growth and success.

1. **Emphasize Impact:** Highlight how their involvement can positively impact the organization and adult swimming community.
2. **Tailor Roles:** Match board positions to volunteers' skills and interests, ensuring a fulfilling experience.
3. **Offer Training:** Provide training and development opportunities to equip volunteers for board roles.
4. **Mentorship:** Pair new volunteers with experienced mentors to guide them in their roles.
5. **Flexible Commitment:** Stress the adaptability of board roles to accommodate volunteers' schedules.
6. **Passion Projects:** Encourage volunteers to propose and lead initiatives they are passionate about.
7. **Showcase Networking:** Explain the networking benefits within the adult swimming community.
8. **Highlight Influence:** Emphasize the impact of board members on shaping the organization's direction.
9. **Recognize Contributions:** Celebrate and acknowledge the contributions of volunteers to foster a sense of belonging and achievement.

Ultimate Give-back to Members & Community

In addition to keeping costs low and supporting our members with registration, fees, and equipment, we recognize the importance of swimming as a social outlet. We understand that it's not just about the strokes in the water but also about the connections and camaraderie that come with being part of a vibrant community.

To truly give back to our members and the community, we provide numerous opportunities to celebrate and socialize. We organize regular social events, gatherings, and swim-related activities that bring our members together outside the pool. These events create a sense of belonging, foster friendships, and allow everyone to celebrate their shared love of swimming.

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Our commitment to providing a social outlet goes beyond the lanes. It's about creating a supportive and fun environment where members can enjoy not only the physical benefits of swimming but also the mental and emotional rewards of being part of a close-knit community. We believe that by offering these opportunities to celebrate and socialize, we strengthen the bonds among our members, making our swim team more than just a sports organization; it becomes a family, a place where everyone feels welcome, appreciated, and connected.

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Membership@UnidosMastersSwimTeam.org

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