

FSNC Sponsorship Opportunities

Founded in 1921, Fry's Spring Beach Club (FSBC) is celebrating its 100-year anniversary in 2021. A local institution, generations of local children have grown up there, learning to swim, competing on the swim team, and even getting their first jobs at the club. Families have come together year after year to enjoy the grounds, dance in the historic ballroom, listen to live music, and cool off in the pools.

As a forward-looking community organization in the 21st century, however, FSBC is coming to terms it's racist past and has enshrined these efforts in its plans for the club's future. As FSBC moves into its second century of operations, it is committed to increasing the ethnic, racial, and socio-economic diversity of its membership and staff. It is actively working to address past inequities and become an agent of much-needed change in the community.

Fry's Spring Next Century (FSNC) is a 501(c)(3) organized in 2020 to raise funds, administer scholarships, and support FSBC equity initiatives.

The following equity initiatives are designed to expand recreational access and opportunities through FSBC to families in the community that could not otherwise afford them. They are designed to make FSBC truly representative of the community.

Membership Scholarships

FSBC aims to extend full membership scholarships to 10% of its families each year. This is approximately 40 families, requiring \$41,520 in funding.



PROGRAM GRADUATE ASHLEY IS NOW A MEMBER AND SWIM INSTRUCTOR AT FSBC.

Children from low-income families often cannot swim and feel uncomfortable around water. FSBC partners with the Ben Hair-Just Swim for Life Foundation and many of its scholarship children first come to the club to learn how to be safe around water. As these children gain confidence and learn to swim, FSBC extends full membership scholarships to their families as well as a place on the swim team.

FSBC's hope is that these children and their families grow up and thrive at the club and become a part of the community. Many FSBC members with scholarships have begun swim lessons here, not knowing how to swim, and have moved on to getting their first jobs as swim coaches, helping a new generation of kids learn to love the water.



JULY 2018 CBS NEWS: REFUGEES FIND MORE THAN A SWIM TEAM AT FRY'S SPRING

FSBC Summer Camp Scholarships

FSBC will host its 5th annual summer day camp in 2021. This popular program offers an array of fun and enriching activities including sports, art, music and dance, nature exploration, free swim and lots of fun and games. Taking place on FSBC's bucolic, seven-acre, shaded grounds, it's a magical summer experience for kids 3-11 years old. Additionally, FSBC offers a counselor-in-training (CIT) program for 12-14-year-olds where they still enjoy the fun and games of camp, but also assume some of the responsibility of camp with an eye toward becoming future junior counselors.

Each year, FSBC reserves up to 25% of its enrollment for campers and counselors-in-training needing full scholarships to attend. It welcomes children and teens of color and with financial need in the community through our own outreach efforts as well as partnerships with local non-profits and schools. Assuming 15 scholarships per session for 4 weeks (up to 60 children) at FSBC-extended discounted member rates, this requires \$23,340 in funding.

Teen Outreach and Employment

This year, FSBC will pilot a teen outreach and employment program. Each summer, the club employs approximately 100 youth, ages 14 and up, as lifeguards, café workers, camp counselors, and swim coaches. These are ideal first jobs and they come with extensive job interview training, job training and communication of expectations, coaching, encouragement, and advice. FSBC will also be partnering with

Virginia Family Therapy for training on teen emotional management and problem solving. They will discuss how teenagers can be good role models and how to use this opportunity to make social and professional connections. We will talk about what it means to be a positive leader and how to address conflicts, should they arise as well as adolescent health and wellness.

FSBC strives to make youth employment a positive learning experience where they are supported by the community at the club. Additionally, our managers all have broad experience with teenagers; many of them are teachers at local high schools.

FSBC will work with local non-profits to identify teenagers ready for their first jobs. FSBC will also sponsor Red Cross Lifeguard training for teens unable to afford the \$285 classes. FSBC will pay the fees upfront and then, after the lifeguards are employed and earning a paycheck, they will be responsible for reimbursing the club for 50% of the cost of the class.

Supporting FSBC's 2021 Equity Initiatives

FSNC is gratefully accepting tax-deductible donations to support FSBC's 2021 Equity Initiatives. We encourage local organizations and individuals to support these initiatives and join FSBC in bringing about long-overdue change. The following sponsorship tiers are available:

Equity Sponsor (\$9,000):

- **Featured signage with logo and recognition as equity driver at FSBC from May – September.** The sign will be prominent at all times, including swim meets, concerts, and other events. FSBC boasts approximately 2,000 members and expects an additional 1,000 over the course of a normal season of swim meets and concerts.
- **Verbal recognition and invitation to speak at all events and concerts**
- **Recognition and logo on FSBC and FSNC webpages and in member emails** (distribution list of approximately 1,200) for 12 months.
- **Advertising display at FSBC's front desk** (visible to approximately 3,000 over the course of the season)
- **Use of FSBC ballroom for private event space.**

Diversity Sponsor (\$6,000):

- **Featured signage with logo and recognition as equity driver at FSBC from May – September.** The sign will be prominent at all times, including swim meets, concerts, and other events. FSBC boasts approximately 2,000 members and expects an additional 1,000 over the course of a normal season of swim meets and concerts.
- **Verbal recognition at all events and concerts**
- **Recognition and logo on FSBC and FSNC webpages and in member emails** (distribution list of approximately 1,200) for 12 months.

Community Sponsor (\$3,000)

- **Featured signage with logo and recognition as equity driver at FSBC from May – September.** The sign will be prominent at all times, including swim meets, concerts, and other events. FSBC boasts approximately 2,000 members and expects an additional 1,000 over the course of a normal season of swim meets and concerts.
- **Recognition and logo on FSBC and FSNC webpages and in member emails** (distribution list of approximately 1,200) for 12 months.

Family Friend Sponsor (\$1,000)

- **Recognition and logo on FSBC and FSNC webpages and in member emails** (distribution list of approximately 1,200) for 12 months.