

HHYA SPORTS

Baseball Softball Basketball



ANNUAL FUNDRAISING FEE OPERATION HOME RUN

Dear HHYA Families:

Welcome to a new year of sports with Haddon Heights Youth Athletics (HHYA), which annually offers spring and fall **baseball**, spring and fall **softball** and winter **basketball**. As we begin 2012, we are excited to announce the launch of **Operation Home Run**, a new HHYA fundraising initiative to improve the athletic fields and facilities used by HHYA for its athletic programs.

Although the softball and baseball complex is owned by the Borough of Haddon Heights, the fields are used by various organizations through a land use agreement, including HHYA baseball and softball, Haddon Heights High School baseball and softball, Haddon Heights Junior High field hockey, and the Haddon Heights Field Hockey Club, among others.

The Borough of Haddon Heights is supportive of improvement efforts, but tight municipal budgets leaves limited financial support available from the borough to help make ongoing substantial improvements. The reality is that sports organizations like HHYA across the country are often raising money to make the necessary infrastructure improvements to athletic fields. Challenging municipal and school board budgets should not deter HHYA from its goal to offer quality athletic programs on quality athletic fields. There is a solution for every challenge. With a little help from each HHYA family, collectively we have the opportunity to restore the athletic fields to the glory of years past.

Last year, HHYA conducted an aggressive corporate sponsorship campaign, attracting small and large contributors. Thanks to those contributions, HHYA spent more than \$15,000 in basic needed improvements throughout the baseball and softball complex, including: five dirt infields were resurfaced (\$4,000), all irrigation and sprinklers were repaired (\$3,500), aging fencing and backstops were repaired or replaced (\$6,000), and trees overhanging the fields of play were trimmed (\$2,500). In addition, through supportive corporate sponsorships with HHYA, the two-story storage shed was repaired with new windows, gutters, roof and interior structure; existing scoreboards and public address systems were repaired; and all fences were secured with protective guardrail covers, just to name a few improvements. These were all great first steps, but we have a long way to go to fulfill HHYA's multi-year field improvement plan for the softball and baseball complex. That's where you come in!

For many years, HHYA has implemented a \$20 annual family fundraising fee collected during registration for baseball and softball. That \$20 fee – which kept children and parents from having to do bake sales or go door-to-door to sell candy or novelties – has helped us make small improvements over the years. However, to kickoff **Operation Home Run**, HHYA is assessing a \$60 family fundraising fee to help jumpstart more planned improvements. **Most importantly, we are pleased to offer families the opportunity to put the \$60 fee right back in your pocket!**

For your \$60, each family will receive three discount cards (Champions Card) that you can keep for your own shopping pleasure or sell for \$20 each. The card offers discounts at thousands of local and national businesses, from local restaurants and sporting goods stores to national hotels and automotive centers – from Six Flags to Disney to Cinemark to Pearl Vision to Pep Boys – there are benefits for everyone! You sell three cards for \$20 each and you reduce your personal HHYA fundraising obligation to \$0. Or you can keep the cards and benefit from discounts all year long from retailers nationwide. The choice is yours. Having researched many other sports organizations' fundraising efforts, both locally and across the country, the HHYA board supports this "added value" fundraising opportunity that awards families the opportunity to earn back the \$60 fee.

Since the fields were first built decades ago, there have been very few significant improvements to the sporting complex. As you learn more about **Operation Home Run** in the coming months, it is imperative to remember that this initiative is in response to a continued need. HHYA's planning is underway for numerous fundraisers throughout the year, from beef and beers to adult softball tournaments. On behalf of the board leadership, we encourage all families to embrace our sincere effort to improve the facilities for our athletic programs. We thank you in advance for this "win-win" that benefits everyone, especially our future athletic stars of tomorrow.

Sincerely,

Kevin Spaeth
President
HHYA

Joe Monteleone
Chairman, Fundraising Committee
HHYA