



WELCOME TO

HAWKS NATION

SEAFORTH HIGH  SCHOOL ATHLETICS



Hawks Nation Athletic Club, Inc. General Meeting Agenda

November 8, 2021 | Seaforth High School Auditorium

Welcome & Introduction

Mission Statement

Organization & Structure

Philosophy

What We've Been Doing...

What are donations & sponsorships funding?

Finances

Areas to Grow & Help Needed



Hawks Nation Mission

Hawks Nation Athletic Club, Inc. is a nonprofit organization and

a PROUD COMMUNITY

made up of parents, coaches, students, faculty

& community members supporting Seaforth High School student-athlete values,

starting HONORED TRADITIONS

and promoting SCHOOL UNITY

to show that student success is based on the collection of ALL of us.



Organization & Structure

Fiscal Year: January 1 – December 31

We are changing to July 1 to June 30

Board

Voting

- Brandin O’Neill - President
- Nicole Stevenson - Vice President
- Mike Powell - Treasurer
- Jen Morgan - Secretary

Non-Voting

- Tripp Crayton – Principal
- Jason Amy – Athletic Director



Organization & Structure

Seaforth High School requires Hawks Nation to function as an organization independent of the school.

The role of Hawks Nation is to be supportive of programs rather than to create or influence the direction or content of programs.

A Bylaws Handbook has been created for your quick bylaw reference.

The Hawks Nation Bylaws Handbook is located in the footer menu at

www.hawksnation.org



Philosophy

The goal of Hawks Nation Athletic Club is to support Seaforth High School student-athlete values, starting honored traditions & promoting school unity to show that student success is based on the collection of all of us.

- **Hawks Nation will advocate** for Seaforth High School and promote the legacy of a founding school year with the student body and in the community.
- **Hawks Nation will develop and implement** membership, sponsorship & fundraising opportunities.
- **Hawks Nation will do everything possible** to conceive, create and develop ideas, projects and other assistance to support student-athletes, coaches & supporting staff at Seaforth High School.
- **Hawks Nation will do everything possible** to promote attendance and spirit at all events.



What We've Been Doing...

Focusing on building **COMMUNITY**

starting **TRADITIONS**

and promoting **SCHOOL UNITY.**

.... How?

Created the Founding Members & Sponsors Club

(Donations & Sponsorships with signage)

Created Junior Hawks Club

Communicating Positive Social Media Communities

Building Game Day Experiences

(Fly-by Tailgating, Homecoming, Working with Seaforth Stronghold/Student Section on Themes)

Creating the Hawks Nation & Seaforth HS Branding Merchandise to Show School Spirit & Unity



What are Donations & Sponsorships funding?

Founding Member Sport Banners (with individual athlete names) in the main gym

Athlete JV & V Letters & Pins

Seasonal Sport Programs (Fall-Winter-Spring)

Athlete Founding Member Merchandise

Hawks Nation Community Rally Gear (T-shirts, Rally Towel, Lanyard, Promotional Items)

Field & Facility signage on athletic campus grounds displaying your support to Seaforth High School

Founding Member & Founding Sponsor Wall of Legends

Concessions

Athlete development & recruiting software

Tournament, Invitational Fees and Expenses

Team Championship Awards & Banquets

Building a reserve fund for future field & team equipment and uniform expenses



Finances

Hawks Nation Structure: The General Fund vs. Individual Sports Accounts

Money raised will be either designated for “The General Fund”, OR specific “Sports Accounts”

The General Fund

- What does it pay for?
 - General administration of running 501c (accounting SW, tax prep, insurance, permits, etc)
 - Founding Member Sport Banners (with individual athlete names) in the main gym
 - Athlete JV & V Letters & Pins
 - Athlete development & recruiting software
 - Uniform replacement (future)
 - Member supplies, signs/advertising for sponsors, sports programs (Fall, Winter, Spring)
 - Concessions inventory and equipment
 - Excess funds distributed to individual sports accounts end of fiscal year
- How are we raising money
 - Sponsorships, Memberships
 - Fundraising events & online sales (merchandise)
 - Concession sales

- What are our goals for 2021-22 fiscal year
 - Build up our reserve fund ~ \$50K (“rainy day” fund and future uniform replacement: ~100K)
 - Fund and Run concessions (including equipment investment)
 - Market the school and Hawks Nation to local community
 - Distribute surplus funds to Athletic programs for school year 22-23 usage

Sports Accounts

- Each sport has its own “sports account”
- These accounts can be used by coach (after approval of HNAC and AD) for their specific program
 - Revenue for each of these accounts is raised by:
 - “Sports Support” directed at specific sport (through HNAC website)
 - % of concession sales based on which sport staffed the concession stand(s)
 - Camps or other fundraisers the sports programs run
 - Surplus distributed at end of each HNAC fiscal year
- Directed funding to specific Sports Account
 - Used for specific need to generate additional funding beyond Hawk’s Nation Surplus or Concession sales
 - Ex: Men’s Soccer socks/equipment, XC Invitational, Women’s golf, etc
 - On Website at this location - <https://hawksnation.org/sport-support>



Current Financial Status

Bank Account Overview		
		Funds Available At Start Of Year: \$0.00
Account	Last reconciled	Balance
Bank of America Hawks Nation	09/30/2021	\$74,479.48
PayPal@hawksnation.org Clearing Account	N/A	\$6,219.21
Hawks Nation Square Clearing Account	N/A	\$0.00
	Total	\$80,698.69

Financial Overview							
Budget Heading	Actual			Budget			More/-Less
	In	Out	Net	In	Out	Net	
General Fund - Sponsorships, Memberships, Donations/Gifts, Administrative Costs	\$70,685.00	-\$16,309.65	\$54,375.35	\$108,860.00	-\$55,484.00	\$53,376.00	\$999.35
Concession Sales	\$11,381.46	-\$9,496.77	\$1,884.69	\$17,920.00	-\$13,160.00	\$4,760.00	-\$2,875.31
Baseball	\$5,600.96	-\$467.72	\$5,133.24	-	-	-	\$5,133.24
Men's Basketball	\$4,650.00	-\$1,691.67	\$2,958.33	-	-	-	\$2,958.33
Football	\$2,422.97	-\$19.80	\$2,403.17	-	-	-	\$2,403.17
Volleyball - Women's	\$9,379.46	-\$3,018.79	\$6,360.67	-	-	-	\$6,360.67
Soccer - Men's	\$1,598.12	-\$343.96	\$1,254.16	-	-	-	\$1,254.16
Women's Tennis	\$1,111.00	-\$34.07	\$1,076.93	-	-	-	\$1,076.93
Cross Country	\$3,148.27	-\$89.57	\$3,058.70	-	-	-	\$3,058.70
Wrestling	\$2,193.45	-	\$2,193.45	-	-	-	\$2,193.45
Hawks Nation Square Fees	-	-	-	-	-	-	-
Women's Golf	-	-	-	-	-	-	-
Reserve Fund	-	-	-	-	-\$50,000.00	-\$50,000.00	\$50,000.00
Total	\$112,170.69	-\$31,472.00	\$80,698.69	\$126,780.00	-\$118,644.00	\$8,136.00	\$72,562.69

Current Balance: \$80,699

- o \$112,171 raised to date
- o \$31,472 spent to date

Breakdown of balance

- o General Fund = \$56,260
- o Sports Accounts = \$24,439

Open items

- o Still need to fund reserve fund
- o Letters/Pins
- o End of year banquet
- o Winter/Spring Programs

General Fund 2021-22 GOALS

- o \$128K goal
- o \$82K raise to date
- o ~\$46K to go

Breakdown

- Sponsorships = ~\$20K
- Memberships = ~\$2.5K
- Concessions = ~\$6.5K
- Other = ~\$17K

Doesn't include sports specific fundraising



Areas to Grow & Committee Support Needed

Future Event Planning – Winter Festival Dec 9th

Concession Chair Committee

Hawks Nation Fundraising Committee

- Bring Fundraising Ideas to individual sports/team parents to aid in building funding needs for team

Communications Lead/Designer

Create a “Giving Thanks” Team

Further Support & Promotion to Community Sponsors

Community Event Organizers

And with genuine appreciation for you,

THANK YOU.