

SIERRA MOUNTAIN SOCCER CLUB
CLUB MANAGER'S REPORT
August 3rd, 2009

Grants – submitted a request to the Truckee Tahoe Community Foundation for \$1000.00 to benefit our scholarship fund under a new Donor Advised Fund specifically directed to provide opportunities for youth enrichment activities. Our mission and current scholarship policy fit the requirements of this grant, so I am optimistic for a positive response. Grants will be made in mid-August. I am still working on Conexion de Futbol program proposal to the TTCF, due in October. I will have time in coming months to research other opportunities and pursue other sources for funding our mission.

Finance Committee – a final budget has been submitted to the Board for approval at this meeting. I have revised those original estimates with current knowledge of participant numbers, expenses to date.

Community Relations – the Latino Community Liaison Board position has been graciously filled by Saul Corral. He was helpful at the evaluation sessions and attended our registration night to assist our Spanish speaking families. We have several follow up projects for him to finalize registration for all of the Spanish speaking players and their families. I have coordinated with Jaime Frias, the UNR Women's Coach, to come up to do a speaking engagement and possibly a clinic in our community as a way to further inspire and attract Latino players to our Club.

Awards and Recognition BBQ – THANK YOU ROBIN!!! Robin Redmond and Kelly Herrington did a great job on the event. We hosted approximately 130 people for this first ever ceremony for the Club. Next year, we plan to do the event prior to school closure to capture more of the families in our Club. Thanks to the Club members, volunteers, coaches and referees who attended. We still have some Club Logo water bottles left to sell for the fall.

7 v 7 Adult Tournament: Fundraising Event on August 1-2 – CANCELLED DUE TO LACK OF TEAM REGISTRATION. Heidi had to cancel her assigned refs at the last minute which is bad business. I am working with the North Tahoe Regional Park folks to get a refund on our facility rental fees.

Major Donor recruitment – Community Partner proposals that were sent to Clear Capital and Plumas Bank were met with no response. This unrealized revenue has created a deficit carryover for the 2009-10 budget that has currently been "solved" by membership fees for the fall (future fiscal year revenue). I recommend that a goal of October be assigned for this project.

Individual Donor Drive for the Scholarship Fund – I want to thank the Board for agreeing to support the staff in its final push for donations and sponsorship this spring. However,

we did not make up the any of the deficit from the unrealized revenue for corporate partners or major donors.

FINANCIAL ISSUES – Although the submitted budget shows a possible net profit, the carryover deficit (6-7K) from the spring, and the complete failure of the adult tournament are not calculated therein. I am concerned that the fundraising plan is inadequate to fully fund our mission. A replacement event for the adult tournament must be scheduled for the winter or spring. Given the fact that the staff pay has been reduced to what I believe is the lowest amount possible, it is not reasonable to place more fundraising tasks on them. The one place we still have room this fall to exceed budgeted numbers is the Tournament Sponsorships. I recommend a “full court press” by the Board to market and sell as many sponsorships for the event as possible. It is our most marketable sponsor option. Additional meetings of the Board should be scheduled to specifically address the issues.